

EU Ecolabel NETWORK TOOLKIT

November 2019
Detergents & Indoor
Cleaning Services



Network Toolkit Detergents & Indoor Cleaning Services – November 2019

Dear all,

Welcome to the November 2019 Network Toolkit! In this toolkit, you will find product-group specific communication content for **Detergents and Indoor Cleaning Services**. Please find below instructions on how to best use this content:

WHY use this toolkit?

This content has been developed to provide you with **ready-to-use material** to facilitate communication on your own social media or website pages in order to **collectively optimise outreach** to our B2B and B2C target audiences. The Helpdesk posts all of the content listed within each toolkit on the official EU Ecolabel social media and website pages, however in order to have increased visibility of this content, we encourage you to **publish this same material on your national social media and website pages**.

HOW to use this toolkit?

This material can be **used as-is (copy/paste)**, however depending on your country it may have the most impact if the content is **translated into your national language** and/or edited for your target audience. The articles should be **shared with your partners and multipliers** (NGOs, journalists or sustainability and lifestyle bloggers). Make sure to **follow and tag the EU Ecolabel social media pages** when publishing on social media, so that we retweet and share your posts on our pages.

WHAT material is in this toolkit?

The following content is available within this toolkit for you to disseminate:

- Social media posts for Twitter, Facebook, and LinkedIn
- Relevant hashtags and social media accounts to use and tag within the post
- Ambassador Success Story
- Product-group specific articles

Feel free to **send the Helpdesk feedback and suggestions** concerning the toolkits—your comments will help improve their content.

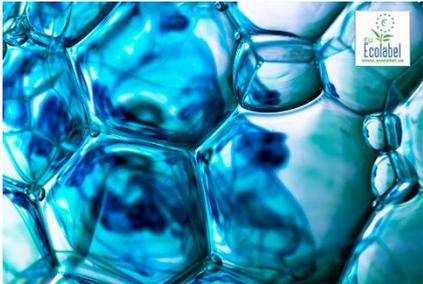
Best wishes,

The EU Ecolabel Helpdesk Team

Contents

I.	SOCIAL MEDIA POSTS.....	3
II.	SOCIAL MEDIA TAGS, LINKS AND INFLUENCERS	6
III.	ARTICLES	7
1)	THE EU ECOLABEL DETERGENTS: FIGHTING AGAINST MICROPLASTICS	7
2)	THE EU ECOLABEL CLEANING SERVICES: STRIVING TO REDUCE UNNECESSARY WASTE	8
3)	EU ECOLABEL AMBASSADOR: SAMSIC ITALIA	9

I. Social media posts

Type of post & tags	Facebook / LinkedIn	Twitter	Visual
<p>Ambassador focus: Samsic Italia</p> <p>Tags: #SustainableCleaning #GreensupplyChain #CircularEconomy</p>	<p>“The #EUEcolabel has enabled us to form long lasting partnerships with like-minded suppliers that care for the environment. This has not only made our supply chain more sustainable, it has also improved the quality of our services.” Umberto Diamante, Commercial Director @SamsicItalia @SamsicGroupe</p> <p>More about Samsic Italia → https://www.samsic.it/</p>	<p>“The #EUEcolabel has enabled us to form long lasting partnerships with like-minded suppliers that care for the environment. This has made our supply chain more sustainable and improved the quality of our services.” Umberto Diamante, Commercial director @SamsicItalia @SamsicGroupe</p>	
<p>Licence holder focus: Werner & Mertz</p> <p>Tags: #SustainableCleaning #GreensupplyChain #CircularEconomy</p>	<p>@Werner.Mertz was awarded the EU Ecolabel for its #Greencare professional line which uses 100% renewable energy for its EMAS certified production, and non-toxic components in its detergents.</p> <p>More about Werner and Mertz → https://wmprof.com/en/int/home.html</p>	<p>@WMProf_Int was awarded the EU Ecolabel for its @greencareProf line which uses 100% renewable energy to power its production, and non-toxic components in its detergents.</p>	

