



LAUNCH OF THE EUROPEAN CLEANING DAYS

At the beginning of February, EUnited Cleaning, with the support of the EFCI and AISE launched the “European Cleaning Days” (ECD) (www.cleaningdays.eu). The campaign gathers the three associations representing professional cleaning activities (producers of machines and products as well as service providers) and aims at highlighting the importance and benefits of professional cleaning.

Engaged parties of the ECD campaign

EUnited Cleaning is the **European cleaning machines association** representing the leading producers of floor cleaning machines and high pressure cleaners for commercial and industrial use (<http://www.eu-nited-cleaning.org>). Covering more than 80% of the European market, it represents the views of the cleaning machines manufacturers on core issues within the EU and serves as the network for members to cooperate on several joint initiatives.

A.I.S.E is the **International Association for Soaps, Detergents and Maintenance Products** representing the leading manufacturers of cleaning and maintenance products in Europe (www.aise.eu). Its membership totals 29 national associations in Europe and beyond, and covers 900 companies, which range from SME's to large multinationals active in professional cleaning and hygiene.

General overview of the ECD campaign

The ECD campaign aims to highlight the importance and benefits of professional cleaning responsible for providing clean, hygienic and safe conditions in areas accessible to a large number of people, such as offices, hospitals, airports, train stations, etc. The campaign will be starting in May 2015 and will be focussing on the following areas of the professional cleaning industry:

- Detergents for cleaning and disinfection
- Floor and high pressure cleaning: Buildings, business premises, and production sites
- Municipal equipment: Mobile machines used in municipalities and other public areas
- Cleaning companies

The mission of the ECD is to combine the existing cleaning events that regularly take place in Europe, and to organise new ones in order to educate the public about the importance of professional cleaning for public health, comfort and wellbeing. The idea is also to inspire society and public to take responsibility and actions for creating a cleaner environment.

To this end, the campaign aims to gather numerous events that will be held all over Europe in order to engage the general public to learn more about the necessity to preserve cleanliness in a wide variety of applications. The events aim to potentially involve people of various age groups and professions in activities ranging from exhibitions, workshops, visits to schools with lectures, to competitions as “cleaning in action” on public streets and squares. Indeed, one of the ECD goals is also to inspire students and people of all ages to pursue careers in cleaning-related fields (service provision, chemistry, machinery, related science, technology, and engineering).

All relevant stakeholders are welcome to contact the central coordinator and main contact point - EUnited Cleaning - in order to take part in the ECD campaign by launching an event at national level.

All EFCI members are therefore asked to contact and liaise with the respective national associations of cleaning machines and cleaning products manufacturers in their countries in order to evaluate if actions can be carried out jointly and to then make sure they are made public through the campaign website. For further information about the campaign, please visit the related website through the following link: <http://www.cleaningdays.eu>

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