

their communications with visitors.  
wing companies have won the PCHI 2013 Booth  
designated Booth: BASF (China) Co., Ltd. and CQV Co., Ltd.

expects to bring the personal care sector an even more solid  
avenue for ingredient sourcing, networking and knowledge  
exchange, come 2014".  
For more information, please visit [www.pchi-china.com](http://www.pchi-china.com)

PORT

## I prefer 30° Public debate on sustainable consumption with the European Commissioner Connie Hedegaard and Mohamed Samir (P&G) on behalf of A.I.S.E. in Milan

On June 6<sup>th</sup> 2013 fashion capital Milan was the  
location for a debate hosted by Climate Action  
Commissioner Connie Hedegaard on 7 June  
discuss sustainable consumption, followed by a  
fashion show.

80 billion garments are produced worldwide  
each year. How these clothes are produced, washed  
and recycled affects the climate. Every kilo of new  
clothing bought results in some 25kg of CO<sub>2</sub> emissions - the  
equivalent of powering a bulb for nearly 20 days.  
Commissioner Hedegaard entered into debate with  
the detergent industry as well as retailers and producers of  
laundry machines and household appliances about  
the detergent sectors, together with consumers,  
to contribute to building a low-carbon society  
and fighting climate change.

Commissioner Hedegaard said: "Each one of us  
can make a difference in the fight against  
climate change - governments, industries,  
and also individual consumers. Do you  
know what you can do? Buying local or low-  
carbon products, taking the bike or avoiding  
unnecessary waste of energy; this sustainable  
approach will save us money, time and emissions. What is  
stopping you back from doing the things that are obviously  
the right idea? I am looking forward to discussing this with  
you."

The Commission has teamed up with the International  
Association for Soaps, Detergents and Maintenance  
Products (A.I.S.E) and the Nordic Fashion Association to  
develop practical, climate-friendly solutions from the fashion  
and detergent industry. Gucci showed that luxury brands  
can be sustainable, Marks and Spencer how it is giving  
thought to the future, and Electrolux how sustainable  
laundry solutions are helping consumers and the environment.  
Launching a new industry-led initiative, Mohamed Samir,  
Regional Director Western Europe for Procter & Gamble, on

behalf of A.I.S.E., said: "Every second, more than 1,100  
laundry washes are on the go in Europe! Whilst the average  
temperature of these is 41°, we know that consumers can  
get great cleaning performance with modern detergents  
by using much lower temperatures for most of their laundry.  
This will save them energy and money, plus it will keep their  
clothes looking great for longer. With that purpose, we  
are delighted to announce the launch today of "I prefer  
30°", a unique multi-stakeholder campaign not only for  
us, the detergent industry, but also open to appliance  
manufacturers, retailers, the fashion sector and any other  
partner willing to drive this effort with us. We believe that  
together can make a big difference".



"These are just a few of the many  
examples in Europe of intelligent and  
innovative solutions and technologies  
that reduce CO<sub>2</sub> pollution. These  
smart solutions are the backbone of  
the campaign A world you like, with a  
climate you like that I am presenting  
today in Italy," said Connie Hedegaard.  
"Climate-friendly innovations save money,  
improve our quality of life and boost skilled  
employment and economic growth".

The event ended with a fashion show featuring climate-  
friendly creations from campaign partners C.L.A.S.S.  
(Creativity Lifestyle and Sustainable Synergy) and NICE  
(Nordic Initiative Clean and Ethical).

"I Prefer 30°" is a movement that aims at grouping all  
stakeholders in the laundry industry behind one single  
message: "I prefer 30°". The movement includes detergent  
brands, fashion brands, washing machine brands, retailers  
and nature preservation foundations that know well how  
simple actions like washing at 30° can help protect our  
environment.

For more information on the "I prefer 30°" campaign visit:  
[www.iprefer30.eu](http://www.iprefer30.eu)