<p>Licence holder focus: Service Key</p> <p>Tags: #SustainableCleaning #GreenSupplyChain #CircularEconomy</p>	<p>@SK Service Key was one of the first companies in Europe to obtain the #EUEcolabel for cleaning services. Their “green growth” plan takes into account some of the #UNSDGs for the development of their future strategy!</p> <p>More about ServiceKey → https://skservizi.it/</p>	<p>#ServiceKey was one of the first companies in Europe to obtain the #EUEcolabel for cleaning services. Their “green growth” plan takes into account some of the #UNSDGs for the development of their future strategy!</p>	
<p>Current issue focus: Microplastics</p> <p>Tags: #SustainableCleaning #GreenSupplyChain #CircularEconomy</p>	<p>#DidYouKnow: Up to 200 000 tons of microplastics are released into EU ecosystems yearly, some of which originate from household detergents. The #EUEcolabel ensures its products do not contribute to this issue, by banning microplastics from its detergents.</p> <p>More about our detergents → http://ec.europa.eu/ecat/</p>	<p>#DidYouKnow: Up to 200 000 tons of microplastics are released into EU ecosystems yearly, some of which originate from household detergents. The #EUEcolabel ensures its products do not contribute to this issue, by banning microplastics from its detergents.</p>	
<p>Current issue focus: Supplier Synergies</p> <p>Tags: #SustainableCleaning #GreenSupplyChain #CircularEconomy</p>	<p>The #EUEcolabel for indoor cleaning services encourages cleaner supply chains and a higher quality service by promoting synergies between environmentally conscious companies. For example, the criteria require that at least 50% of the products used by cleaning services be certified by an ISO 14024 type I ecolabel.</p>	<p>The #EUEcolabel for indoor cleaning services encourages synergies between environmentally conscious companies. In fact, the criteria require that at least 50% of the products used by cleaning services be certified by an ISO 14024 type I ecolabel.</p>	

	<p>More about our Cleaning services → https://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html</p>		
<p>Current issue focus: Waste Tags: #SustainableCleaning #GreenSupplyChain #CircularEconomy</p>	<p>To reduce the generation of unnecessary waste, employees of #EUEcolabel cleaning service providers are trained to use reusable cleaning accessories, and properly sort waste as part of their daily tasks.</p> <p>More about our Cleaning Services → https://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html</p>	<p>To reduce the generation of unnecessary waste, employees of #EUEcolabel cleaning service providers are trained to use reusable cleaning accessories, and properly sort waste as part of their daily tasks.</p>	
<p>Current issue: Chemicals Tags: #SustainableCleaning #GreenSupplyChain #CircularEconomy</p>	<p>Several toxic chemicals found in detergents can harm marine ecosystems when disposed through waste water. The #EUEcolabel imposes controls on the presence of hazardous substances in its detergents.</p> <p>More about our Detergents → http://ec.europa.eu/ecat/</p>	<p>Several toxic chemicals found in detergents can harm marine ecosystems when disposed through waste water. The #EUEcolabel imposes controls on the presence of hazardous substances in its detergents.</p>	

<p>Current issue focus: The Cleaning Industry</p> <p>Tags: #GreenCleaning #SustainableSupplyChain #CircularEconomy</p>	<p>From improper waste disposal, to excessive use of toxic chemicals, the #EUEcolabel seeks to minimise the impact of Cleaning Services through comprehensive guidelines and a holistic set of criteria.</p> <p>More about our Cleaning services → https://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html</p>	<p>From improper waste disposal, to excessive use of toxic chemicals, the #EUEcolabel seeks to minimise the impact of Cleaning Services through comprehensive guidelines and a holistic set of criteria.</p>	
--	--	--	---

II. Social media tags, links and influencers

Feel free to use the following hashtags and accounts in your social media posts in order to heighten the visibility of your posts.

Facebook influencers	@EUEcolabel ; @EUEnvironment ; @ZeroWasteFrance ; @EuropeanEnvironmentalBureau ; @AFNOR ; @samsicitalia ; @samsicgroupe ; @werner.mertz ;
Twitter influencers	@EMAS_EUEcolabel (EU Ecolabel) ; @EU_ENV ; @bmoralesbailon (Blanca Morales) ; @KarmenuVella (Karmenu Vella) ; @Green_Europe (EEB) ; @beuc (BEUC) ; @AFNOR ; @ademe ; @ZeroWasteFR ; @WMProlnt ; @greencareprof
Linkedin Influencers	@EU Ecolabel ; @European Environmental Bureau ; @BEUC , @Werner & Mertz Professional ; @SamsicItalia ; @SK service Key

III. Articles

1) The EU Ecolabel Detergents: fighting against microplastics

Every year in Europe, between 70 000 and 200 000 tons of microplastics seep into our natural environments, which is in part, due to plastic particles found in many detergents and cleaning products. The increasing amount of plastic has become a world-wide problem that the European Union commits to fighting, with its 'Plastic Strategy' (adopted in January 2018). EU Ecolabel criteria for detergents contribute to this commitment, as they ban the use of microplastics in detergent products.

Microplastics can be found in detergents that contain scrubbing agents, such as laundry detergents. As a result of their small particle-size, microplastics are not caught by the filters in water treatment systems and ultimately end up in the ocean, affecting marine biodiversity. In July 2019, a study conducted by the Austrian environmental (GLOBAL 2000) and consumer organizations (AK OÖ) tested 300 detergents among which 119 contained microplastics¹. The EU Ecolabel makes it possible for European consumers and public institutions to avoid such harmful detergents for the environment and choose healthier and safer products.

