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# Clean Home EcoTeams – Impact report

Updated: Feb10, 2022

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## **About the Clean Home EcoTeams: the programme and its impact**

Clean Home EcoTeams has been realized within the framework of the EcoTeams programme. EcoTeams has been developed and coordinated across the world by the international NGO Global Action Plan International (GAP) since 1990. EcoTeams has reached more than twenty countries, from Scandinavia to the United States and Vietnam. All together millions of people have been prompted to go green in their home worldwide.

Aim of Clean Home EcoTeams is to reduce households' environmental impact and boost social participation via the introduction of green practices in households. In a step-by-step process, participants learn how to make their consumption and lifestyle more sustainable. The team-based approach leads to measurable changes in just a few months.

EcoTeams has been introduced to Hungary in 2010 by the Association of Conscious Consumers. So far, the programme has reached more than 1400 households and dozens of municipalities in Hungary. ACC established the programmes EcoTeams Pantry to promote sustainable food consumption (2016), and Clean Home EcoTeams to encourage environmental-friendly cleaning (2019).

Clean Home EcoTeams was designed to reduce the amount of chemicals used while cleaning the apartment, to promote ecolabelled cleaning products (evaluated by independent experts) and to raise awareness about hazard symbols and pictograms.

Clean Home EcoTeams in practice means small (5 to 10 members) peer support groups learning, experimenting green habits together. Personal experience is a key drive in the process. Over five weeks, the 5-10 EcoTeam members meet regularly, sharing ideas, learning and trying out green practices. At each meeting, participants decide on the actions they would like to take in their home and, based on their experiences, share ideas about how to achieve their goal. The process is supported by the EcoTeam Coach Training, the Activity Book, and the Newsletter of ACC.

Team members count the number of cleaning products they use at the beginning and at the end of the process. Commercial, ecolabelled and alternative (ex. washing soda, baking soda, vinegar) products are counted separately. During the Measurement members count how many "units" (bottle, package, etc.) they have in their household. The same Measurements are taken six months and 12 months later. By the end of EcoTeams, participants adopt new, „green” behaviours and the tried out practices lead to a new kind of daily routine, which do remain in the long-run. Change is clearly visible: the reduction of chemicals and the increase of ecolabelled products are key elements of EcoTeams' results.



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### **Pilot testing the programme**

**Aim of testing:** Developing a broad outline of the Activity Book and the Coach Training, as well as the scheme and agenda of EcoTeams.

**Number of participants:** 9 persons

**Who did the testing?** Former EcoTeam members, volunteers and staff of ACC with diverse experience and various fields of knowledge, including a chemist, a community organizer, a zero waste expert/ environmentalist promoting and selling green household products, a household manager interested in environmental-friendly cleaning.

**Period:** Spring 2019

**Location:** Budapest



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1, Clean Home EcoTeams, 1st semester

### **Coach Training**

**Date and location:** 18-19/09/2019, Budapest BUDAPEST

**Number of participants:** 29

**Aim of the training:** Providing would-be EcoTeam coaches with theoretical and practical knowledge, which helps them coordinate and motivate their team members.

### **EcoTeams meeting on a national level**

**Number of teams participating:** 21

**Number of participants per team:** 5-11

**Teams participated from:** Ajka, Baja, Budapest (multiple teams), Budakalász, Budakeszi, Dombóvár, Páty, Simontornya

**Number of households reached:** 178

**Number of meetings:** 5 meetings / team

**Average number of attended meetings per participant:** 4,15 meetings / member

**Tutoring:** All leaders received tutoring through email, phone and a Facebook-group created especially for EcoTeam coaches. Coaches shared their knowledge and experience, helped and inspired each other, provided further background material for the programme, etc.

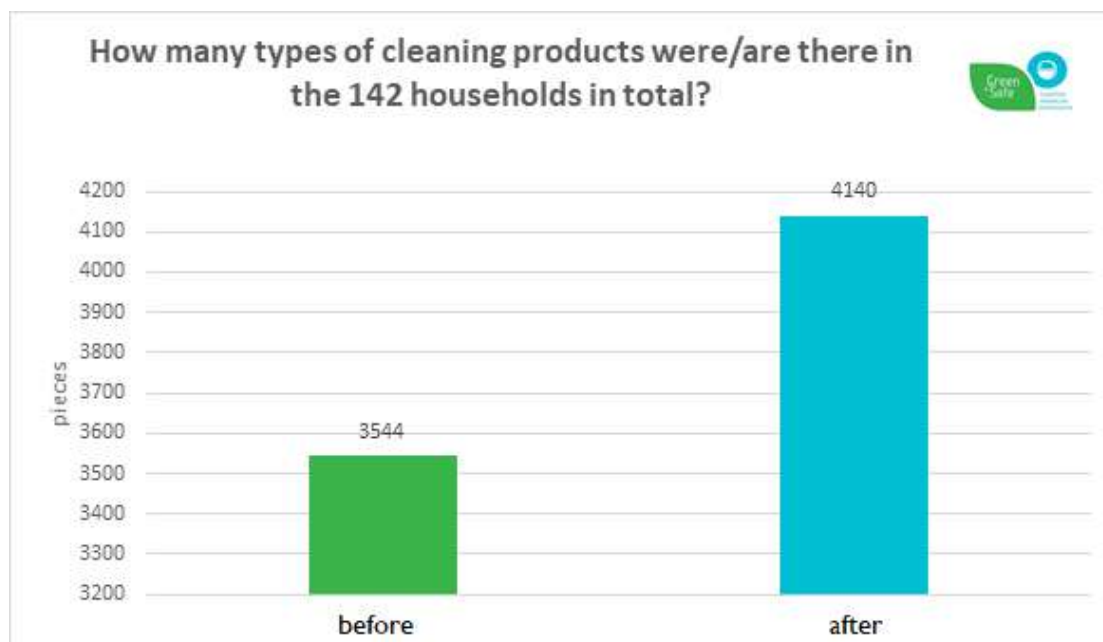
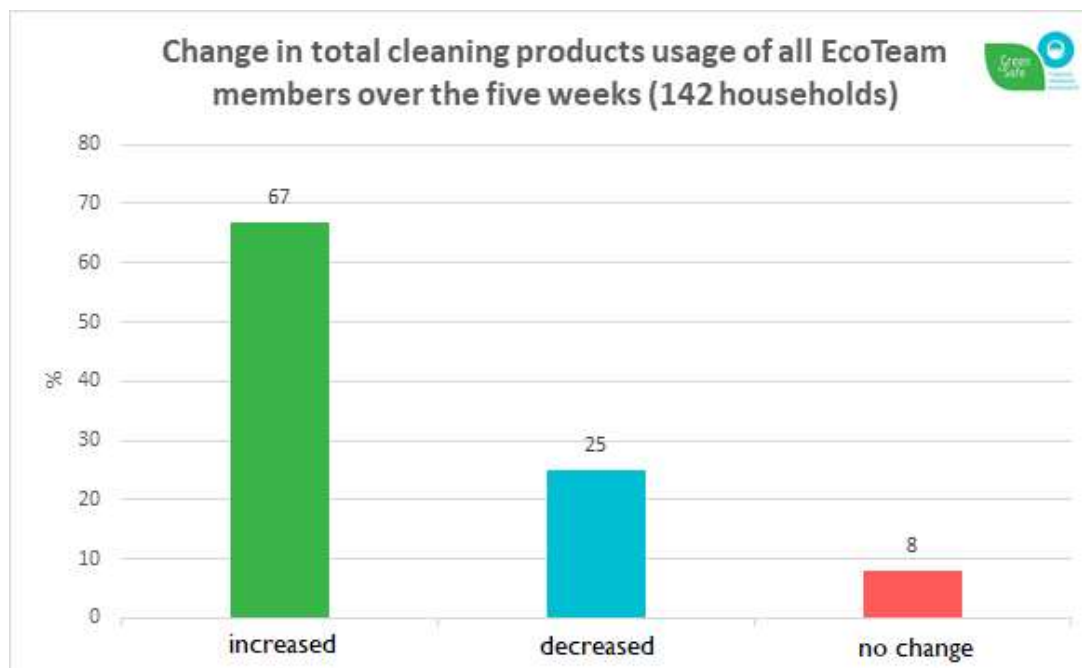
### **Quantitative results – Measurements at the end of EcoTeam meetings**

**Form of data collection:** At the end of EcoTeams, data is collected by members through an online system. Measurements taken at the beginning and at the end of the EcoTeams are recorded.

**Number of respondents:** 142

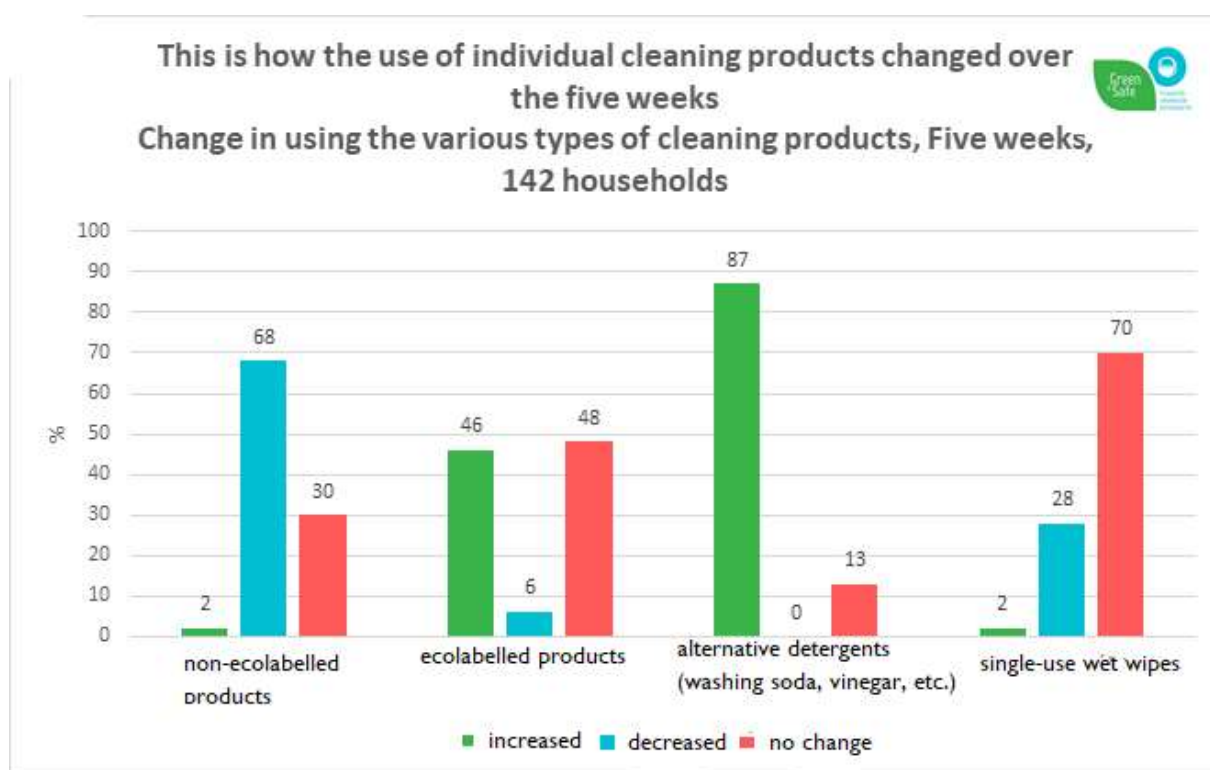
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## Results

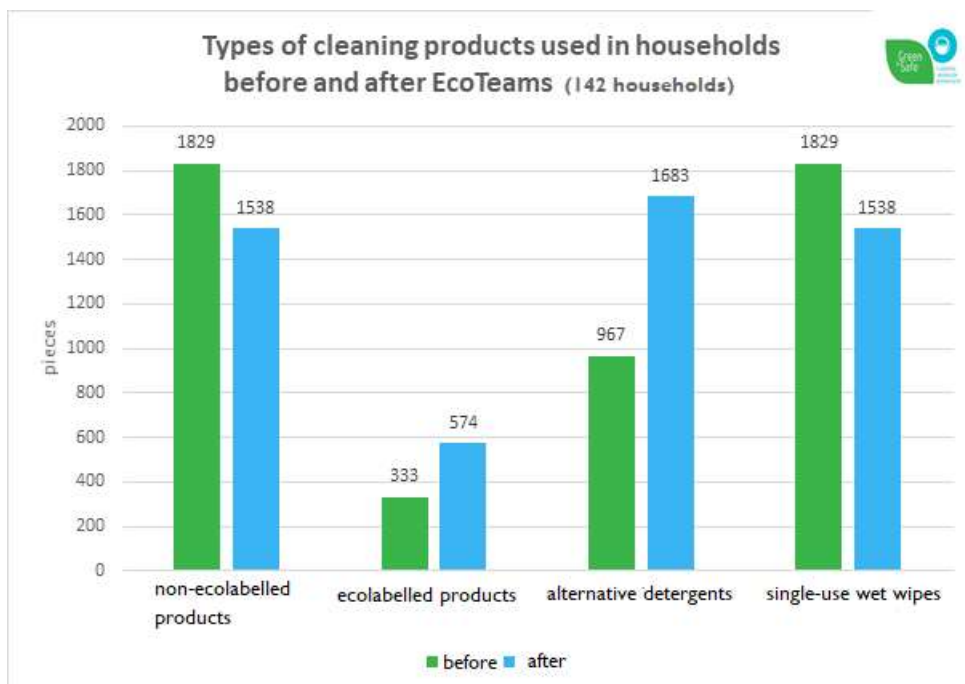


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Although the graph above suggests that 67% of households saw an increase in the number of (types of) cleaning products used and the amount of cleaning products used also increased by the end of the fifth week, the picture is rather positive. The following two graphs show the reason why.



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Participants purchased and tried out ecolabelled products (evaluated by independent experts) and alternative detergents (washing soda, baking soda, vinegar, citric acid, etc.) during the programme, which explains the increase in the number of cleaning products in total. At the same time the members did not run out of their traditional (commercial) cleaning products over the five weeks, so they were using them and the new, green products simultaneously. Therefore the number of products used in total did not change.



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## **Quantitative results – Measurements 6 months after EcoTeams**

**Form of data collection:** 6 months after EcoTeams, data is collected by members through an online system.

**Period of data collection:** June, 2020

**Number of respondents:** 48, that is, 34% of respondents from Autumn 2019 (Measurements at the end of EcoTeams)

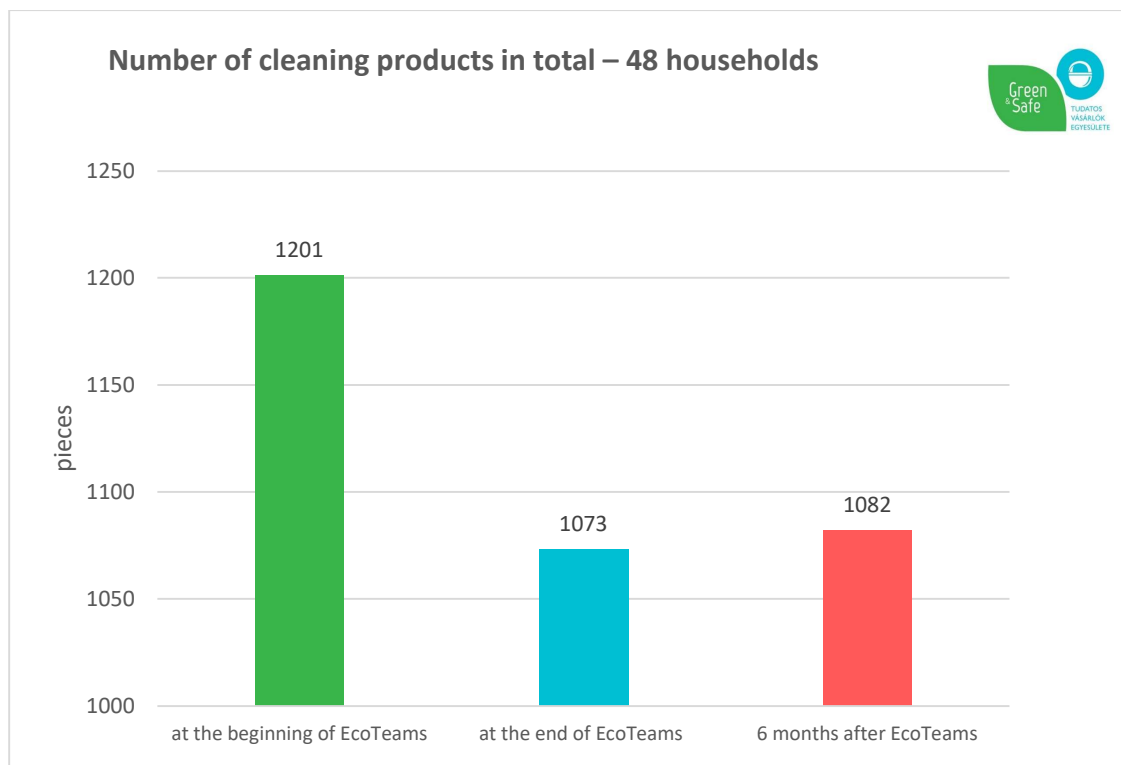
## **Results**

6 months after the EcoTeam meetings participants were asked to measure the quantity of their cleaning products in their household. We wanted to find out whether the former EcoTeam members kept going with their new, eco-friendly routines – which they had started in the course of EcoTeams. At the end of EcoTeams 142 participants filled out the Measurements. 6 months later 34% of them, 48 ex-members, sent their responses in. Our data request coincided with the COVID-19 epidemic home-office, home-learning period: families were overwhelmed with online information and communication, so it was difficult to get them to do an extra online task.

