



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

**“KEEP CAPS FROM KIDS – UPDATE 2017”:
A DETERGENT INDUSTRY CAMPAIGN TO SECURE THE SAFE USE OF LIQUID LAUNDRY DETERGENT
CAPSULES ACROSS EUROPE
“Project Description for Partners Organisations”
14 September 2017**

1. INTRODUCTION TO THE CAMPAIGN AND BACKGROUND

The “KEEP CAPS FROM KIDS” campaign for Liquid Laundry Detergent Capsules is a voluntary initiative of A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products.

This campaign – initiated in 2014 – builds on a series of voluntary initiatives already undertaken by A.I.S.E. in the domain of safety and sustainability.

A.I.S.E. and its member companies involved in the liquid laundry detergent capsules market in Europe regard the safety of consumers as a top priority.

This consumer education campaign aims at securing the safe use and storage of liquid laundry detergent capsules by parents and children carers, to ultimately significantly reduce the incidence of accidental exposure, in particular of small children, to these products.

Since its first launch mid-2014, it is important to note that the campaign follows the implementation of another related voluntary project within A.I.S.E.: **THE A.I.S.E. PRODUCT STEWARDSHIP PROGRAMME FOR LIQUID LAUNDRY DETERGENT CAPSULES (PSP)**. It contains a number of requirements concerning the packaging of those products (opaqueness and closure standards), communication requirements (such as the mandatory use of on-pack information, the use of an industry safety disclaimer on all brands communication and the compliance with a code of conduct), and finally, the collaboration with Poison Control Centers in Europe to collect quantitative and qualitative data on this category (see link below¹ for the full details).

2. PRODUCT & GEOGRAPHICAL SCOPE – CAMPAIGN CONCEPT, MATERIAL & PRINCIPLES

2.1. Product scope

The campaign aims at covering the safe use of “liquid laundry detergent capsules”. By this, it shall be understood any liquid laundry detergent contained in a water soluble wrapper. This includes auxiliary laundry washing products.

2.2. Geographical scope

The KEEP CAPS FROM KIDS CAMPAIGN has been developed for the following territory and their respective languages: EU 28 + Iceland, Liechtenstein, Norway, Russia, Serbia and Switzerland.

¹ <http://www.aise.eu/our-activities/product-stewardship-programmes/aise-product-stewardship-programme-for-liquid-laundry-detergent-capsules.aspx>

2.3. The campaign concept

A.I.S.E., through its membership, has been running since mid-2014 a consumer education campaign to promote the safe use of liquid laundry detergent capsules in Europe. This campaign – whose tag line is “KEEP CAPS FROM KIDS” – is essentially centred around a website www.keepcapsfromkids.eu which is being promoted on packs by detergent companies, on the brands’ websites of the respective products, but also through other communication activities such as advertising (mandatory safety message), PR, social media and activities by other relevant partners.

The campaign is led by A.I.S.E. together with its National Association members, jointly with laundry detergent companies involved in the product scope, The project is open to other potential partners of related industries (e.g. retailers) as well as other relevant stakeholders (e.g. consumer NGOs, Ministries of Health, Poison Control Centres, Paediatricians’ Associations) but also to consumers who can help spread the messages of the campaign.

2.4. The campaign material

The website www.keepcapsfromkids.eu is at the heart of the digital campaign KEEP CAPS FROM KIDS. Whilst the first creation used since mid-2014 focused on a video showing toddlers exploring the household, A.I.S.E. has organised in mid-2017 an update of the site with new, modernised creations, a video and infographics. This is to secure that consumers continue to engage with the website and find further relevant information.

Campaign creation mid 2014 - mid2017	Campaign creation mid 2017 onwards
	

A.I.S.E. provides as part of the main campaign assets, in mid-2017:

1) WEBSITE:

- A multi-lingual consumer website, available in all the campaign languages (see 2.3) including:
 - A 60 second video available in 26 languages
 - Two infographics available in 26 languages concerning:
 - => How to use liquid laundry detergent capsules safely
 - => What to do in case of an emergency
 - Suggestions for safe storage – articles and photo gallery
 - Q&A
- An extranet for partners (in English only), where all the campaign material will be available for download by campaign partners (the toolkit)

2) OTHER ASSETS (available via the extranet):

- Main campaign visual (in different formats/all languages)
- Web banners
- 5 second tag on (Keep away from children)

This material is gathered into a “Toolkit” which is made available to the project’s participants in a password protected area.

