



TOGETHER
FOR MORE
SUSTAINABLE
WASHING



#WeTurnDown

Scientifically accompanied behavioral change campaign

Results of the first campaign year of the cooperation between WWF Germany and P&G

Kälterwa

LEGAL NOTICE

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#WirDrehenRunter

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#WeTurnDown RESULTS FROM THE FIRST CAMPAIGN YEAR

In July 2022, WWF & P&G launched a colder wash campaign to reduce the GHG emissions related to washing laundry in Germany. It aimed to reduce the average washing temperature by 1 °C min. per year over a period of 3 years.

Up to
100.000t CO₂
can be saved in one
year by reducing the
average washing
temperature by
-1.25°C.

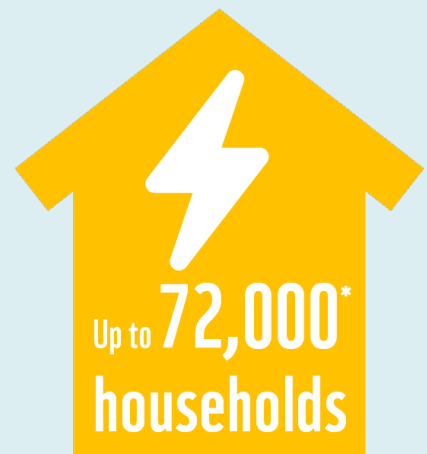
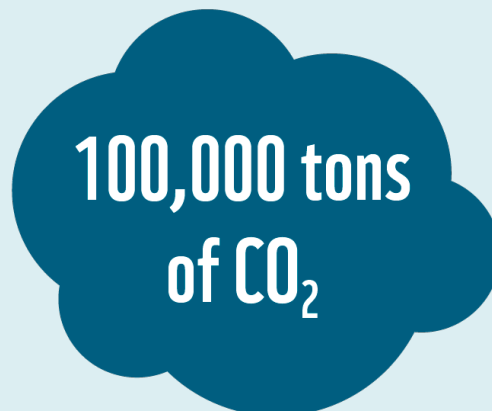
- The campaign involved **TV commercials, articles in print and online media, displays and POS in supermarkets**, collaboration with **social media influencers**, and other communication activities.
- The campaign was **accompanied by a scientific evaluation** which was coordinated by the *Collaborating Centre on Sustainable Consumption (CSCP)* as an external research partner.
- Between **May 2022 and May 2023**, the campaign contributed to a **reduction of the average washing temperature in Germany by -1.25°C**. This can save up to 100,000 tons of CO₂ per year.

CO₂-SAVINGS BY LOWERING THE AVERAGE WASHING TEMPERATURE



WWF Germany and Ariel were able to encourage consumers to lower the temperature when doing their laundry with the #WeTurnDown campaign. This helped to reduce the average washing temperature in Germany by 1.25 degrees.

Up to 100,000 tons of CO₂
can be saved annually.



This is more than the CO₂ emissions for the electricity consumption of private households in the historic city centre of Cologne.



Source: COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION (CSCP) * Calculation of the savings potential based on data from the Federal Statistical Office/Federal Environment Agency. For details, see www.wirdehnter.de

#WeTurnDown

WHY COLDER WASHING?

Reducing the emissions of greenhouse gases (GHG) is among the top global priorities. It is essential for protecting people's well-being as well as the natural environment.

60%

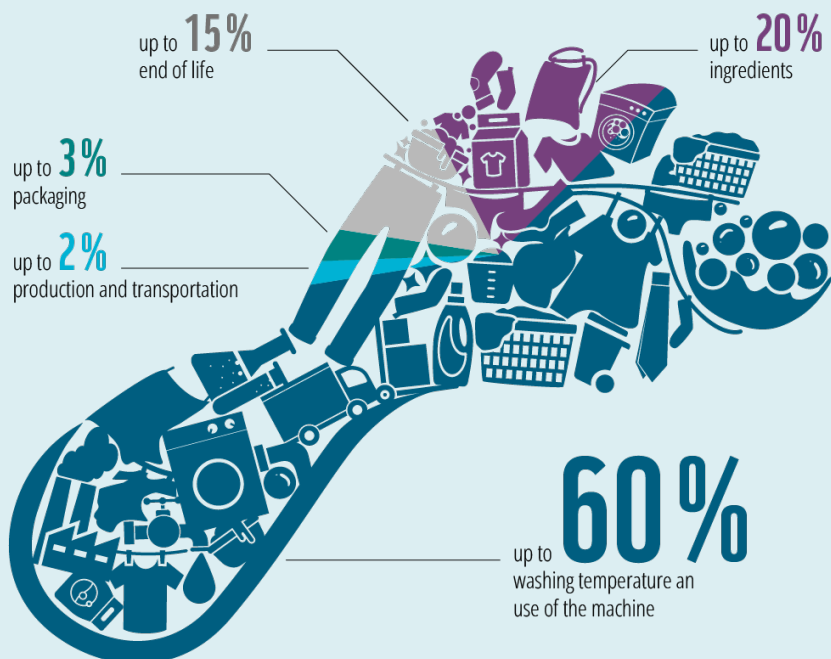
of the laundry carbon footprint in Europe is due to the actual washing cycle in the machine on average.