The figure below shows that in the respondents' households, the amount of all cleaning agents did not change practically during the 6 months following EcoTeams. All together in the 48 households there were a total of 9 drugs more (ie 0.18 units per household) compared to the end of the programme. We consider this definitely as a positive result in the shadow of COVID 19. Due to the epidemic the demand for cleaning agents and disinfectants has increased dramatically in Hungary and other countries as well. According to the Nielsen survey, there was a period during the epidemic when retailers' sales of detergents and soaps quadrupled compared to the same period last year.



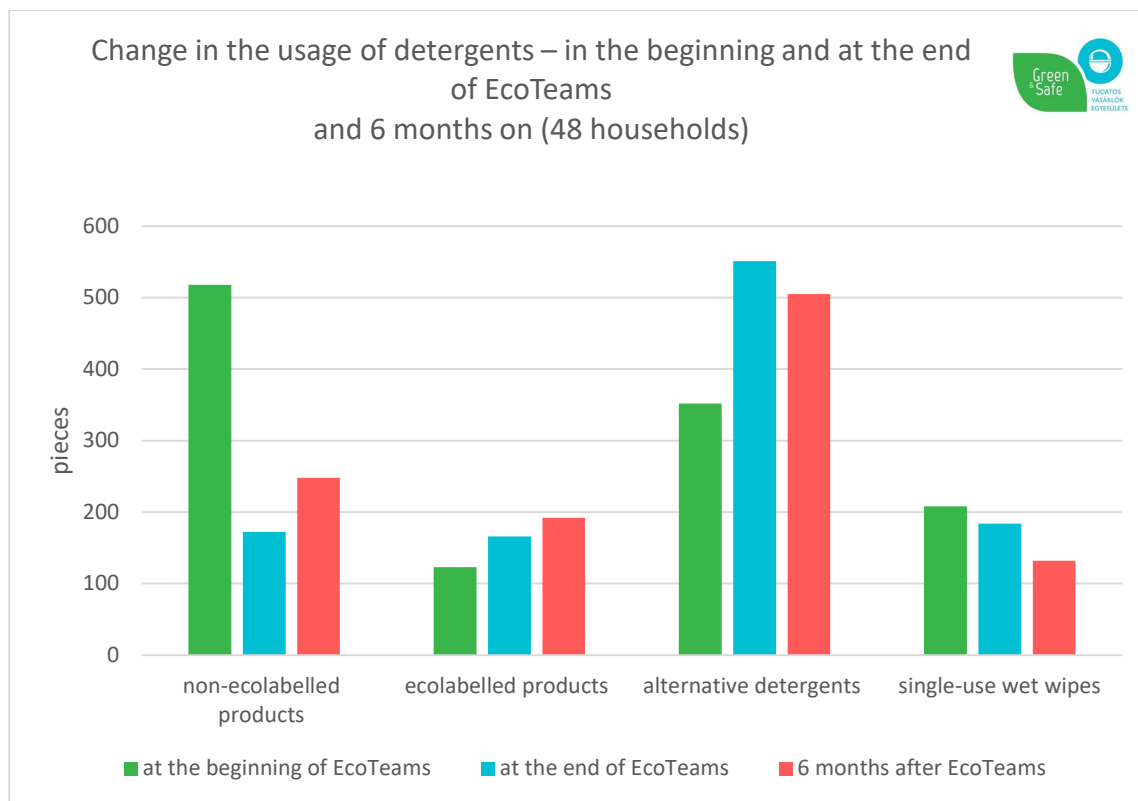
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Former EcoTeam members did not increase their detergent use – not even during the virus. The proportions in detergent use, however, have shifted slightly in favor of the “traditional” chemicals.

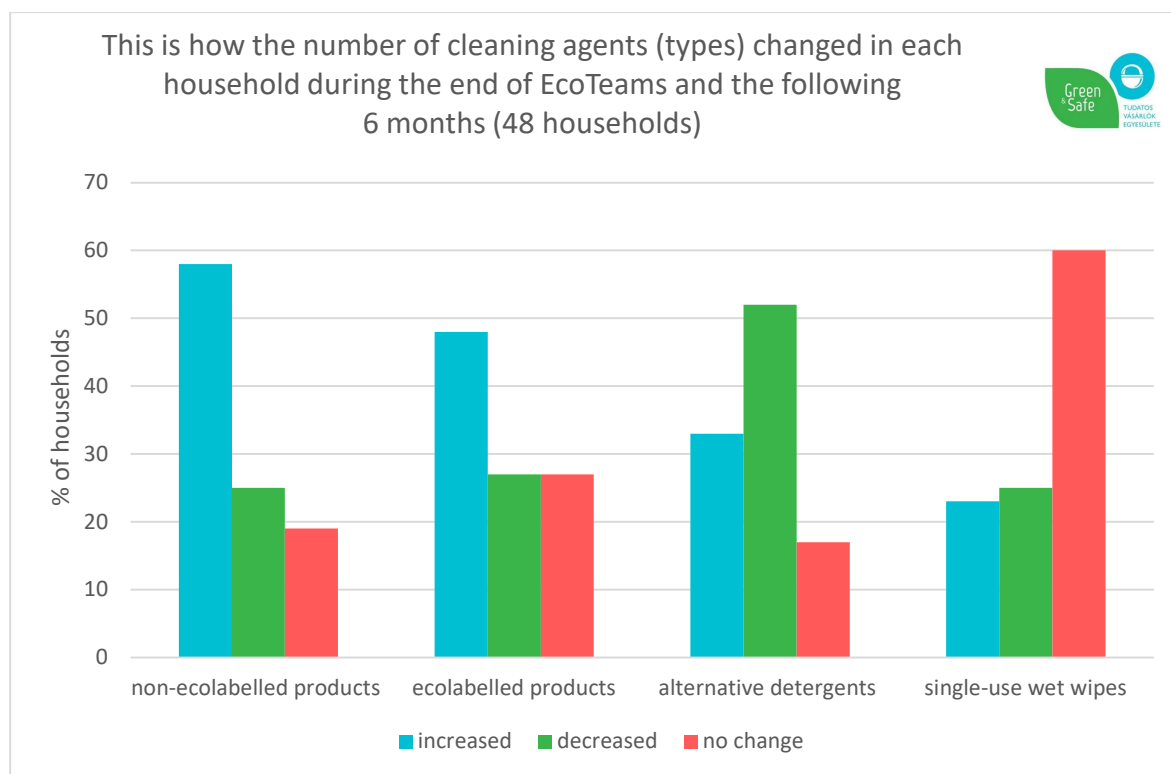
As the figure below shows, the number of independent eco-certified products in the households of respondents increased by about 16% 6 months after the EcoTeams (compared to the last meeting), the number of NON-eco-certified items went up by more than 41%. The number of alternative detergents, however, decreased by 10%. Good news is that the amount of single-use wet wipes decreased by 25% – and this declining trend is ongoing since the beginning of EcoTeams. All this means practically no change in the number of units, as we are talking about a total increase of 9 units at the level of the households participating in the measurement.

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The graph shows that compared to the situation measured at the beginning of the EcoTeams, the number of non-certified ecolabelled cleaning products and the number of single-use wet wipes were cut half 6 months on. In contrast, the number of ecolabelled agents almost doubled and the number of alternative detergents increased too by about 25% over the same period.

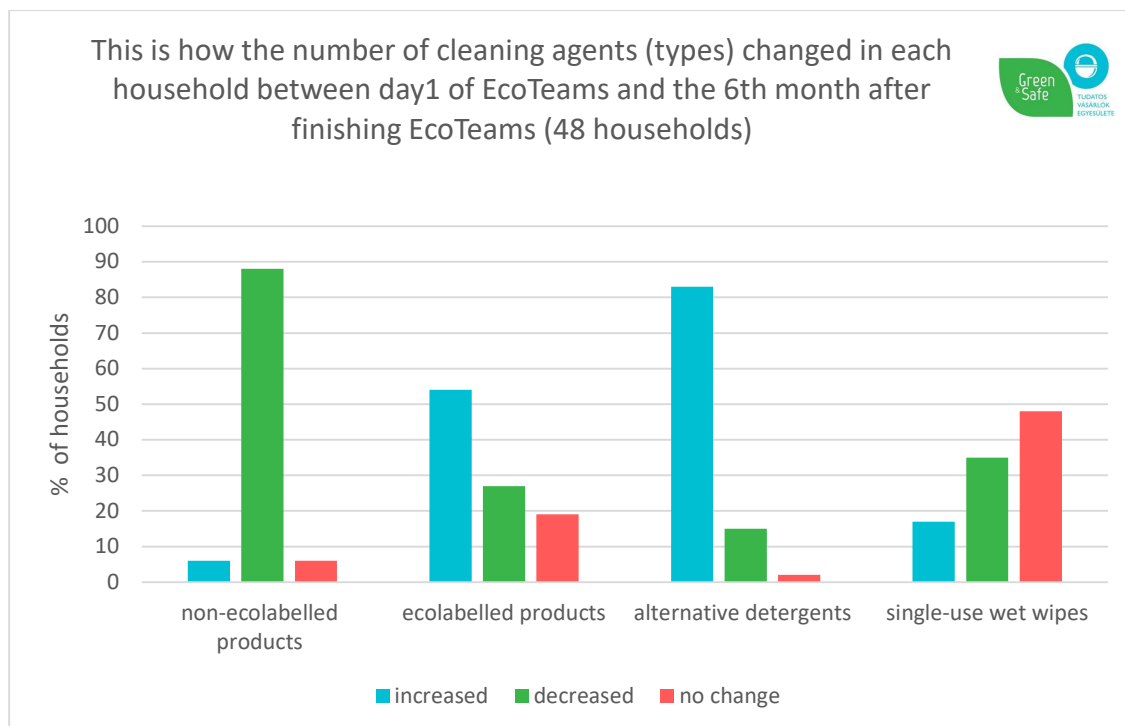
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As we sum up, we must highlight the fact that the Measurements were made among very special circumstances. The fear caused by the pandemic superseded so many rational decisions but still: the eco-friendly attitude developed during EcoTeams changed only a little bit with time.

The following graph helps us see how participants changed their habits after 6 months *compared to day* one of EcoTeams. What we see is that about 90% of the responding households saw a decrease in the number of non-eco-certified agents during the EcoTeams *and* 6 months later. More than half of the households preferred to buy ecolabelled cleaning detergents and more than 80% of them tried out alternative agents. Although single-use wet wipes are still used by nearly 50% of the respondents, 30% of the households reduced its use during EcoTeams and in the 6th month thereafter.

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2, Clean Home EcoTeams, 2nd semester

### **Coach Training**

**Date and location: 31/01/2020 - 01/02/2020, Budapest**

**Number of participants: 34**

### **EcoTeams meeting on a national level**

**Number of teams participating: 23**

**Number of participants per team: 5-13**

**Teams participated from:** Alsómocsolád, Budapest (multiple teams), Budakeszi, Dunavarsány, Kesztlőc, Romonya, Szárliget, Szabadbattyán, Szeged, Tatabánya, Tel Aviv, Veszprém

**Number of households reached: 189**

**Number of meetings: 5 meetings / team**

**Average number of attended meetings per participant: 4,6 meetings / member**

### **Quantitative results – Measurements at the end of EcoTeam meetings**

**Form of data collection:** At the end of EcoTeams, data is collected by members through an online system. Measurements taken at the beginning and at the end of the EcoTeams are recorded.

**Number of respondents: 148**

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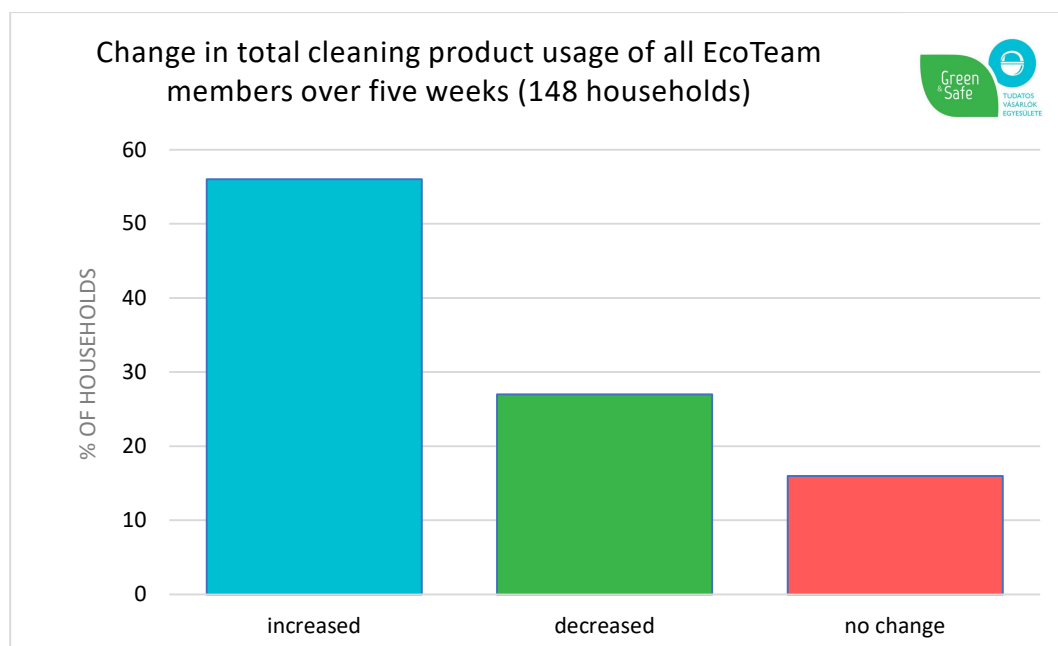
## Results

Change in total cleaning product usage of all EcoTeam members by the end of the five weeks (148 persons)



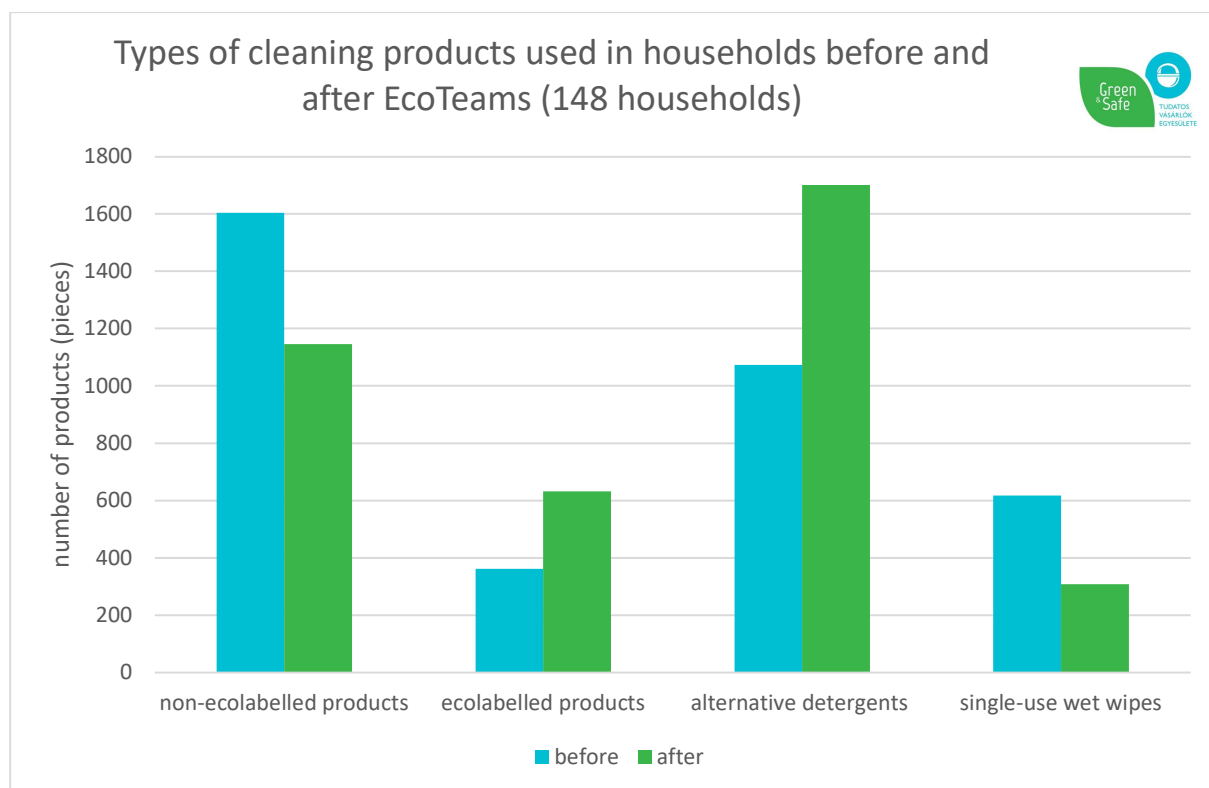
In the second semester the number of cleaning agents found in the households increased – just like in the first semester.

