

# CHANGING BEHAVIORS AT DUPONT

30 for 30 laundry challenge



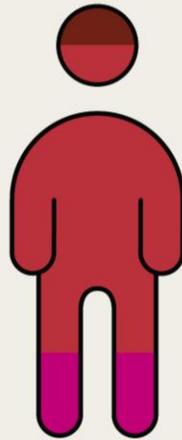
**30 FOR 30**  
LAUNDRY CHALLENGE

## CHANGING BEHAVIORS AT DUPONT

In June 2014 DuPont staff from around Europe agreed to change their laundry behavior by doing their washes at 30 degrees as much as possible. We chose to run the program for 30 days, as research suggests this is the optimal shorter period of time to commit to behavior to make it a long-term commitment. One year on from our 30 for 30 laundry challenge to change the laundry habits of DuPont employees, we wanted to see if the initiative has had a lasting effect.

**WERE YOU ALREADY WASHING YOUR LAUNDRY AT 30°C?**

Prior to the 30for30 Challenge 72% occasionally did their laundry at 30°C.



## ONE YEAR LATER

**62% SAID THEY WASH AT 30°C MORE THAN PRIOR TO THE CAMPAIGN**

Overall the answer is yes. Of those surveyed a year later, 62% said they wash at 30°C more now than they did prior to the campaign. This is a fantastic sign that the DuPont employees have continued to commit to their pledge to wash more of their laundry at 30°C. However, we also wanted to find out what motivated them to change their behavior, and for those who didn't change, what stopped them doing more of their laundry at 30°C.

## WHY PEOPLE HAD STUCK TO THE PLEDGE

The results of our survey showed mostly positive experience of lower temperature washing. When asked why they had continued, 75% of those surveyed said that for most loads 30°C was enough to get effective and satisfactory clean washing results.

Another reason people gave for sticking to the low temperatures was the environmental impact. 74% of respondents recognized the benefit of washing at 30°C to the planet and said this motivated them to continue – showing our ‘Green’ consumer trend in action.

## WHAT HAS CONVINCED YOU TO DO MORE WASHES AT 30°C?



## BARRIERS TO CHANGING BEHAVIOR

We wanted to find out why some employees (20.9%) hadn’t switched to washing more often at 30°C. The main barriers we identified were the hygiene of lower temperature washing and the risk of unpleasant odors after washing. This research therefore has highlighted a need to answer these concerns and problems, improving the odor of laundry when washed at 30°C and guaranteeing effective cleaning. Improving consumers’ experiences of washing at 30°C is clearly still vital to getting more people on board with lower temperature washing.



## THE FUTURE

We asked DuPont employees what would need to happen for them to wash more loads at 30°C. The most popular response, by a small margin, highlighted the need for better performing detergents, especially on heavy soils. Next, people wanted to feel confident that 30°C is hygienic enough and eliminates odor effectively. Overall whether it’s through new products or more information on lower temperature washing, there is still clearly a role for the industry in educating people of its effectiveness and giving them the confidence to trust a wash at 30°C to always deliver the clean experience they are looking for.