*Source: P&G

- As a contribution to these reduction goals, **companies** also start to take **responsibility** for the **emissions** that occur in the **use phase of the product** (Scope 3 emissions).
- **60%** of the laundry carbon footprint in Europe is due to the actual **washing cycle** in the machine on average – mainly by **heating** the water.*
- Washing one load at **30°C instead of 60°C** saves up to **60% energy**, based on the energy consumption of a washing machine on a normal wash program.*
- **Procter & Gamble (P&G) and World Wild Fund for Nature (WWF) are committed to reducing GHG emissions** and therefore have launched an innovative **multi-year campaign** towards **colder laundry** washing in Germany.



CO₂-FOOTPRINT OF LAUNDRY



Source: P&G; Simplified LCA breakdown, European average

#WeTurnDown

COLDER WASH CAMPAIGN

The colder wash campaign **#WirDrehenRunter** (**#WeTurnDown**) was launched by P&G and WWF with the aim of reducing the average washing temperature when doing laundry in Germany by at least 1°C per year over the course of 3 years from 2022 to 2025.

The campaign started in **August 2022**, involving a wide range of communication channels, such as TV commercials, articles in print and online media, radio pieces, several TV reports, social media, collaboration with social media influencers, displays and other POS activations in supermarkets (Rewe, dm, Rossmann, Mueller, Kaufland, Globus), Germany's first cold wash launderette, stakeholder communication, PR and joint presentations at congresses and events. In total, it reached **2 billion gross contacts**, most likely almost all German households.

360° COMMUNICATION



TV
Additional TVC incl. mentioning of trade partners

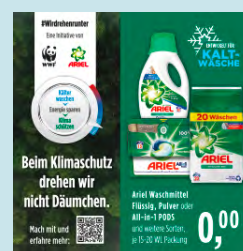


PR
Press send outs to leading media, influencer event

Instore Display



Washing machine manufacturers leaflets



Handbills



THE EVALUATION DESIGN



STEP #1

The evaluation design was collaboratively developed by the Collaborating Centre on Sustainable Consumption and Production (CSCP) as an external scientific partner, WWF Germany and P&G. Four external experts also provided feedback to the evaluation design, and the requests for changes were included in the final version of the process.



STEP #2

The evaluation consisted of different quantitative and qualitative evaluation elements and was complemented by an approach to calculate emission reductions resulting from the changes in washing temperature.



STEP #3

The results of the different evaluation steps were verified and compiled by the CSCP as independent party. CSCP added an analysis and suggestions on how to improve both the campaign and the evaluation process.



STEP #4

The outcomes of the evaluation are now shared with the public. They are also now used to inform an iterative improvement of the campaign.

THE EVALUATION PROCESS – WHAT HAVE WE LOOKED AT?



AIMS OF EVALUATION

A.

Show change in washing
temperature and related
emissions

B.

Provide additional
insights



RESEARCH QUESTIONS

A1.

How has the average washing
temperature in households in
Germany changed after the
campaign was put in place?
(incl. control group in Austria)

B1.

What were the key reasons
for the campaign's results?

B2.

To what extent did the campaign
lower the key barriers to washing
colder and strengthen the
enabling factors?

A2.

Which emission reductions
can be attributed to the
reduction of the average
washing temperature?

B3.

What parts of the campaign
could be improved and how?

B4.

Did the campaign lead to
indirect behaviour change
or rebound effects?

HOW DID WE MEASURE?



A **quantitative survey measuring the average temperature** of laundry was conducted among **1,000 consumers** in Germany before the campaign started and one year after the first survey. A comparable survey was conducted in Austria (control group).



Monthly surveys among 300 consumers were used to see to what extent the **campaign succeeded in influencing the reasons** that discourage or encourage people to **do their laundry at lower temperatures**.



At the same time, **qualitative research** was conducted to **understand consumers' perception** of the campaign and **gain deeper insights** into what influences their laundry washing temperature.