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The graph above suggests that 56% of participants saw an increase while 27% saw a decrease in the number of cleaning products used by the end of the fifth week. Participants purchased and tried out ecolabelled products (evaluated by independent experts) and alternative detergents (washing soda, baking soda, vinegar, citric acid, etc.) during the programme, which explains the increase in the number of cleaning products in total. At the same time, the members did not run out of their traditional (commercial) cleaning products over the five weeks, so they were using them and the new, green products simultaneously. Therefore, the number of products used in total did not change.

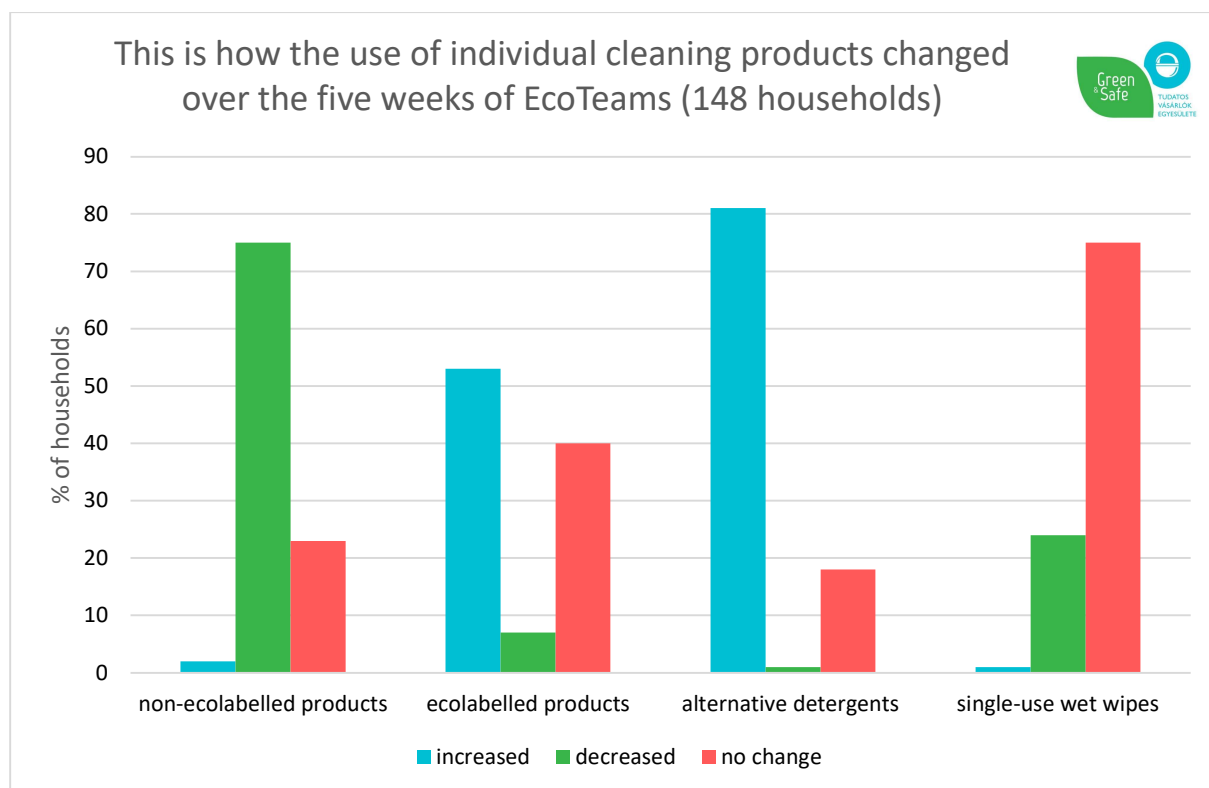
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As you can see it on the graph, at the beginning of EcoTeams the vast majority of households used non-ecolabelled cleaning products, but there was also a significant amount of alternative products in use. The number of single-use wet wipes went down in the households. Ecolabelled agents were the least popular. Nonetheless, the number of non-ecolabelled products fell by 29% and that of the single-use wet wipes dropped by 50%. However, the number of alternative cleaning products and ecolabelled detergents increased by more than 150% compared to the value measured at the beginning of the EcoTeams.



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The change was not just the result of measurements taken by a few very enthusiastic participants. As shown in the figure above, more than 70% of EcoTeam members reduced the usage of their non-ecolabelled cleaning products in their homes. The usage of single-use wet wipes declined too, albeit to a lesser extent: only 25% of participants reported having fewer of these products in their home by the end of EcoTeams. This can be explained by the fact that about half of the participants did not have single-use wet wipes at the beginning of EcoTeams. As a result of the knowledge and positive impulses gained during EcoTeams, after the group meetings, the participants were encouraged to try out alternative cleaning agents, so the number of washing soda, baking soda and other alternative agents increased in their homes. This is also indicated by the figure above: more than 80% of the participants invested in at least one new alternative cleaning agent by the end of the group meetings. At a slightly lower rate, but still more than half of the participants tried out an independent eco-certified cleaning agent.



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## **Quantitative results – Measurements 6 months after EcoTeams**

**Form of data collection:** 6 months after EcoTeams, data is collected by members through an online system.

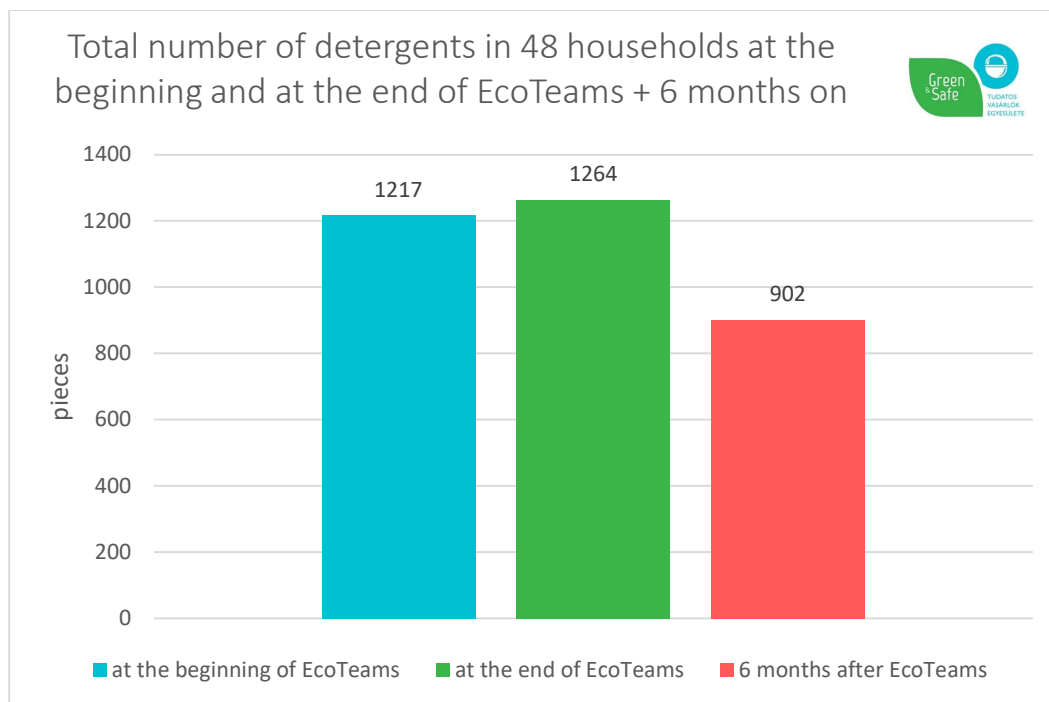
**Period of data collection:** November-December, 2020

**Number of respondents:** 48, that is, 32% of respondents from Spring 2020 (Measurements at the end of EcoTeams)

## **Results**

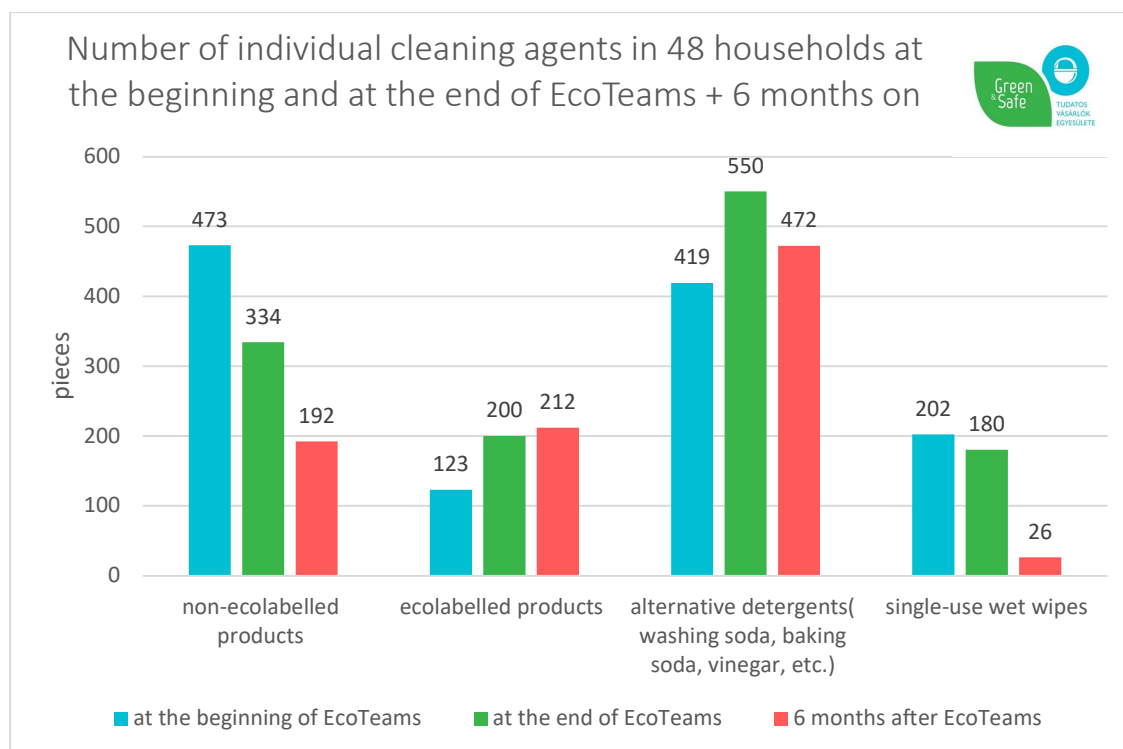
In the 2nd semester, 48 members measured the number of cleaning products in their household 6 months after EcoTeams. This measurement was done during the second wave of COVID. As we had explained, the number of chemicals used in households increased during the 5 weeks of EcoTeams because participants bought and tried out new environmentally friendly products, but the 5 weeks were still not enough to run out of the “old”, commercial cleaners they still had in their homes. However, as the figure below shows, a significant drop in household chemical stocks can be observed just half a year after EcoTeams. The total number of detergents was reduced to about 70% of the amount measured at the beginning and end of EcoTeams.

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The decrease is due to a drastic reduction in non-ecolabelled cleaning products and single-use wet wipes. While the number of non-ecolabelled chemicals more than halved compared to the value measured at the beginning of EcoTeams, the number of single-use wet wipes fell even more, to about 13% of the initial value in just half a year. Good news is that the change isn't just due to a few very committed participants. 70% of those who submitted the measurements decided to buy less "traditional" cleaning agents in the future – as a result of EcoTeams.

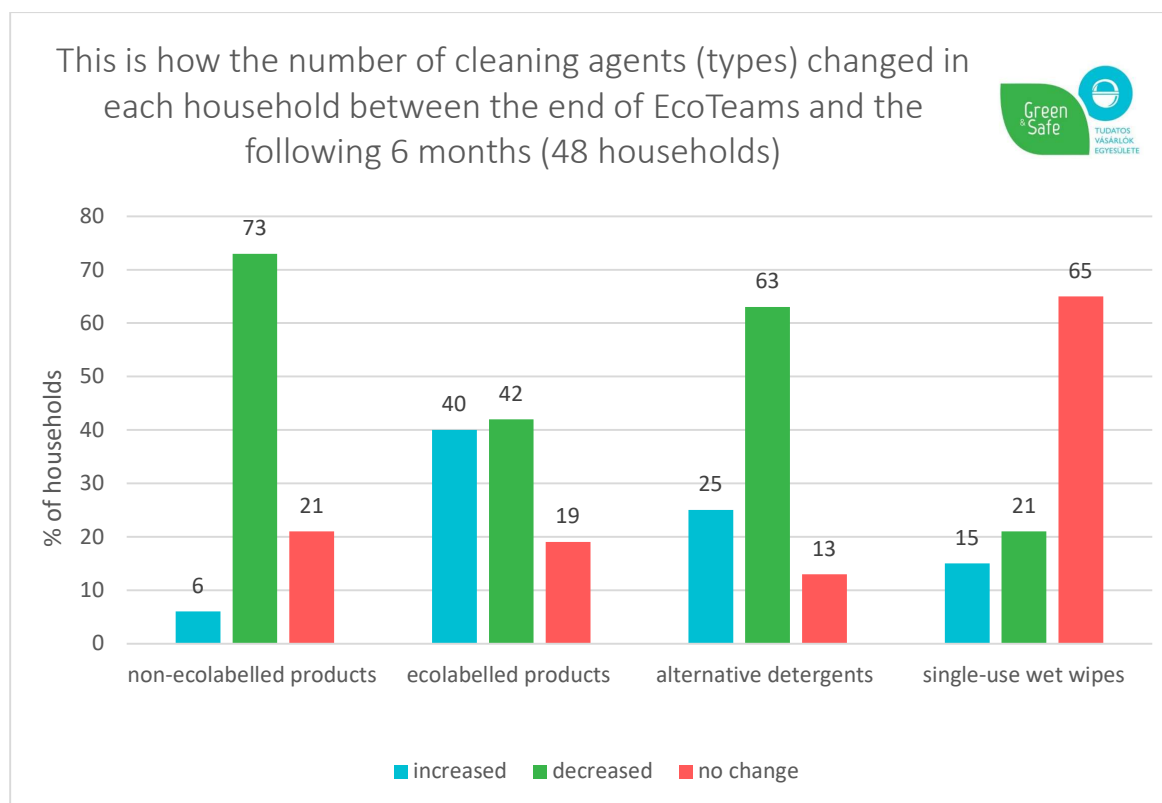
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By contrast, the number of environmentally friendly cleaning products grew significantly, and not only during the five weeks of EcoTeams but also during the following six months: more than 50% of participants preferred to use green detergents instead of their commercial, harmful counterparts.

During EcoTeams, participants learned about the independent eco-certified cleaning products and many of them tried them out, which is clearly visible in the number of eco-labelled chemicals used. While the number of ecolabelled products almost doubled over the five weeks of EcoTeams, their number went up by a further 12% six months later.

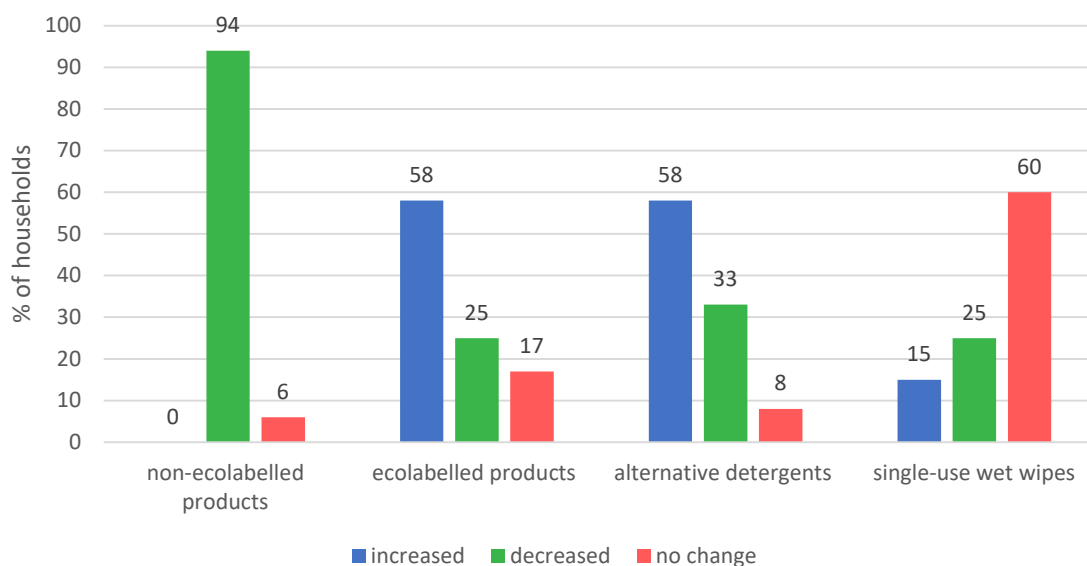
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Alternative cleaning agents also seem to be popular in the long run. During the five weeks, many members tried out washing soda, baking soda or vinegar, among other things, so the amount of alternative cleaning products grew by about 25% by the end of the fifth week. Over the next six months, however, their numbers declined as not all chemicals were likely to work for everyone, but even so, participants went on using more environmentally friendly alternatives than at the beginning of the EcoTeams.

