



## DID YOU KNOW...

... that before the invention of the washing machine, doing the laundry was a rather **social undertaking**? In some languages, “washing dirty laundry” is an idiom for “gossiping”.

... that in the well-developed urban settlements of the Roman Empire, fullones (clothes washers) in public laundries took care of cleaning the woollen garments commonly worn at the time? In the rest of ancient Europe, cleaning clothes, usually on river banks, remained the chore of each individual household.

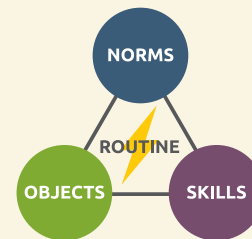
... that hot metal was used in China to iron clothes as early as 1,000 years ago? In Europe, people used hand-sized linen smoothers made of glass, stones or wood well into the 19th century even though smoothening irons eventually became available in the late Middle Ages. It seems using smoothers was more convenient than heating up an iron and preparing a flat surface as ironing board.

... that through history, ash, sour milk, animal fat and even human urine was used to remove stains? Modern detergents, especially biological detergents containing enzymes, clean stains and kill germs very effectively, even at low temperatures. Considering the harmful chemicals contained in many detergents, organic and fully biodegradable detergents are a much safer choice!

## THANK YOU! 😊

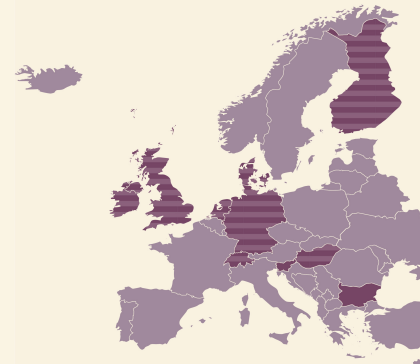
We are thrilled that you agreed to be part of the **ENERGISE Living Labs** as one of 40 households in Ireland!

With the overall goal to explore change in everyday life, the **ENERGISE** energy initiatives *challenge social norms and invite you to experiment with new habits and routines using new objects and skills.*



## You are not alone!

Across Europe, **320 households** are participating in the energy challenges organised by the **ENERGISE** project. The eight countries involved are: Denmark, Finland, Germany, Hungary, Ireland, Switzerland, the Netherlands and the United Kingdom.



## WELCOME TO THE ENERGISE LAUNDRY CHALLENGE

The first four-week challenge of the **ENERGISE Living Labs** focuses on **keeping clothes clean.**

We invite you to save energy (and time!) by **running fewer laundry cycles.** See for yourself with how much less washing you can make do and still feel clean and comfortable. We look forward to hearing about your experiences!



Choosing lower temperature settings is particularly important when it comes to saving energy used for laundry. As an added benefit, **washing less and washing at lower temperatures** also reduces wear and tear and colour bleeding.

Please read through this leaflet and take a look at the content of your '**laundry challenge kit**'. We hope you find the information and items provided useful when experimenting with changes in your laundry habits.

*If you do not remember the exact challenge you set for yourself, please consult your laundry challenge card or contact your local research team.*

Please remember to continue filling in our weekly surveys and your laundry and heating diaries. Many thanks in advance!

## ENERGISE



## YOUR CHALLENGE KIT

### ECO-FRIENDLY STAIN REMOVER

Treating a stain with a stain remover may help avoiding washing the entire piece or allow washing it at a much lower temperature.

### OVER-THE-DOOR RACK/HOOK

This one is a true all-rounder! You can use it to hang up clothes outside or in the bathroom while taking a shower to freshen them up instead of washing them – or to store worn but clean clothes for a next wear.

### APRON

Reducing laundry cycles means avoiding stains! Protect your clothes when cooking, gardening, painting, crafting, repairing, etc.

### BRUSH-AND-LINT REMOVER (2-IN-1)

A lot of dirt can simply be brushed off: You can get rid of hair, dust and lint with just a few strokes. This keeps your clothes clean and wearable for longer, helps to avoid washing – and makes them last longer!

*If you feel you have enough aprons or hooks, please ENERGISE others and pass on any items contained in this kit that you do not need or do not like!*

## Try This!



**Take a holiday from laundry!** We tend to wear clothes for longer when on holidays – why not do the same at home? You could even pack a (small!) bag and only wear what's in that bag for a week or two.

**Brush it off:** Some stains can be removed by brushing them off. Place the garment onto a flat surface and brush continuously in the same direction with firm strokes. No rotary movements, please, as they will rub the dirt deeper into the fabric.



**Separate and fold:** Create an area for every household member to store clothes that can be worn again. Hang or fold them to keep them crease-free.

**Get comfy!** Change into different clothes at home to keep clothes you wear at work or on special occasions clean and crisp for longer.

**Switch roles:** If you live with someone else, re-organise and re-distribute this household chore – and see what happens when others take care of gathering, washing, drying and folding the laundry.



**If you have a dryer, pretend it is out of order!**

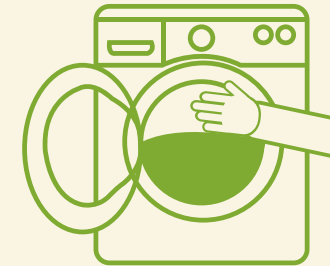
*If you have more ideas, please share!*

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## Tips & Tricks for Energy-Efficient Washing

### HERE IS A SIMPLE METHOD FOR USING YOUR WASHING MACHINE AT MAXIMUM CAPACITY WITHOUT OVERLOADING:

You need to be able to fit your stretched-out hand held upright all the way through to the back wall of the machine drum.



### CHOOSE THE TEMPERATURE WISELY:

Washing at **40°C instead of at 60°C** or at **30°C instead of at 40°C** cuts electricity used by a laundry cycle in half.

The **temperature indicated on garment labels** is the *maximum*, not the recommended temperature.

Wash at **30°C** (or 'cold') as often as possible.

Wash towels and bedsheets at **40°C** unless someone is ill or works in health care, in that case 60°C is recommended.

Wash at **60°C** about once every 2-3 months (e.g. tea towels or cleaning cloths) to keep your machine bacteria free!

