



A Green&Safe LIFE-styles projektet az Európai Unió LIFE alapja támogatja, az Agrárminisztérium társfinanszírozza. Azonosító: ENV GIE HU000622 Green&Safe LIFE-styles

Results: Clean Home EcoTeams 2019

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. This means that 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, EcoTeam members meet regularly, sharing ideas 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. 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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Results: Clean Home EcoTeams

Pilot Phase: Spring 2019 Budapest

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.

EcoTeam Coach Training: 27-28/09/2019 Budapest

Number of participants: 29

Aim of 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: 22

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

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

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.

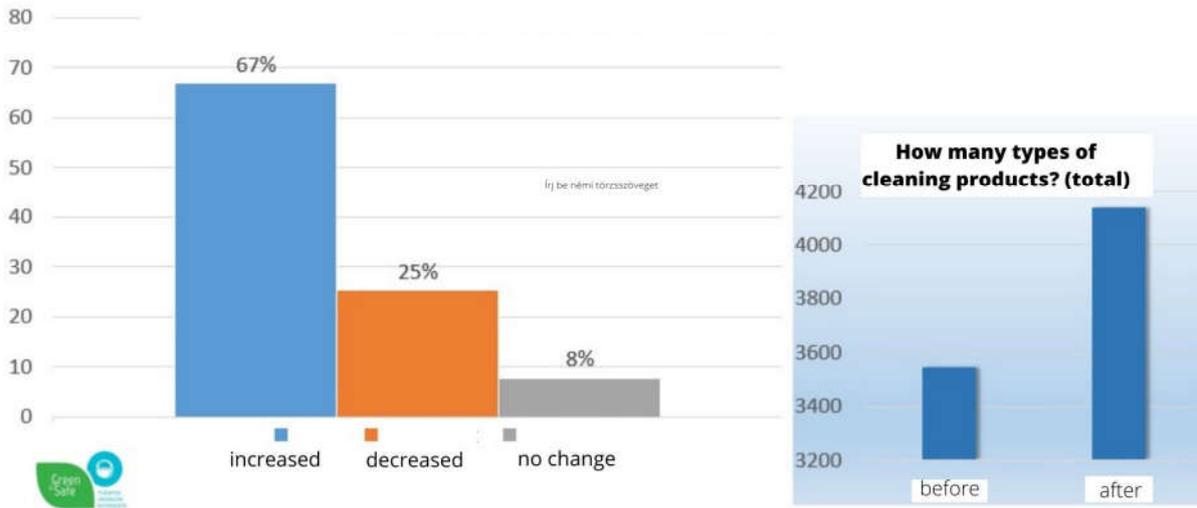
Number of respondents: 142



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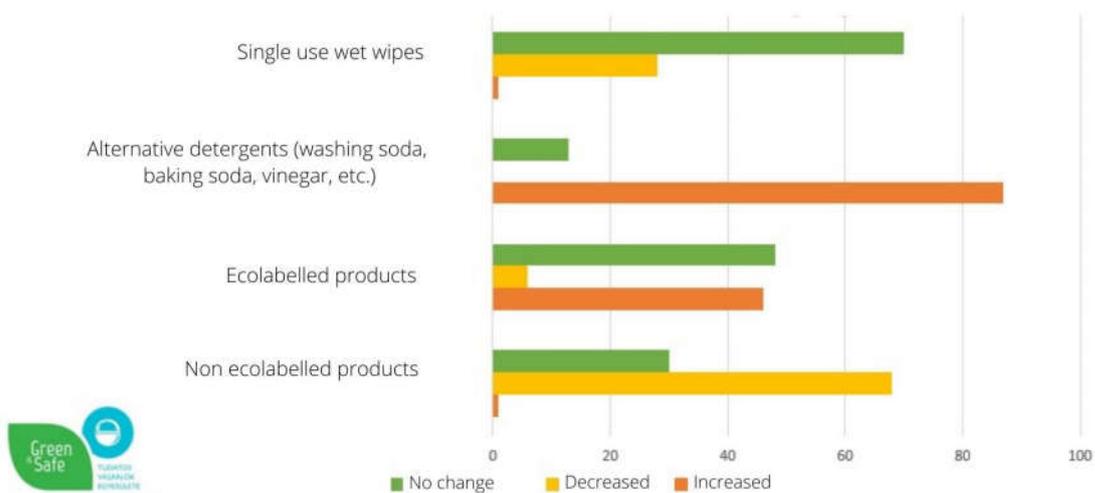
Results:

Change in total cleaning products usage of all EcoTeam members over the five weeks (142 respondents)



Although the graph above suggests that 67% of households saw an increase in the number 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.

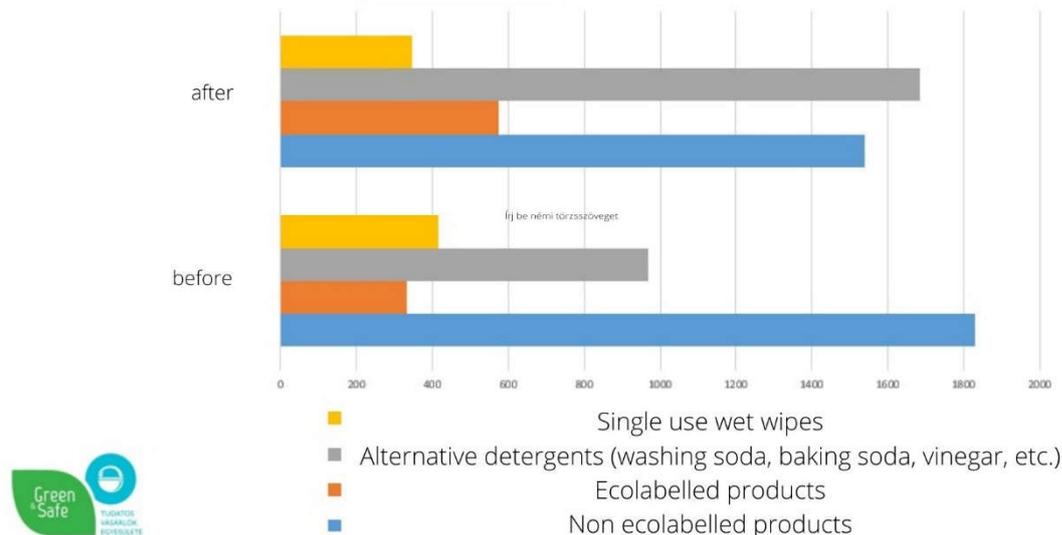
Change in using the various types of cleaning products over the five weeks, 142 respondents (%)





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Types of cleaning products used in households before and after the EcoTeams (142 respondents)



The graph shows an increase in the number of types of cleaning products used in households. This is a result of the fact that many of the participants purchased and tried out ecolabelled products (evaluated by independent experts) and alternative detergents (washing soda, baking soda, vinegar, etc.) during EcoTeams, at the same time not running out of their traditional (commercial) cleaning products over the five weeks, so they were using them and the new, green products simultaneously.

We are planning a follow-up on team members six and 12 months after the programme. As for the number of non ecolabelled products used, we expect a significant reduction by then. This, in the long-run, might reduce the types of cleaning products used in the households.

EcoTeam Coach Training: 31/01-02/01/2020 Budapest

Number of participants: 34

EcoTeam meetings on a national level

Number of teams participating: 23

Number of participants per team: 5-13

Teams participated from: Alsómocsolád, Budapest több csoport, Budakeszi, Dunavarsány, Kesztlőc, Romonya, Szárliget, Szabadbattyán, Szeged, Tatabánya, Tel Aviv, Veszprém

Number of households reached: 189