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This is how the number of cleaning agents (types) changed in each household between the beginning of EcoTeams and 6 months after the end of EcoTeams (48 households)





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3, Clean Home EcoTeams, 3rd semester

### **Coach Training**

**Date and location:** 18-19/09/2020, Budapest

**Number of participants:** 24

### **EcoTeams meeting on a national level**

**Number of teams participating:** 14

**Number of participants per team:** 5-12

**Teams participated from:** Budakeszi, Budapest, Gödöllő, Isaszeg, Kecskemét, Kulcs, Pécs, Pilis, Pilisborosjenő, Szentendre, Zalaegerszeg

**Number of households reached:** 101

**Number of meetings:** 5 meetings / team

**Average number of attended meetings per participant:** 4,3 meetings / member

### **Quantitative results – Measurements at the end of EcoTeam meetings**

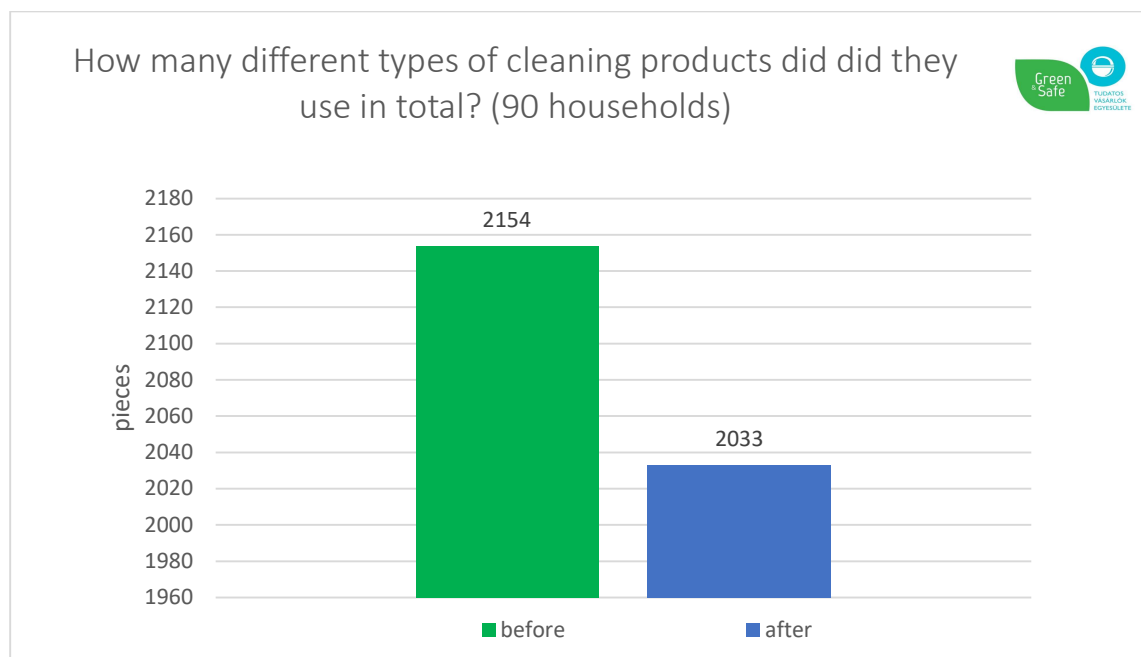
**Form of data collection:** At the end of EcoTeams, data is collected by members through an online system. Measurements taken at the beginning and at the end of the EcoTeams are recorded.

**Number of respondents:** 90

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## Results

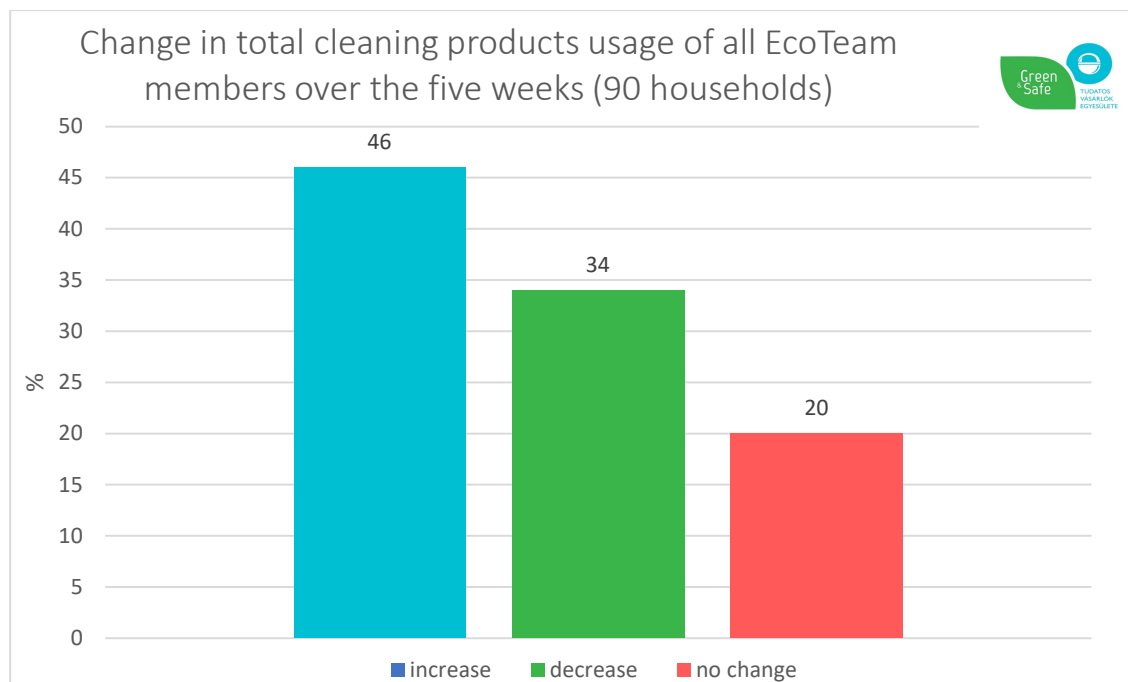
Change in total cleaning product usage of all EcoTeam members by the end of the five weeks (90 persons)



As opposed to the participants of the first two semesters of Clean Home EcoTeams, the number of all detergents in the participating households went down only slightly in the third semester.

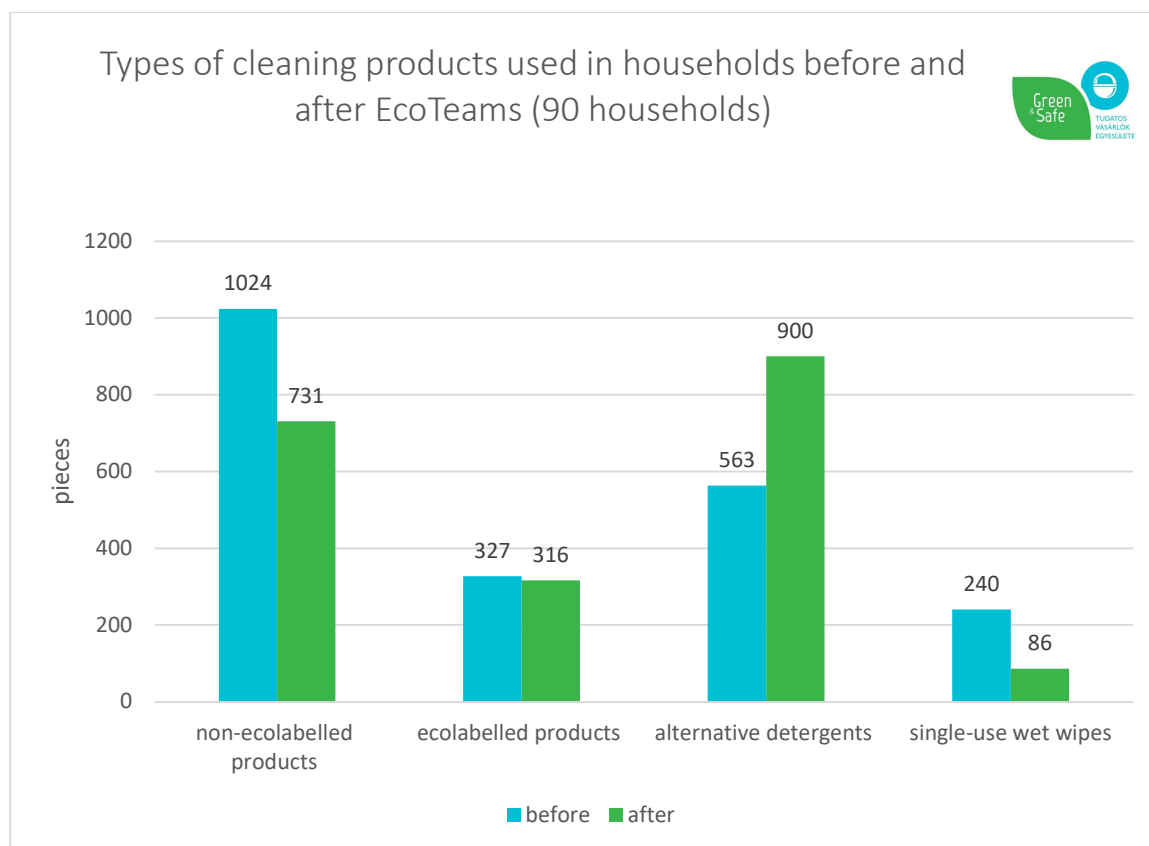


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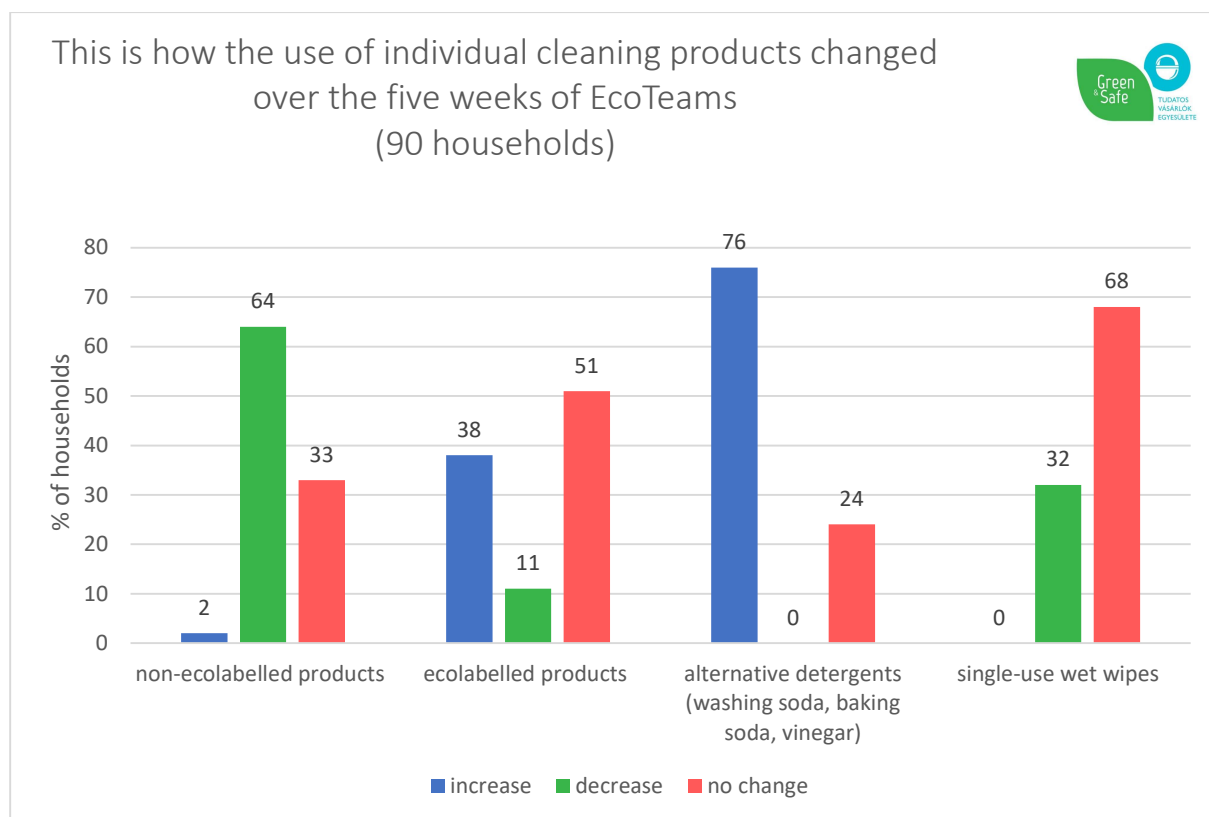
The graph above suggests that 46% of participants saw an increase while 34% saw a decrease in the number of cleaning products used by the end of the fifth week. Participants purchased and tried out ecolabelled products (evaluated by independent experts) and alternative detergents (washing soda, baking soda, vinegar, etc.) during the programme, for this reason we can see only a slight increase in the number of cleaning products in total. At the same time, the members did not run out of their traditional (commercial) cleaning products over the five weeks, so they were using them and the new, green products simultaneously. Therefore, the number of products used in total did not change.

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As you can see it on the graph above, at the beginning of EcoTeams the vast majority of households used non-ecolabelled cleaning products. And even though the number of alternative products was just 50% of the non-ecolabelled ones, they stood out from other products. There were far fewer ecolabelled products and even fewer single-use wet wipes in the households participating in the programme. Nonetheless, the number of non-ecolabelled products fell by 29% and that of the single-use wet wipes dropped by 66,6%. The number of alternative cleaning products nearly doubled, while the number of ecolabelled detergents did not change compared to the value measured at the beginning of EcoTeams.

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In the majority of the households we see a change. As shown in the figure above, 64% of EcoTeam members reduced the usage of their non-ecolabelled cleaning products in their homes. The usage of single-use wet wipes declined too, albeit to a lesser extent: only 32% of participants reported having fewer of these products in their home by the end of the EcoTeams. This can be explained by the fact that about half of the participants did not have single-use wet wipes at the beginning of EcoTeams.

As a result of the knowledge and positive impulses gained during EcoTeams, after the group meetings, the participants were encouraged to try out alternative cleaning agents. As a result, in 76% of the households the quantity of washing soda, baking soda and other alternative agents increased. At a slightly lower rate, but still 38% of the participants tried out an independent eco-certified cleaning agent.

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## Quantitative results – Measurements 6 months after EcoTeams

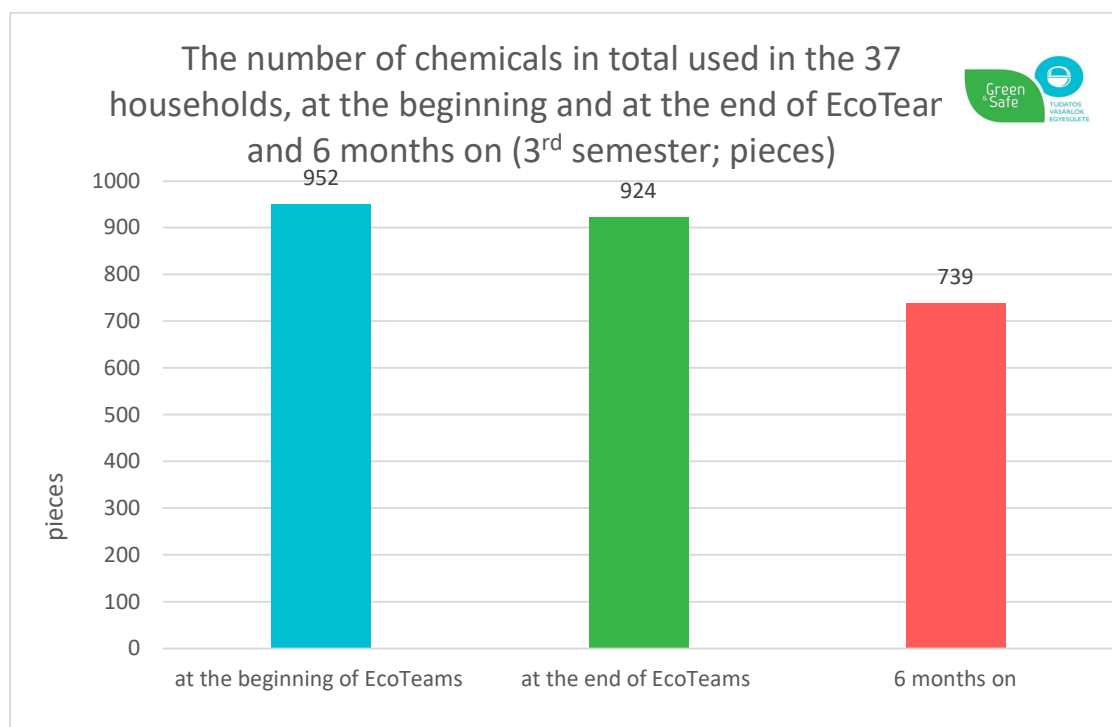
**Form of data collection:** 6 months after EcoTeams, data is collected by participating members through an online system.

