



**COLD  
WATER  
SAVES**

# NC State University Campaign Launch

**SAVE ENERGY  
SAVE YOUR CLOTHES  
SAVE OUR PLANET**

## WASHING CLOTHES IN COLD WATER PROTECTS MORE THAN CLOTHES.

**GOAL:** Increase awareness of cold water laundering with college students/millennials. Cold water laundering is a positive, sustainable action that anyone doing their laundry can try.

**ACTION:** ACI, in conjunction with TSC, launched the "Cold Water Saves" campaign on the campus of NC State in the fall of 2016. The campaign used multi-media outreach efforts in and around campus to raise awareness about what cold water washing can do for their clothes and the planet.



# 97.5%

of students surveyed said they would be more inclined to wash their clothes in cold water after learning the benefits.

907 students surveyed

POSTERS • SOCIAL MEDIA • PRINT ADS • ONLINE ADS • RADIO ADS • CAMPUS TABELING • STICKERS • CONTEST • MASCOT

“The concept of teaching college students as they are just beginning to learn how to do their own laundry is BRRilliant! Adults will use cold water to save money. Students will use cold water to save the planet.”

**John F. Starbuck**

Marketing Manager, University Housing  
Division of Academic and Student Affairs

“The Cold Water Saves campaign is an exemplar of life cycle thinking leading to innovative solutions. It's exciting to see collaboration across so many sectors and downstream consumers to make a real sustainability impact.”

**Dr. Kevin Dooley,**

Chief Scientist,  
The Sustainability Consortium



american cleaning institute®  
*for better living*



A partnership between The Sustainability Consortium and the American Cleaning Institute to leverage the strengths and the networks of both organizations for collaboration on a common approach to educating consumers regarding the benefit of using cold water for most laundry loads.



**#COLDWATERSAVES**