The changes in the laundry washing temperatures were used to **calculate the amount of energy saved** and **the reductions in greenhouse gas emissions**.



WHAT DID THE CAMPAIGN ACHIEVE?

The campaign has been successful!
The washing temperature in Germany has
decreased by 1.25 degrees.

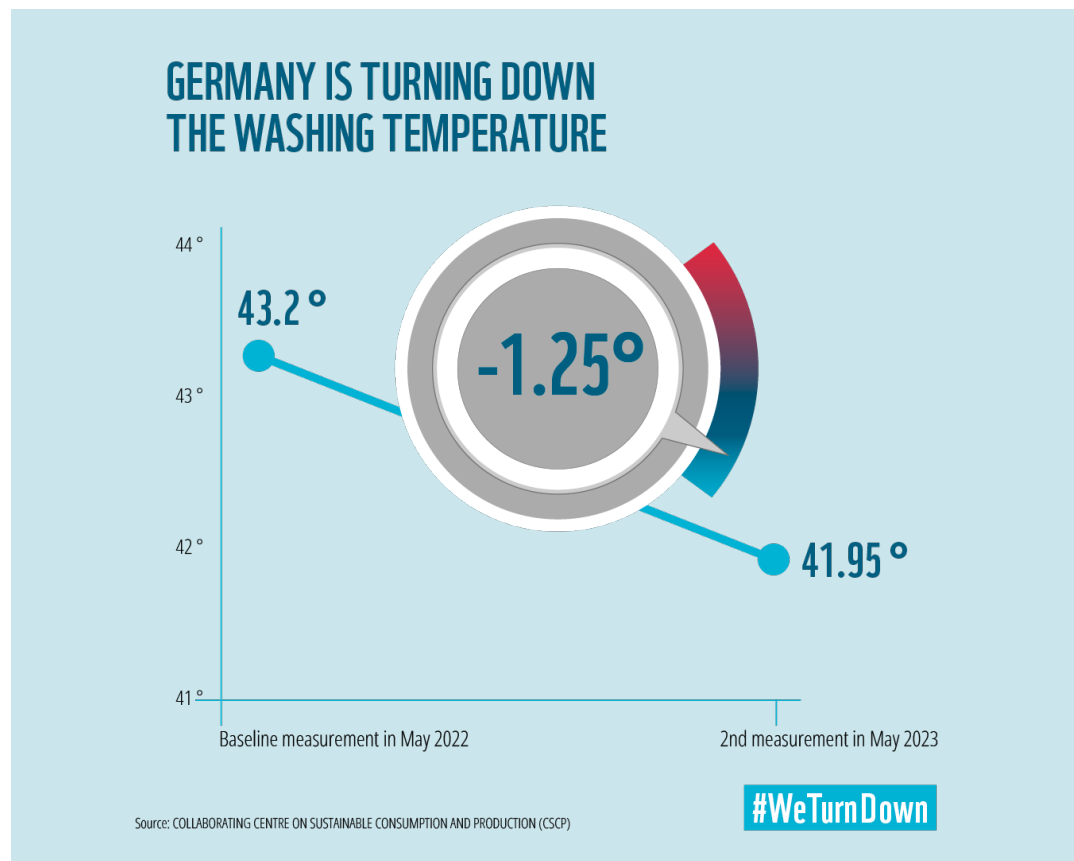
*Calculation of the savings potential based on data from the Federal Statistical Office/Federal Environment Agency.

For details see
www.wirdreihenrunter.de

(May 2022 – May 2023)

This contributed to a saving of up to **100,000 tons of CO₂**.

For illustration, this is equivalent to the CO₂ emissions from the electricity consumption of around **72,000 households***, more than the emissions of the electricity consumption of private households in the historic city centre of Cologne.



Source:
POSpulse and P&G;
edited by CSCP

The decrease was likely influenced by both the **campaign and external factors** (Ukraine war, rising energy costs, calls to save electricity). However, the external factors were also present in Austria, where the campaign did not take place and where no statistically relevant change in average washing temperature could be observed. It is likely that **the decrease can be attributed to the #WeTurnDown campaign.**

WHAT'S NEXT?



The campaign will continue in the coming years aiming to achieve an **even greater reduction** in the average washing temperature in Germany and the associated greenhouse gas emissions.



The upcoming phase of the campaign will **focus systematically on addressing the 'barriers' and 'motivators'** that had the biggest influence on whether people start washing laundry at lower temperatures. It will **aim to go beyond people having the intention to lower the temperature and to enable them to take action.**



The campaign will also **take advantage of the power of social norms** and communicate colder washing as the **new 'normal' behaviour** that is already practiced by many people, encouraging others to do the same.





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Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

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