**Period of data collection:** April, 2021

**Number of respondents:** 37, that is, 41% of respondents from Autumn 2020 (Measurements at the end of EcoTeams)

## Results

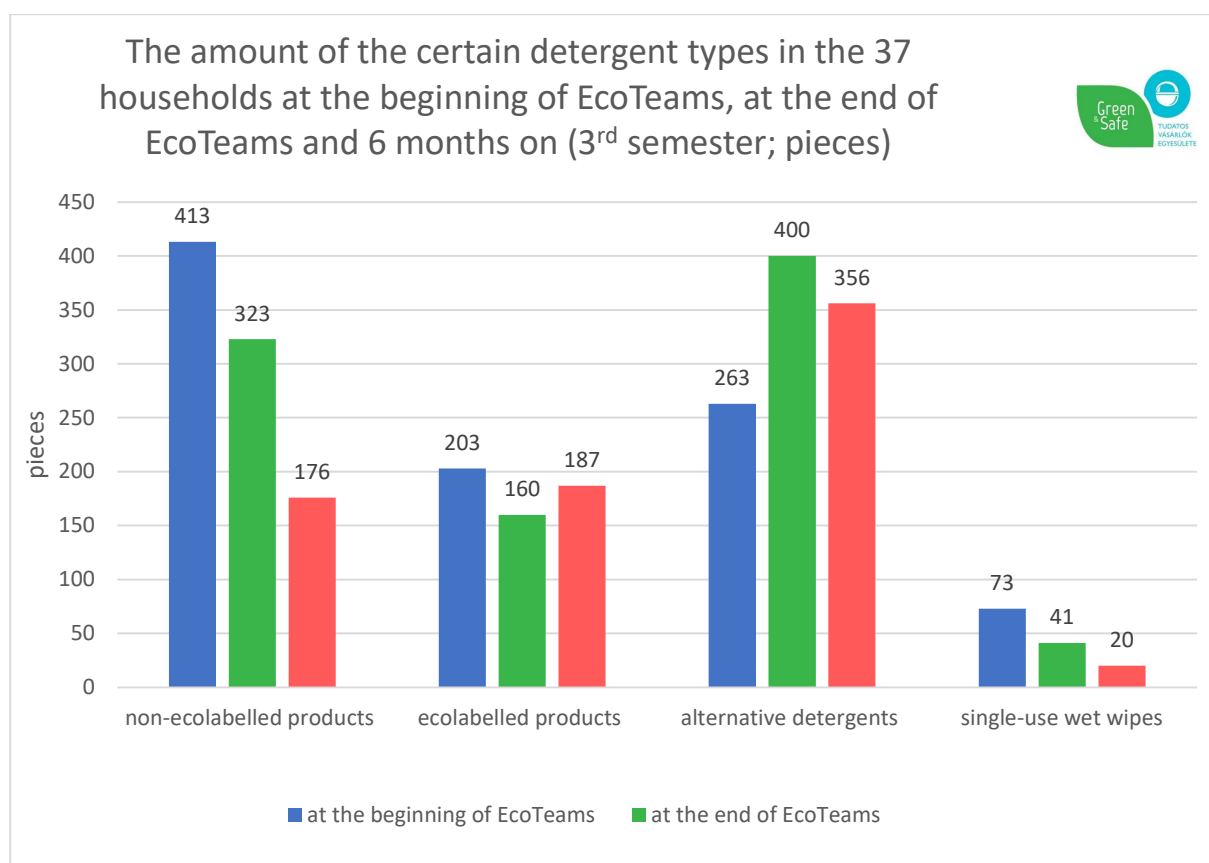
From the 3rd semester group, 37 members decided to measure the number of cleaning products in their household again, 6 months after EcoTeams. By the end of EcoTeams, the number of all chemicals had fallen by only about 3%, as the time was not enough for the unwanted chemicals to run out. However, over the following 6 months, we see a significant decline in the number of commercial detergents. After 6 months, the number of chemicals in the households (that had submitted the measurement at the beginning of EcoTeams) dropped to 77% of the value measured at the beginning of the programme.



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As in previous semesters, the decline in total chemicals is primarily explained by the fact that households abandoned the majority of their non-ecolabelled cleaning detergents.

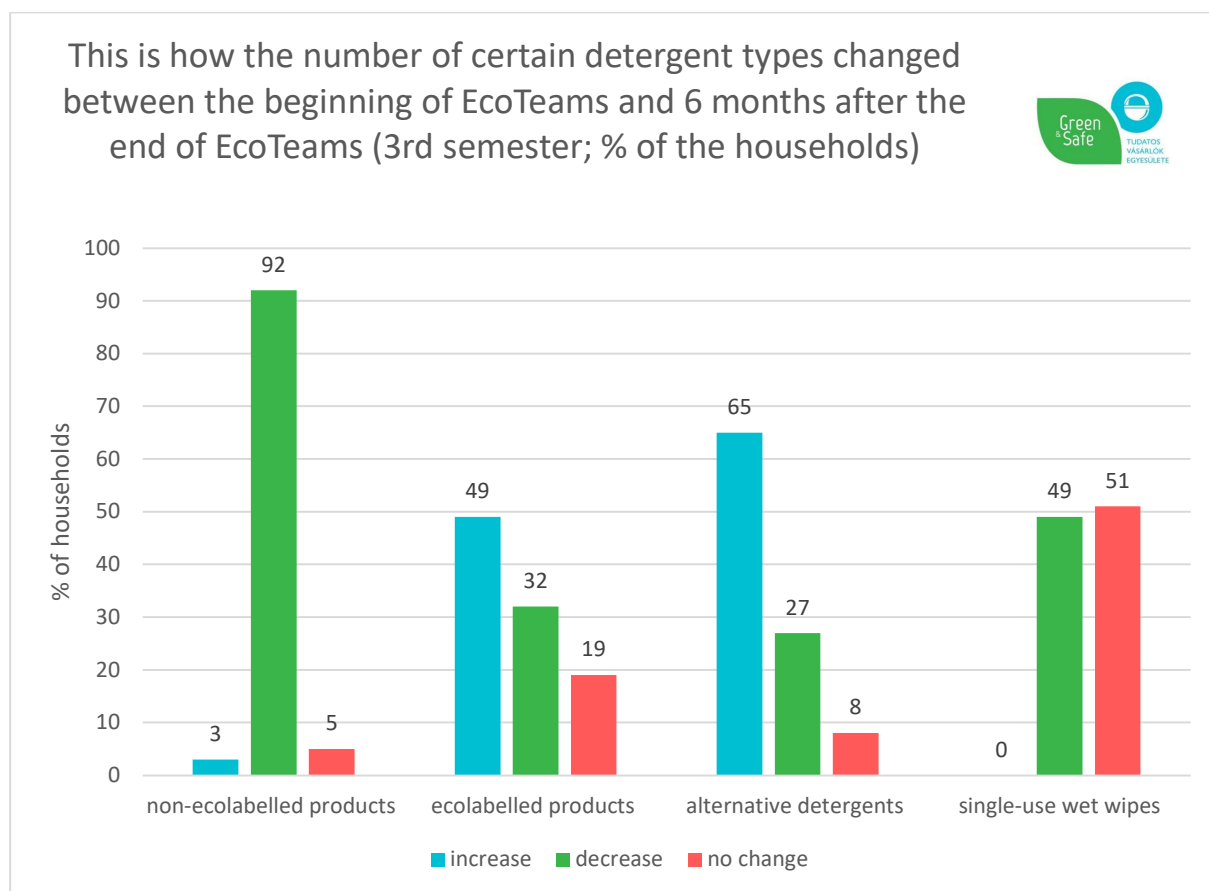
So by the end of the EcoTeams, the number of non-ecolabelled chemicals went down by about 25% compared to the beginning of the programme. In the following 6 months, this was further halved, so that six months on, the households had less than half of the amount they had started with. The fact that the participants had used ecolabelled products in the past, so they didn't buy much more after the EcoTeams, contributed to this result. Also, we can say that members abandoned almost entirely the single-use wet wipes from their household! By the end of EcoTeams, the number of single-use wet wipes were reduced to 50% of the initial value, and after six months to 25% of the initial value.



Ecolabelled cleaning agents, however, were almost 20% more popular among participants after six months – compared to the end of EcoTeams. Also, the results show that members tried out various alternative cleaning products during EcoTeams, but it seems like not all of those products met their expectations, so after trying them out they did not get them during

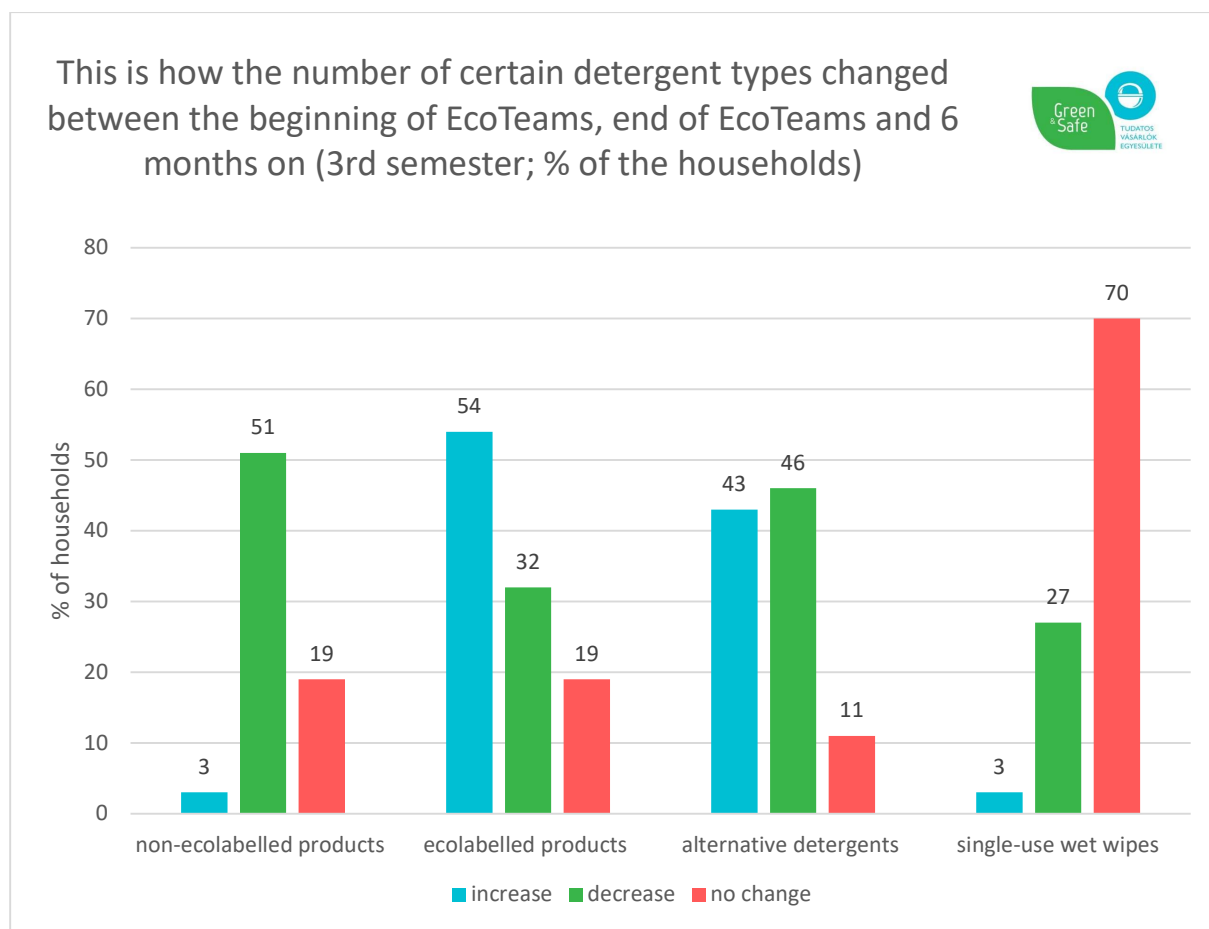
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the programme. Nonetheless, six months on, members used 35% more of the alternative products compared to the beginning of EcoTeams.



As in previous semesters, the change was not due to the outstanding achievement of just a few households. 92% of those who submitted their measurements did reduce the number of non-ecolabelled cleaning agents and 50% of them reduced the number of single-use wet wipes – compared to the beginning of the programme. At the same time, 50% of the households tried out new, ecolabelled chemicals, and even more of the participants tried out alternative cleaning products.

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To conclude, we can say that participants of the 3rd semester, as a result of EcoTeams household greening programme, have maintained their environmentally conscious approach in the long run and have been using fewer but more environmentally friendly chemicals in their homes ever since.



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4, Clean Home EcoTeams, 4th semester

### **Coach Training**

**Date and location: 20-26/09/2021**

**Number of participants: 24**

### **EcoTeams meeting on a national level**

**Number of teams participating: 10**

**Number of participants per team: 5-15**

**Teams participated from:** Budapest, Dabas, Hajdúnánás, Nagyveleg, Szeged, Szögliget, Tinnye, Tiszaújváros, online

**Number of households reached: 114**

**Number of meetings: 5 meetings / team**

**Average number of attended meetings per participant: 4,4 meetings / member**

### **Quantitative results – Measurements at the end of EcoTeam meetings**

**Form of data collection:** At the end of EcoTeams, data is collected by members through an online system. Measurements taken at the beginning and at the end of the EcoTeams are recorded.

**Number of respondents: 51**

### **Results**

For the first time in the history of EcoTeams, the coach training was held online (via Zoom) in the autumn of 2021, after having tested the methodology of the online coach training with the help of former EcoTeam members, along with followers and volunteers of ACC in the summer of 2021. There was a lot of interest in the online training. Participants living in the countryside and those working part-time gave us the feedback that offering the training through an online platform was a good idea because they could get involved in the afternoon training, as opposed to an offline training.





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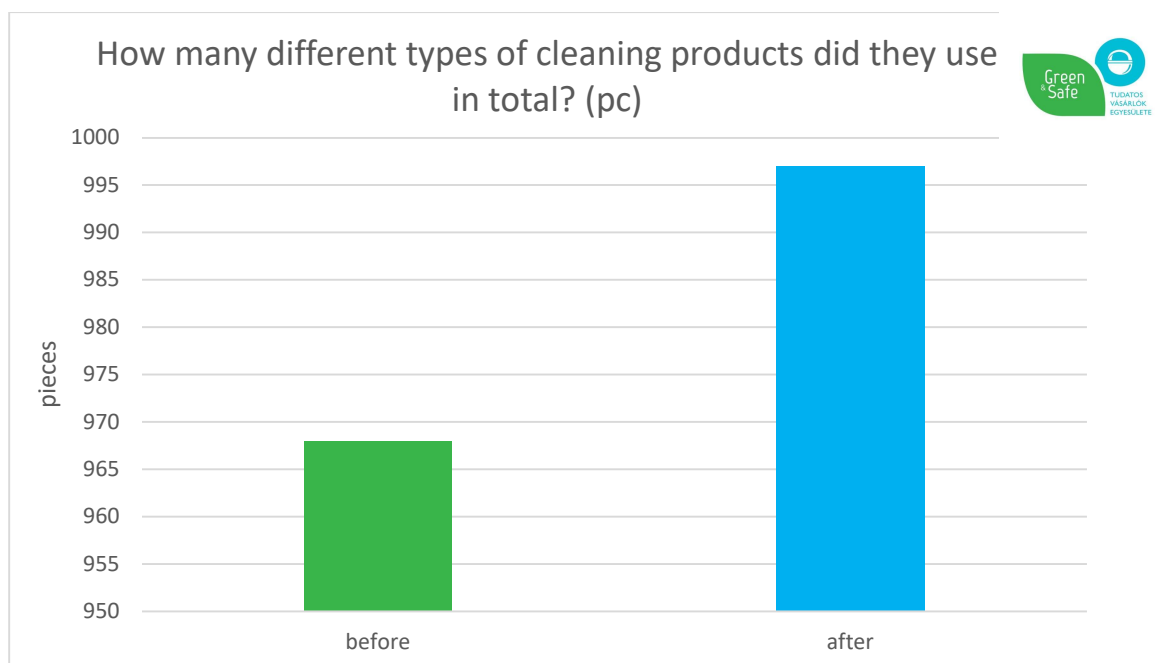
Participants were given four afternoon sessions. The training resulted in having 24 fresh EcoTeam coaches. Based on the feedback we got, participants really liked the training. However, in contrast to our previous trainings, when approx. 70% of the participants decided to start their own team, now only 37% decided to do so. In total, ten new teams were launched by the fresh coaches.

