

Clean your house with green products

It's tempting, so as to ensure impeccable hygiene in your home, to use detergents that promise the earth. But they are not only expensive, but above all toxic, for us and for the environment. The good news is that there are another ways to make your home clean and healthy. By encouraging your fellow citizens to use home-made, environmentally friendly cleaning products during the EWWR, you can show them that by making small gestures, we can take care of our homes and look after our planet at the same time.

General information



reduce



difficulty

Waste stream



reuse



environmental impact



paper



packaging



recycle



cost



WEEE



organic

Objectives

- ▶ To avoid the use of toxic products.

What you need

"Home-made and environmentally friendly cleaning products" workshop

- ▶ What is it? A workshop to set out the issues raised by using toxic products to clean the home and learn how to make environmentally friendly cleaning products.
- ▶ How is it organised? An expert in the subject teaches participants to make their own cleaning products using natural ingredients (bicarbonate of soda, white vinegar, water, potatoes, lemon, etc.).
- ▶ What can it be used to assess? The quantity of toxic cleaning products that can be avoided in the home.

Home demonstration

- ▶ What is it? People wash their neighbours' windows using home-made, environmentally friendly products to convince them to use such products as well.
- ▶ How is it used? During the EWWR, the participants offer to wash their neighbours' windows using home-made, environmentally friendly products. They take the opportunity to talk to them about the advantages of what they are doing.
- ▶ What can it be used to assess? The number of people made aware by the action and/or the number of people who undertake to use home-made and environmentally friendly products.

Poster (communication tool)

- ▶ What is it? A poster that presents the action.
- ▶ How is it used? It will be put up in strategic places.
- ▶ What can it be used to assess? The visibility of the action in the neighbourhood.

"My window is green" insert (communication tool)

- ▶ What is it? A document (form of your choice) explaining that the window has been cleaned using home-made and environmentally friendly products and/or announcing that the occupiers undertake to clean their windows with such products.
- ▶ How is it used? It will be displayed in the windows washed by neighbours and/or those who undertake to use home-made and environmentally friendly products.
- ▶ What can it be used to assess? The number of windows washed using environmentally friendly products.

Preparing the action: development and production

1 month before the EWWR

"Home-made and environmentally friendly products" workshop

- ▶ Learn how to prepare environmentally friendly cleaning products or find an expert to lead the workshop.
- ▶ Decide on the practical details (place, date, etc.).
- ▶ Plan the means of spreading the news of your initiative. Pass on the practical details (date, place, time, contact person, registration method, etc.). Give priority to paperless communication (e.g.: via the social networks) and if necessary make a few posters and flyers to be displayed in strategic places.

Home demonstration

- ▶ Set up a team of people interested in the action.
- ▶ Decide together on the practical details of the action during the EWWR (date, time, place, etc.).
- ▶ Make posters and flyers explaining the "home cleaning" action and giving the practical details (date, place, contact person, etc.), then display them in strategic places.

2 weeks before the EWWR

"Home-made and environmentally friendly products" workshop

- ▶ Take stock of registrations and relaunch the action.
- ▶ Obtain the materials needed for the workshop (basic products, reclaimed packaging).

Home demonstration

- ▶ Put together a team to choose the environmentally friendly products to be used during the action and make them together.

- ▶ Prepare the information documents to be distributed to those whose windows are to be cleaned, for example with recipes for products to be made at home.
- ▶ Make “My green window” posters. They will be offered to those who have benefited from the action, who will be able to display them in their windows to show that they have taken part in the action and/or that they undertake to do so themselves. So include two options to be ticked: 1/ windows washed using environmentally friendly products, 2/ I undertake to wash my windows using environmentally friendly products.

Implementing the action

During the EWWR

“Home-made and environmentally friendly products” workshop

- ▶ Introduce the workshop, explaining the damaging effects of using toxic products.
- ▶ Make the products.
- ▶ Take photos.
- ▶ Together, calculate the volume of products made (in litres) and the quantity of packaging reused (in kilos).

Home demonstration

- ▶ Arrange to meet up, bringing with you the home-made products, accessories and documents needed.
- ▶ Go door to door among your neighbours, offering to clean their windows free of charge. Note the type of cleaning products that they usually use.
- ▶ Explain how useful home-made and environmentally friendly products are, including the packaging (why, how, etc.). Distribute the document containing the recipes and useful links.
- ▶ Encourage your neighbours to undertake to do likewise by displaying the “My green window” insert and using home-made and environmentally friendly products.
- ▶ Take photos.

Evaluation methodology

“Home-made and environmentally friendly products” workshop

- ▶ Measure the volume of environmentally friendly liquids produced (in litres) and the weight of the packaging reused (in kilos).

Home demonstration

- ▶ On the basis of the inserts displayed in the windows, count the number of neighbours who have been made aware and the number who have undertaken to use home-made and environmentally friendly products further to the action.

More information

- ▶ Information on home-made and environmentally friendly cleaning products(recipes and instructions for use):
 - Brochures:
 - www.ecoconso.be/IMG/pdf/Remue-menage_en_livret.pdf
 - www.intradel.be/media/cms/Brochure%20DSM%20light%20version%20FR.pdf
 - <http://ddata.over-blog.com/xxxyyy/0/07/93/58/livret/version-ecran-hln.pdf>
 - Blogs:
 - <http://foiresavoirfaire.org/spip.php?rubrique6>
 - www.apartmenttherapy.com/20-diy-green-cleaning-recipes-141129
 - www.goodhousekeeping.com/home/cleaning-organizing/how-to-make-your-own-cleaning-



[products](#)

- ▶ Examples of actions (more examples on www.ewwr.eu)
 - Green cleaning workshop (USA): <https://www.youtube.com/watch?v=bj4rLUvJRrE>
 - <http://vimeo.com/8969494>

- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu



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