3. THE PARTICIPANTS- CRITERIA OF PARTICIPATION - COMMITMENT

3.1. Criteria for participation

The KEEP CAPS FROM KIDS CAMPAIGN (update 2017) includes:

i. Campaign “Sponsors”

This category applies to companies manufacturing and/or placing on the market household liquid laundry detergents capsules which have formally contributed to the financing and development of the new campaign’s creation (Jan-July 2017).

ii. Campaign “Partners”

This category includes:

- **Other Manufacturing Companies and/or Retailers** i.e. selling household liquid laundry detergents capsules (either branded or private label products) within the defined geographical scope.
- **Suppliers** i.e. ‘Business to Business’ companies which may be related to this sector (e.g. suppliers), and see an opportunity in helping the successful roll out of the campaign.
- **Institutional Organisations and Medical professionals** i.e. organisations such as Non-Governmental Organisations, Academia or National Authorities (e.g. consumer NGOs, Ministries of Health, Poison Control Centres, Paediatricians Associations), with a link or an interest in driving further the safe use of liquid laundry detergent capsules in Europe.

No financial participation will be sought from “Partners” for the new campaign’s creation (2017).

Campaign “Sponsors” and “Partners” support the campaign and agree to have their logos featured in the project’s website.

Each Participant adhering to the *project* will commit to take concrete specific steps towards achieving the objectives of the project. The Commitment from the above partners is outlined in the following section and all participants agree to report amplification activities that they will have done with the campaign toolkit.

3.2. Commitment

In the same spirit than since the campaign’s first creation, this activity aims at requiring that any partner to the campaign should help drive traffic to the www.keepcapfromkids.eu website so as to reach a maximum of consumers, by making optimal use of the toolkit.

Campaign Sponsors need to display the KEEP CAPS FROM KIDS material as follows:



-MANDATORY: Use of the new campaign video and/or main campaign visual on all the brands’ websites of liquid laundry detergent capsules sold in the campaign territory, in the relevant language(s) where the product is sold, with a URL link to www.keepcapsfromkids.eu

-STRONGLY RECOMMENDED: Use of the campaign’s main visual on corporate websites and on brands’ social media channels (e.g. Facebook, etc.), at the frequency/discretion of the company/brand. However, it is strongly recommended that companies amplify the campaign wherever/whenever possible.

For other Campaign Partners (e.g. retailers, institutional organisations etc.), those are also encouraged to display the campaign material as much as possible on their website, in leaflets, magazines etc. related to liquid laundry detergent capsules.

IMPORTANT NOTE: The KCFK material is provided in a specific format by A.I.S.E. and should be used with no changes at all to this material. It is critical that there is no “appropriation” by brands of this campaign and that its industry and pan-European nature is always respected.

How to commit?

If you wish to join the campaign as a partner, please send an email to A.I.S.E. (contact Aisling O’Kane aisling.okane@aise.eu) indicating your support to the Keep Caps From Kids campaign and its requirements, as outlined this Project Description (KCFK 2017).

4. TIMING

Opening:

- **1 July 2014 –30 August 2017:** First wave of Keep Caps from Kids campaign.
- **15 September 2017 onwards :** Second wave of campaign (based on new creation)

Note: A.I.S.E. reserves the right to stop the campaign at any time, should it be felt appropriate to do so.

Reporting /Evaluation:

- Participants will be invited to share the activities that they do regarding their use of the Toolkit on a regular (annual) basis.

Contacts:

A.I.S.E. aisbl, Boulevard du Souverain 165- B- 1160 BRUSSELS - Tel : 32 2 679 62 69

Contact persons: valerie.sejourne@aise.eu; aisling.okane@aise.eu

National Associations: See list from www.aise.eu or www.keepcapsfomkids.eu