The fact that only a few of the new coaches decided to start a group may be explained by the fact that more people would register for an online training compared to an offline one where participants have to dedicate two full days for the training. An offline training requires much more commitment and organization from a person with a family or a part-time worker. In contrast, an afternoon of 2-3 hours of online training is much easier to accomplish. Another explanation for the fact that only a few new groups were created is the online space itself. The enthusiasm and commitment that otherwise would develop and characterize the atmosphere of such a training, and which helps participants feel like a community, a team, cannot develop at an online meeting. So even if participants thought that the online training was really good, they had a lot less momentum and only a few had enough enthusiasm and energy to go on during the following weeks and be able to organize a group. In order to test this concept on online vs. offline training described above, we decided to do the training online again in 2022 – introducing a few change in the agenda.

In the 4th semester, at the end of EcoTeams, we received the measurements from 51 households, that is, almost half of the participants. With regard to the results, the previously observed trend clearly continues, no obvious difference can be observed.

As in the case of the previous participants, the total number of chemicals of the participating households increased slightly.

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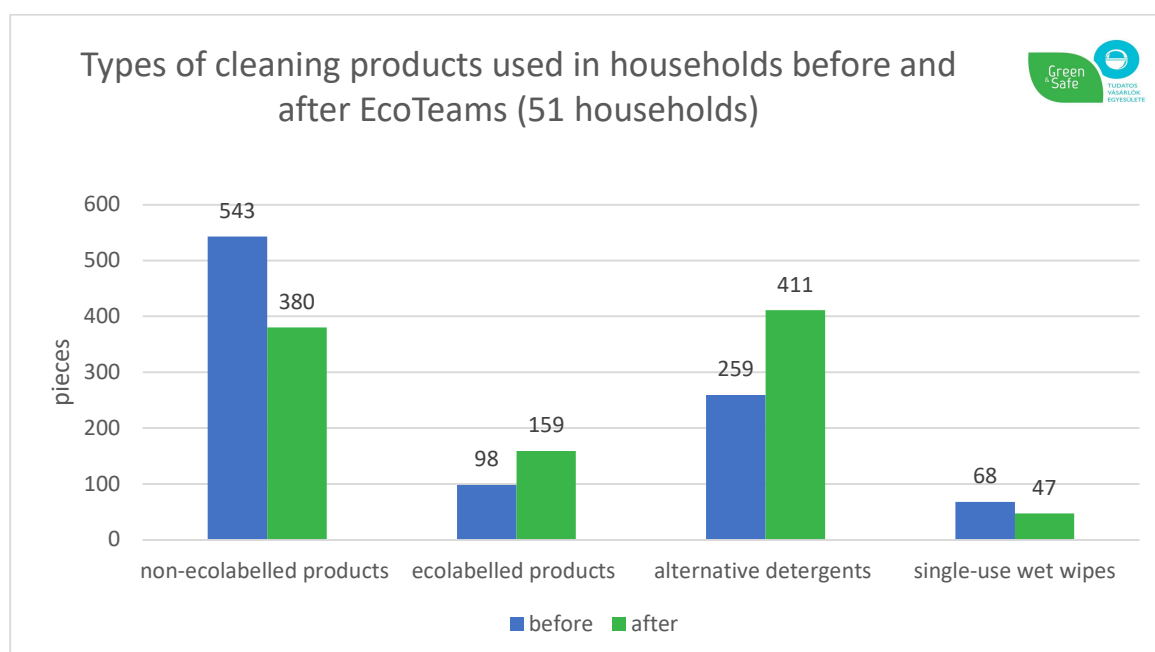


The increase is seen in 50% of the households, but 41% of them already used fewer chemicals by the end of EcoTeams.



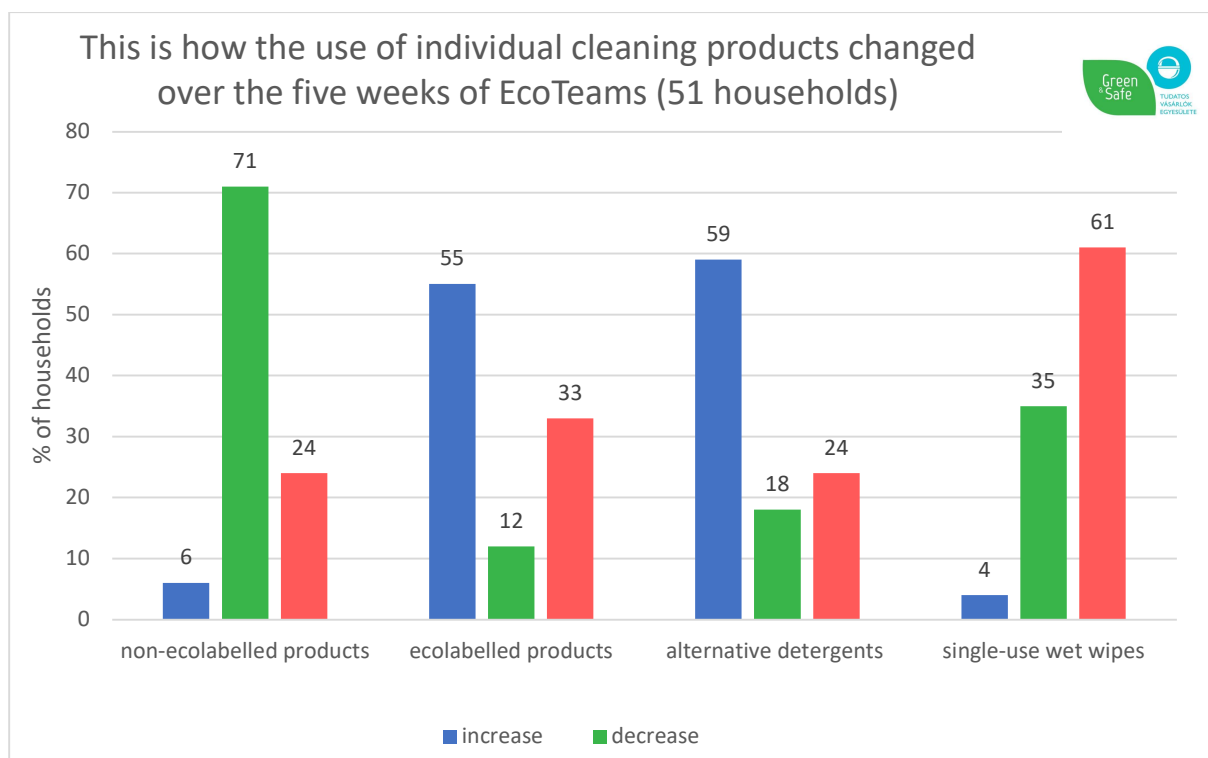
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At the beginning of EcoTeams, non-environmental friendly cleaning agents dominated: There were 5.5 times as many of them as from eco-labelled items and twice as many as from alternative agents. As a result of EcoTeams, however, the number of non-certified cleaning products decreased by about 30%, and the usage of ecolabelled and alternative cleaning products went up by 50%.



The trend we had seen in previous EcoTeams – that the programme has brought about a positive change in most of the households – continued. About 70% of participants reduced the number of non-ecolabelled products and 35% reduced the usage of single-use wet wipes. More than 50% of participants tried out ecolabelled and alternative cleaning products.

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Result summary by the end of the 4th semester

**Number of trained coaches in total: 111**

**Number of households reached (number of EcoTeam members) in total: 591**

**Teams participated from:** Ajka, Alsómocsolád, Baja, Budapest (multiple teams), Budakalász, Budakeszi, Dombóvár, Dunavarsány, Gödöllő, Hajdúnánás, Isaszeg, Kecskemét, Keszthely, Kulcs, Nagyveleg, Páty, Pécs, Pilisborosjenő, Romonya, Simontornya, Szárliget, Szabadbattyán, Szeged, Szentendre, Szögliget, Tatabánya, Tinnye, Tel-Aviv, Tiszaújváros, Veszprém, Zalaegerszeg

**Number of participants who submitted the Measurements at the end of EcoTeams: 431**

**Number of meetings:** 5 meetings / team

**Average number of attended meetings per participant:** 4,4 meetings / member

### **Aggregated results**

During the 4 semesters of EcoTeams, we organized four coach trainings, three times offline and the last one online. A total of 111 new coaches were trained. After the training, each coach created their own team and had online or face-to-face meetings with the members. Participants came from all over the country, from a total of 32 municipalities – some of the towns saw multiple teams. A total of 591 people attended the series (five meetings) of EcoTeam meetings. EcoTeam members typically attended 4 or 5 meetings (4,4 meetings/person on average).

Participants were asked to count how many types of cleaning products they had in their household at the beginning and at the end of EcoTeams. Measurements were submitted by 431 members. The data have been gathered and analyzed by The Association of Conscious Consumers. Measurements help us see how exactly and to what extent the behaviour of the members changed after attending EcoTeam meetings.

Measurements taken at the beginning of EcoTeams gives participants a quick snapshot of where they stand in their home greening process as they start greening their household. During the five weeks of EcoTeams, they try out new, environmentally friendly practices by exchanging green tips and with the help of the workbook and the background material we provide. Some of the green practices do not prove to be working well in all households, but there are others that do. The latter are integrated into the daily routines of the members, thus reducing the environmental impact of household chemicals, not only in the short but the long term too. To make this change quantifiable, we ask members to count the cleaning products



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they keep at home at the end of EcoTeams, six months on and then 12 months on after EcoTeams have ended.

The Measurements have showed that the households of the participants became much more environmentally friendly already during the five weeks of EcoTeams. The number of non-ecolabelled products in use went down by 25% and those of single-use wet wipes decreased by 50%. These products were replaced by various independent ecolabelled and alternative chemicals (such as washing soda, baking soda, vinegar, citric acid). The change can be observed in most of the households. However, since during the 5 weeks of EcoTeams members did not run out of the accumulated commercial products, by the end of EcoTeams, there were more cleaning products in their households – although only 6% more.

The main strength of the programme EcoTeams is that its impact does not end with the closure of EcoTeam meetings. Our research clearly shows that the participants continue to live an environmentally conscious lifestyle after EcoTeams too, further greening their households. Six months, and even 12 months after completing EcoTeams, participants kept about 20% fewer chemicals at home than at the beginning of the programme.

In just six months, the use of non-qualified cleaning agents and single-use wet wipes was cut half by members. And at this point, the declining trend still did not end. In the following months, non-ecolabelled products were abandoned even more, so only a third of them were used after a year and the use of the single-use wet wipes was cut half after a year of the EcoTeam closure. These products were replaced by green alternatives. One year on, the number of ecolabelled products used by members went up by 16% and the number of alternative cleaning products used went up by 30% – compared to the beginning of EcoTeams.

As a result of the information gathered during the team meetings and after trying out the green items, confidence in independent eco-certified substances has increased. Members understood that the ecolabelled products were at least as effective as their “commercial” counterparts. Six months, but even a year after EcoTeams, members used more ecolabelled cleaning agents than non-certified products, although before attending the programme there was a threefold difference in favor of non-ecolabelled products.

At the beginning of the programme, the number of alternative cleaning agents, such as washing soda and vinegar, was just 50% of the unqualified cleaning agents kept in the households. But then in EcoTeams members had the opportunity to try out new recipes and alternative cleaning techniques, as a result of which the interest in alternative agents increased, so much so that one year on there were twice as many of them in the households than at the beginning of EcoTeams.



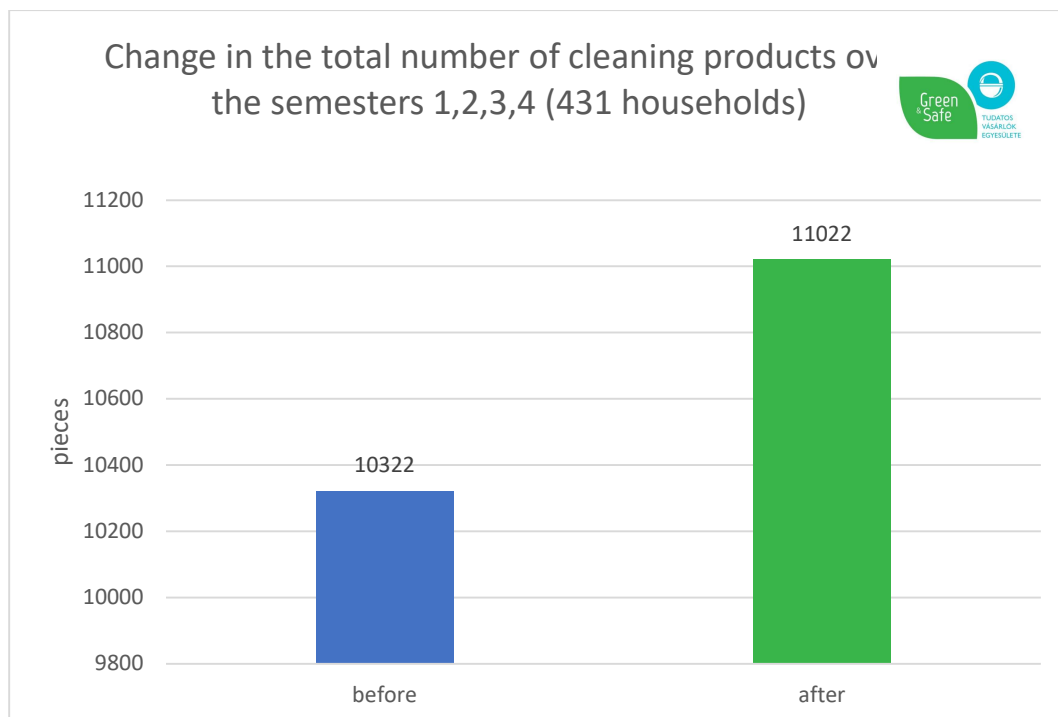
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All in all, we can conclude that the environmentally conscious practices acquired in EcoTeams have become routine and now make an integrated part of the everyday lives of the participants which will continue in the long run. So the programme has resulted in measurable environmental savings.

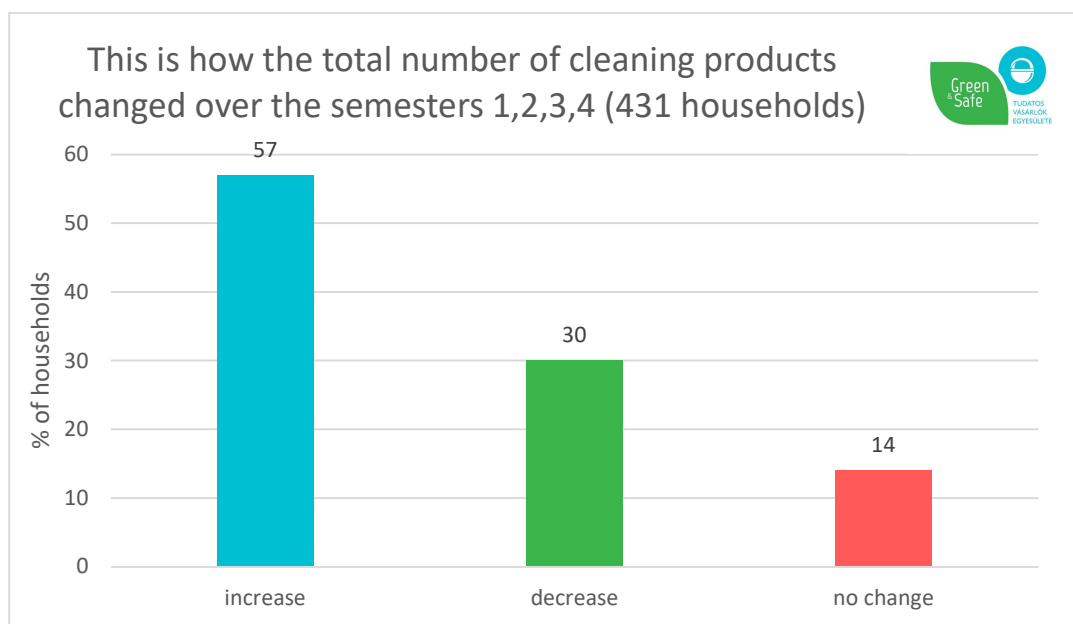
#### **Quantitative results at the end of the semesters 1-4**

During the five weeks of EcoTeams, the amount of total cleaning products in households increased, although only slightly, from 10,322 to 11,022.