New impactful initiatives on the use of microplastics in detergents have also recently emerged. For example, the European Chemicals Agency has submitted in January 2019 a restriction proposal to ban microplastic particles that are intentionally added to cleaning products used by consumers and professionals. If adopted, the restriction could reduce the amount of microplastics released to the environment in the EU by about 400 thousand tons over 20 years. Thanks to the EU Ecolabel, detergents producers can anticipate EU regulations whilst supporting the EU Plastics Strategy.

Sources:

- ¹ <https://www.plasticsoupfoundation.org/en/2019/07/microplastics-found-in-119-detergent-brands/>
https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2017.180.01.0063.01.ENG&toc=OJ:L:2017:180:TOC
<https://www.health.belgium.be/en/effect-detergents-environment>
<https://sciencing.com/environmental-impacts-of-detergent-5135590.html>
<https://eeb.org/eu-moves-to-ban-microplastics-in-most-products/>
<https://echa.europa.eu/fr/-/echa-proposes-to-restrict-intentionally-added-microplastics>
<https://www.reuters.com/article/us-eu-plastics/eu-chemicals-agency-proposes-ban-on-deliberately-added-microplastics-to-combat-pollution-idUSKCN1PC0QF>

2) The EU Ecolabel Cleaning Services: striving to reduce unnecessary waste

European companies providing cleaning services are facing growing pressure to align their processes on the European Commission's Circular Economy strategy (put in place in 2015). Cleaning activities can generate a high amount of unnecessary waste if poorly managed. The goal of the EU Ecolabel criteria is to reduce the environmental impact of such services, in an effort to drive companies to reduce waste at its source, as recommended in the EU Waste Framework Directive.

Inefficient waste disposal management and the use of non-recyclable products by cleaning service companies contribute to unnecessary waste as well as water, soil and air contamination. Companies providing EU Ecolabel cleaning services must pay close attention to the quantity and type of packaging used, are encouraged to use refillable container designs instead of one-time-use containers, and packaging must be recyclable upon disposal. Frequent staff training is a main focus within the EU Ecolabel criteria and can have a real impact with managing unnecessary waste within cleaning services. For example, employees must use durable and reusable cleaning accessories, minimise the use of single use cleaning items such as gloves and correctly sort and discard waste and waste water.

The EU Ecolabel criteria also make sure the cleaning products used by cleaning companies are safer for the environment and limit toxic discharges, by requiring that at least 50% of them be certified by either the EU Ecolabel or another EN ISO 14024 type I ecolabel. This requirement has the potential to create lasting synergies between existing EU Ecolabel detergent companies and cleaning services who are searching for more environmentally friendly options. The alignment of the EU Ecolabel criteria for cleaning services with the EU Green Public Procurement criteria further encourages businesses and public organisations to take real action towards sustainable cleaning.

Sources:

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2018.114.01.0022.01.ENG&toc=OJ:L:2018:114:TOC

https://ec.europa.eu/environment/gpp/pdf/tbr/cleaning_tbr.pdf

<https://pdfs.semanticscholar.org/0478/63fcce416efcc2cd8c1f1506faf998c4275a.pdf>

3) EU Ecolabel ambassador: Samsic Italia

A true believer in the importance of their role in improving the industry's environmental impact, Samsic Italia is one of the first companies to have received the EU Ecolabel certification for Cleaning Services in 2019. As a member of the larger Samsic group, which operates in 25 countries, Samsic Italia provides cleaning, maintenance and energy services for buildings and facilities across Italy.

Samsic Italia actively involves every one of their employees in sustainability measures, by encouraging them to use cleaning products more efficiently. In fact, these employees are committed to strengthening the company's environmental performance and they take pride in knowing they are limiting the negative impact of their daily tasks. This greater optimisation has also helped reduce costs for Samsic Italia.

Becoming awarded with the EU Ecolabel has also enabled Samsic Italia to create synergies and durable partnerships with clients and suppliers that share the same principles of sustainability. In fact, the EU Ecolabel requires that half of the cleaning products used by cleaning service providers be certified by a recognized ISO14024 Type I ecolabel, and the remainder have strict limitations on the hazardous substances they contain. In Samsic Italia's case, this has had the effect of creating a sustainable quality-driven supply chain.

"It is within Samsic's DNA to provide a high-quality service with an environmental added value, for a right price. Given the increasing importance of CSR, each stakeholder must play their part to improve their environmental impact"

- Umberto Diamante, Samsic Italia commercial director

As a member of one of Europe's largest facility service providers, Samsic Italia finds itself in the perfect position to drive positive change in the sector and has shared their know-how and experience on sustainable cleaning practices and the EU Ecolabel during international meetings.