List of Campaign Partners 2026

Core Campaign Leaders

	Logo	Description	Sector	Campaign partner i
1		**Procter & Gamble**	Detergent manufacturer* Wave 1: UK, IT, FR, DK, BE Wave 2: BE, FR	BE,FR,
2		**Unilever**	Detergent manufacturer Wave 1: UK, DK, BE Wave 2: BE, DK, FR, UK	BE,DK,FR,UK,
3		**Nopa Nordic A/S**	Private label manufacturer of detergents Wave 1: DK	DK
4		**McBride**	Private label manufacturer of detergents Wave 1: FR, BE	BE,FR,
5		**Coop Danmark A/S**	Private label detergents & retailer Wave 1: DK	DK
6		**Vandeputte Group**	Manufacturer of detergents Wave 1: BE Wave 2: BE	BE
7		**Henkel**	Detergent manufacturer* Wave 1: IT, FR, BE Wave 2: BE	BE
8		**AUCHAN**	Private label detergents and retailer Wave 1: FR	FR
9		**Carrefour**	Private label detergents and retailer Wave 1: FR	FR
10		**Werner and Mertz/Rainett**	Detergent manufacturer Wave 1: FR	FR

Institutional Supporters

	Logo	Description	Sector	Campaign partner i
1		**AMFEP**	Association of Manufacturers and Formulators of Enzyme Products Wave 1: BE, DK, FR, IT, UK	BE,DK,FR,IT,UK,

2		**Global Action Plan**	Environmental behaviour change charity Wave 1: UK	UK
3		**Federal Public Service of Health, Food Chain Safety and Environment**	Belgian authority Wave 1: BE Wave 2: BE	BE
4		**COMEOS**	Retailers trade association Wave 1: BE Wave 2: BE	BE
5		**COFREET**	French Committee for Textile Labelling Care Wave 1: FR Wave 2: FR	FR
6		**Ecolabelling Denmark**	Responsible for the official ecolabels in Denmark Wave 1: DK	DK
7		**Energy Saving Trust**	Social enterprise with a charitable Foundation Wave 1: BE, DK, FR, IT, UK	BE,DK,FR,IT,UK,
8		**National Union of Students (NUS)**	Membership organisation of students and their unions Wave 1: UK Wave 2: UK	UK
9		**Vedvarende Energi/Energitjenesten**	Initiative under the Renewable Energy Association Wave 1: DK	DK
10		**WRAP**	Non profit organisation working with partners to promote sustainable use of resources Wave 1: UK	UK

Gold Partners

	Logo	Description	Sector	Campaign partner i
1		**C.L.A.S.S.**	Creativity Lifestyle and Sustainable Synergy- Network for sustainable fashion Wave 1: UK, IT, FR, DK, BE	BE,DK,FR,IT,UK,
2		**WEAR**	Trade association for the textile and fashion industry Wave 1: DK	DK
3		**Danish Fashion Institute**	Network organisation created by and for the Danish Fashion Industry Wave 1: DK Wave 2: DK	DK
4		**Arcelik A.S. / BEKO**	Appliance manufacturer Wave 1: UK, IT, BE, FR, DK	BE,DK,FR,IT,UK,
5		**Dansk Mode & Textil**	Trade association for Danish textile and clothing companies Wave 1: DK	DK
6		**Electrolux/AEG**	Appliance manufacturer Wave 1: UK, IT, FR, DK, BE	BE,DK,FR,IT,UK,

7		**AUCHAN**	Retailer Wave 1: FR	FR
8		**IKEA**	Furniture and decoration retailer Wave 1: UK	UK
9		**FEHA**	Trade Association for the appliances sector Wave 1: DK	DK
10		**MAYAMIKO DESIGNED**	Textile designer Wave 1: UK, IT, BE, FR, DK	BE,DK,FR,IT,UK,
11		**INDESIT Nordics AB**	Appliance manufacturer Wave 1: DK	DK
12		**Sainsbury's**	Private label detergents and retailer Wave 1: UK	UK
13		**Automatic Industries**	Laundry equipment manufacturer Wave 1: BE	BE

Corporate Supporters

	Logo	Description	Sector	Campaign partner i
1		**DuPont**	Industrial Biosciences sector Wave 1: UK, IT, BE, FR, DK	BE,DK,FR,IT,UK,
2		**NOVOZYMES**	Industrial Biotechnology Wave 1: BE, DK, IT, FR, UK Wave 2: BE, FR, DK, UK	BE,DK,FR,IT,UK,
3		**BASF**	Chemicals Wave 2: BE, FR, UK, DK	BE,DK,FR,UK,