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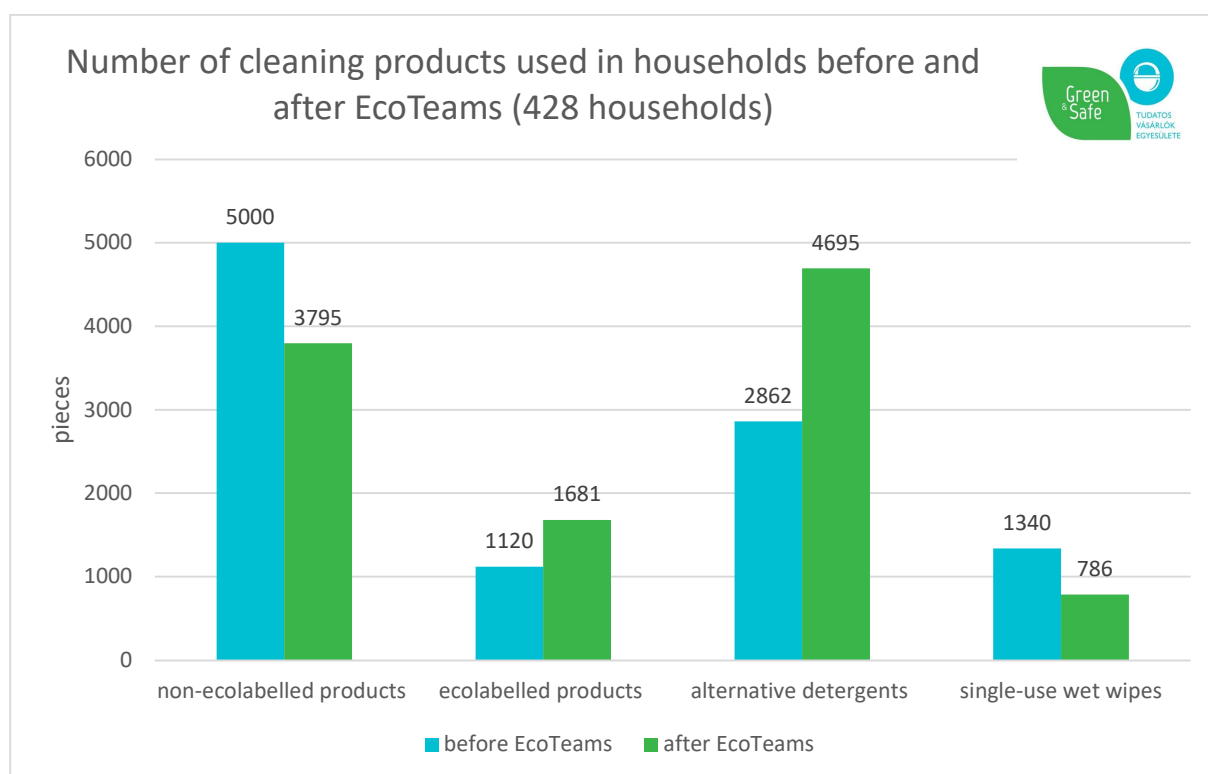
More than half of the households saw an increase, but 30% managed to reduce the chemicals in their households in just five weeks.





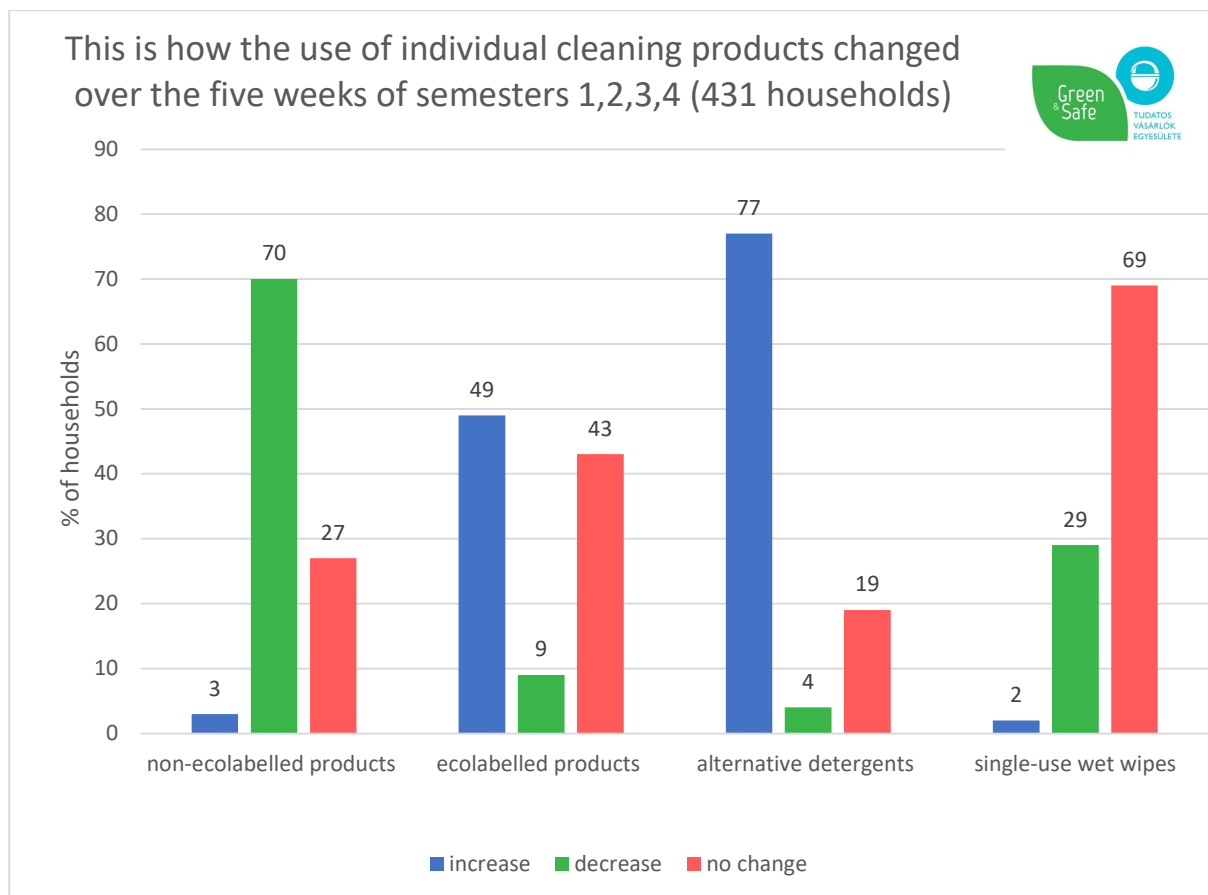
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The increase is due to the acquisition and use of ecolabelled and alternative substances. Their number increased about one and a half times in five weeks. In contrast, the number of non-ecolabelled chemicals and single-use wet wipes decreased significantly, by 25% and 50% respectively.



Most of the participants changed their previous lifestyles, tried out new things. About 70% of participants reduced the number of non-ecolabelled products and 30% abandoned single-use wet wipes. More than 50% of EcoTeam members switched to an ecolabelled cleaning agent and 70% tried out at least one alternative cleaning agent.

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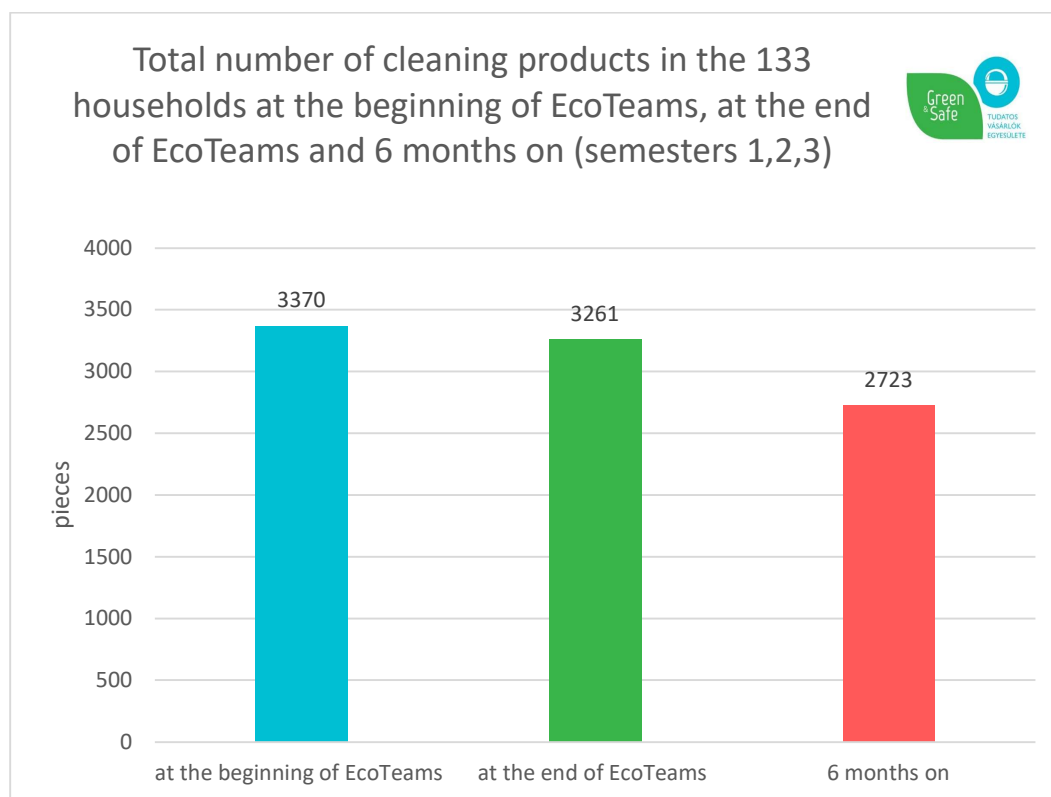
## Quantitative results – Measurements 6 months after EcoTeams

**Form of data collection:** 6 months after EcoTeams, data is collected by members through an online system.

**Period of data collection:** June 2019, November-December, 2020, April, 2021

**Number of respondents:** 133, that is, 35% of respondents of the end of the semesters 1,2,3

Not only did participants use fewer but more environmentally friendly cleaning products during the 5 weeks of EcoTeams, but they also maintained this green behavior six months on. Six months after completing EcoTeams, participants kept about 20% fewer chemicals at home than at the beginning of the programme.





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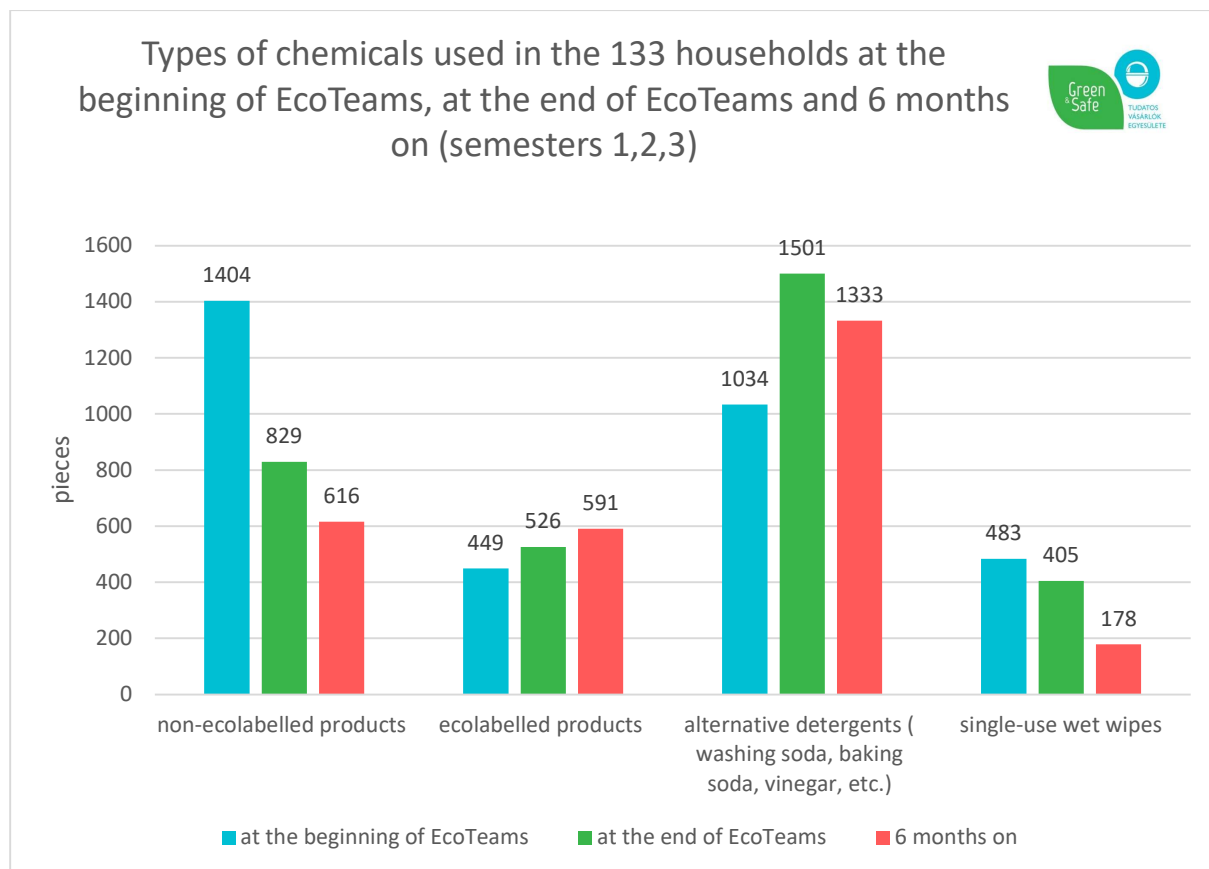
Members managed to reduce the number of the two most harmful products, the non-ecolabelled cleaning products and the single-use wet wipes by more than 50% by the sixth month following the end of the programme. The change was not the result of a few very committed “eco-fighters”, but more than 90% of participants reduced their use of “traditional” chemicals.

As you can see it in the figure below, non-ecolabelled cleaning products saw the most drastic reduction: the number of these chemicals fell by more than 50% over the five weeks of the programme. Later on, the trend continued and their number decreased by a further 25% in six months.

Single-use wet wipes, too, saw a positive change. They were used 20% less compared to the value measured at the beginning of EcoTeams. In the months to follow, this trend continued. As a result, this product group was used 38% less compared to the figure recorded at the beginning of the programme.

Instead of the commercial detergents and the single-use wet wipes, EcoTeam members started to use independently certified ecolabelled products and alternative cleaning products (washing soda, baking soda, vinegar, citric acid).

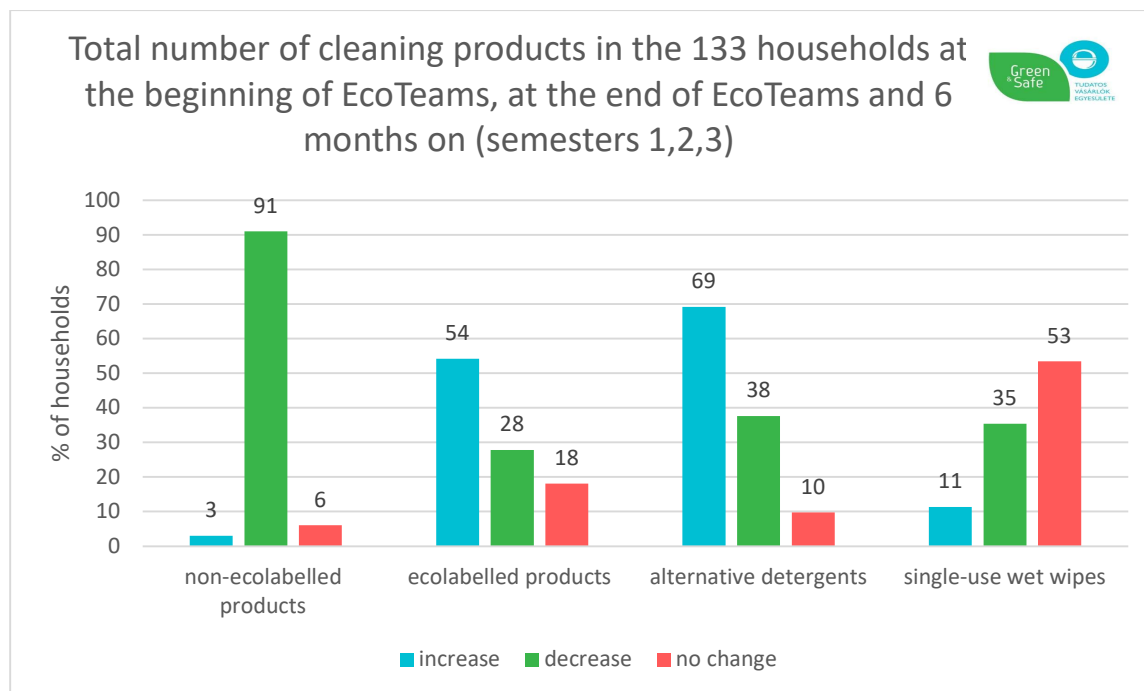
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While the number of ecolabelled detergents increased by almost 20% during the 5 weeks of EcoTeams, the participants kept on going for eco-products in the following months, so there were 30% more ecolabelled cleaners in the households 6 months after the programme ended (compared to the value recorded at the beginning of the programme).

EcoTeam members in fact went green: they use(d) not only ecolabelled but also alternative cleaning agents – substituting for the commercial chemicals used earlier. During the 5 weeks of learning together participants used about 45% more alternative cleaning agents than before. Six months on, the use of alternative agents declined somewhat, probably because former members quit products that were a bit tricky to use, and yet six months later they had 30% more alternative cleaners than at the beginning of the programme.

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Further positive change to highlight is that almost all participants went green to some extent. 91% of households reduced the number of non-ecolabelled chemicals and 35% reduced the usage of single-use wet wipes. More than 50% of members purchased new ecolabelled cleaning agents and 69% replaced non-eco-certified cleaning detergents with alternative cleaners.

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## Quantitative results – Measurements 12 months after EcoTeams

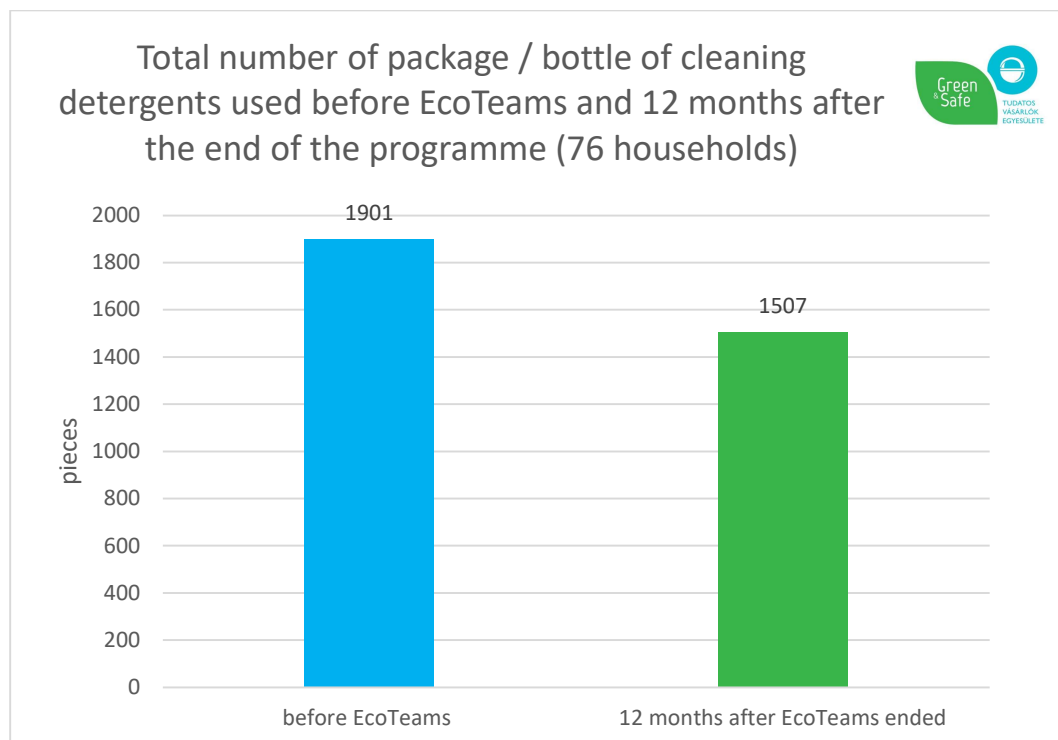
**Form of data collection:** 12 months after EcoTeams, data is collected by members through an online system.

**Period of data collection:** April, 2021, December 2021–January 2022

**Number of respondents (before EcoTeams and 12 months after the end of the programme):** 76, that is, 20% of respondents of the end of the semesters 1,2,3

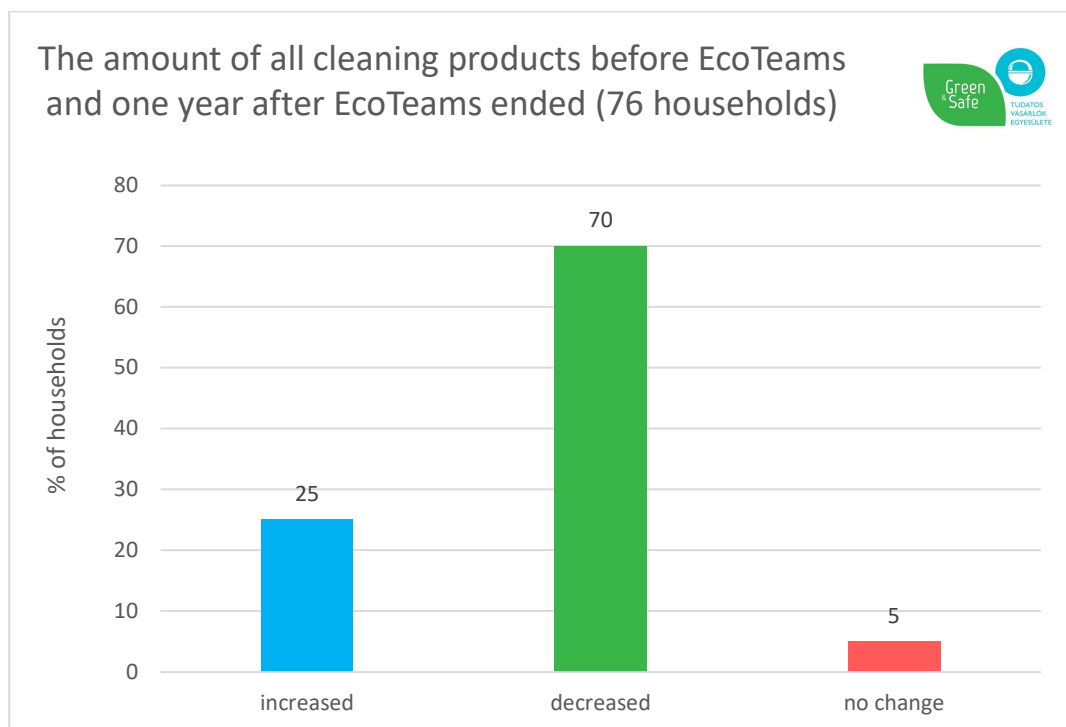
**Number of respondents of our panel survey (before and after EcoTeams, 6 months and 12 months after the end of the programme):** 47

It is clear that not only six months after EcoTeams, but also 12 months later, the positive, behavior-changing effect of EcoTeams was remarkable. While the participants (133 households) used 20% less chemicals 6 months after EcoTeams ended, 12 months on, they had the same number of chemicals (21% less) (76 households).



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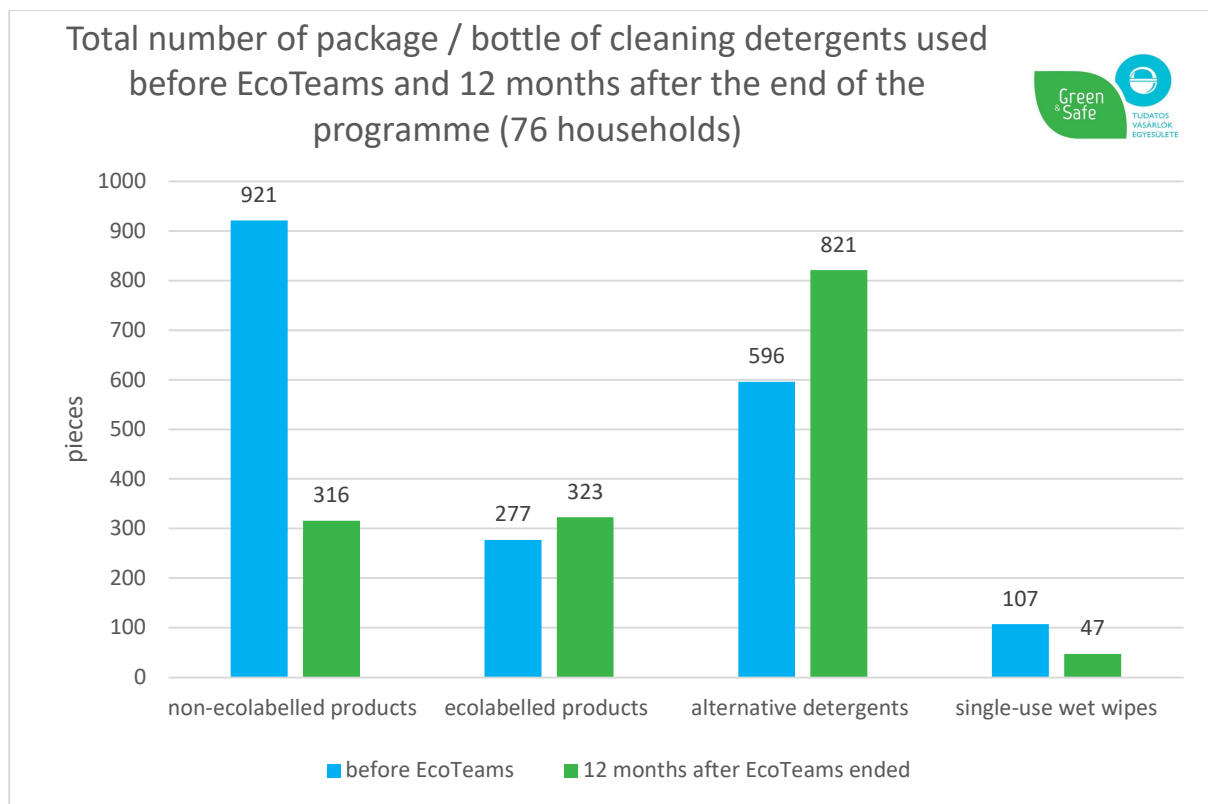
We see a decrease in the households of 70% of those who submitted the measurements, and only 25% of them used more detergents 12 months on.



12 months on, the number of non-ecolabelled products went down by two thirds and the usage of the single-use wet wipes was cut half. These products were replaced by green alternatives. In 12 months, the use of ecolabelled products increased by 16% and that of alternative products by 30%.

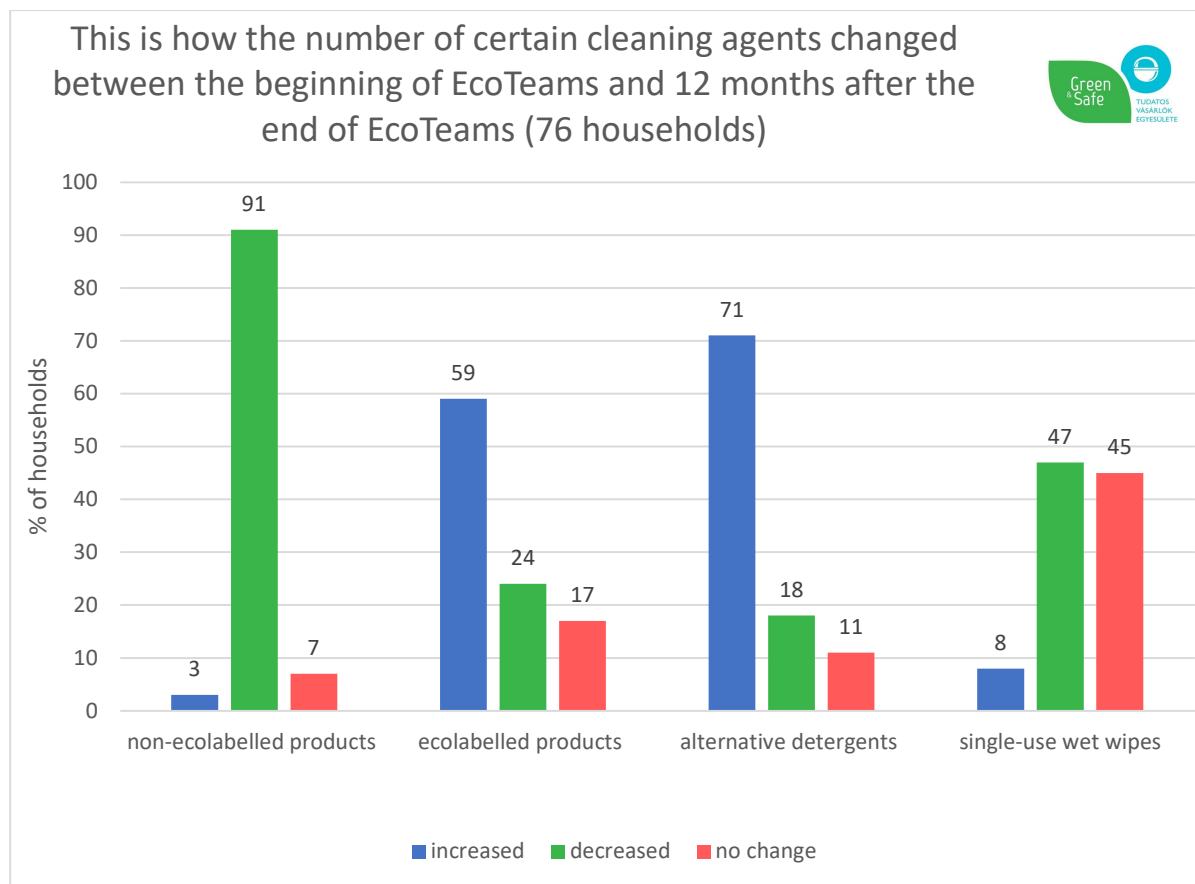


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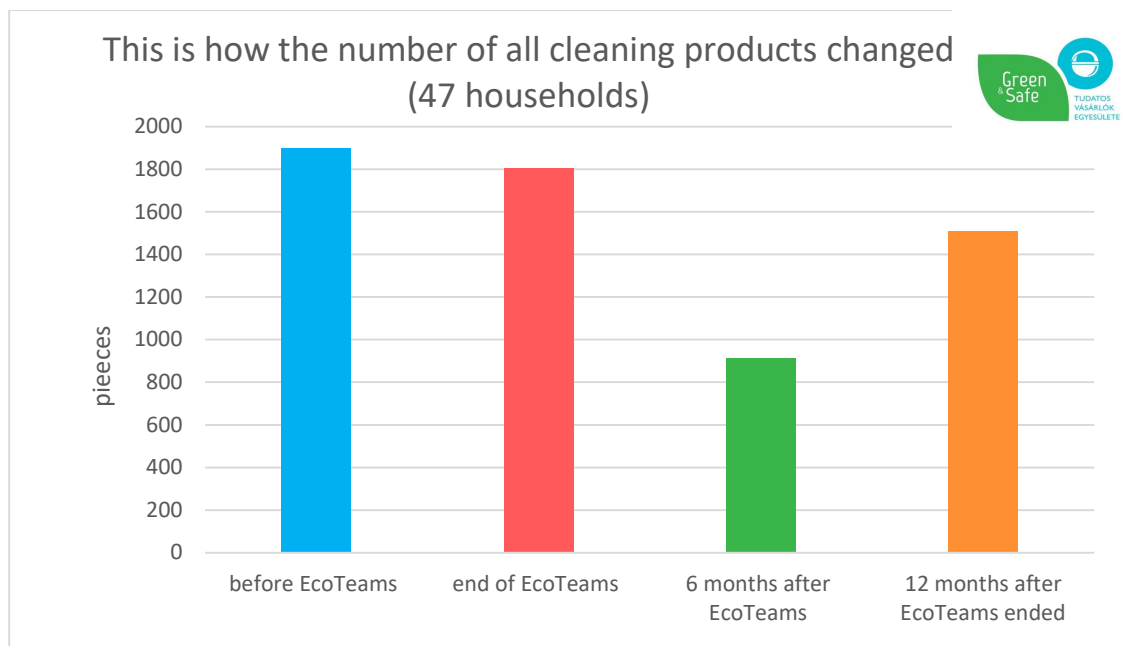
It is important to highlight that the positive change was seen in most of the households. Almost all members reduced using non-ecolabelled products, and 50% of members started to reduce the use of single-use wet wipes.

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There were 47 participants who submitted data in each measurement period, the change is more nuanced in their case. The figure below shows that the amount of all detergents in use was halved in 6 months, but a slight increase started in the 6 months to follow. Still, it remains 20% below the initial value.

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The growth is mainly due to a sharp increase in ecolabelled agents and alternative agents. Although members purchased more unqualified cleaning products and single-use wet wipes after 12 months than after 6 months, this is an insignificant growth. 12 months on, the number of non-ecolabelled products went down by two thirds and the usage of the single-use wet wipes was cut half.

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