

European Cleaning Days 2017- PR Guidelines

The European Cleaning Days (ECD) offers an extensive variety of cleaning related programs and initiatives across Europe for the general public. It runs an awareness-raising campaign to educate and inform public about the growing importance of professional cleaning in a wide variety of application areas. The ECD also aims at inspiring students and people of all ages to pursue careers in cleaning-related fields, i.e., chemistry, machinery, related science, technology, and engineering.

We believe that using a common brand for all sectors of the cleaning industry will help make this campaign a success and achieve a greater publicity. Connecting all the events that take place in Europe and putting them under the umbrella of the ECD will help us carry out our mission. If you want to participate in the program **Professional Cleaning: improving hygiene in public places** in Europe please read the following PR guidelines described below.

1. Logo & co-branding

Every organization participating in the ECD can use their usual corporate identity and promote the event on their respective website.

However, every event and material connected to the ECD has to additionally include the ECD logo, a short description and link to the European Cleaning Days website (www.cleaningdays.eu). If possible, please put the logo on a prominent place on your organization's website to highlight the ECD / your event.

2. Website of the participating organization

Every event connected to the ECD has to be recognized as a part of the European Cleaning Days. Below we show examples how the ECD brand information has to be included during the event promotion. An example of how the event has to be recognized on your organization's general website is given in table 1. Please use the ECD logo (on a prominent place), a slogan, a short description of the week, and link to the European Cleaning Days website (www.cleaningdays.eu), and to your event's webpage.

An example of how the event has to be branded on your organization's event webpage is given in table 2. Please use the events logo on the prominent place of the website and provide links to the ECD website (www.cleaningdays.eu). Additionally, information on the event's name and dates as well as organization's statement has to be included.

Optional: If you want to include more extensive information about the ECD, please find the corresponding standard text in the Press Release Section.

Table 1 – Logo + standard phrase on the organization’s general website



| | |
|---|---|
|  | <ul style="list-style-type: none"> • “Organization xyz” participates in the European Cleaning Days 2017. • Slogan of the ECD: Unite to improve Hygiene and Cleanliness. • Short description of the week: Over xyz organizations participate in various cleaning related campaigns all over Europe to raise the awareness of hygiene and cleanliness among the general public. • More information on www.cleaningdays.eu and www.xyz.de (event’s webpage). |
|---|---|

Table 2– Logo + standard phrase on the event’s webpage

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|  | <ul style="list-style-type: none"> • This event is part of the European Cleaning Days 2017. • Slogan of the ECD: Unite to improve Hygiene and Cleanliness. • Short description of the week: More than x organizations take part in different cleaning related campaigns across many European countries. • Event “xyz” (please mention event’s name, location, date) • Statement of the participating organization. • More information on www.cleaningdays.eu |
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3. Press Release

Every press release should be branded as part of the European Cleaning Days. Please use the logo, the slogan, the standard phrase about the week, and the link to the central website in every press release you send out. Extended information about the ECD can be used as well, as presented below in table 3. Please announce that your event is part of the European Cleaning Days in the headline or the first few sentences of your press release.

The following structure of the press release is recommended:

- Event description:


- what, when, who, where
- this event is part of the European Cleaning Days in the headline and /or first sentences
- statement of your organization

- General part:

- Logo
- Slogan
- Standard phrase about the European Cleaning Days and (optional) additional information

- Link to the European Cleaning Days campaign

Table 3 – Logo + standard phrase (extended information) for press releases

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|---|---|
|  | <ul style="list-style-type: none"> • Event “xyz” (please mention event’s name, location, date). • This event is part of the European Cleaning Days 2017 • Slogan of the ECD: Unite to improve Hygiene and Cleanliness. • Short (or extended) description of the week: Over xy organizations participate in various cleaning related campaigns all over Europe to raise the awareness of hygiene and cleanliness among the general public. • Statement of the participating organization. • More information on www.cleaningdays.eu. |
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Additional standard information about European Cleaning Days (optional)

European Cleaning Days

The European Cleaning Days (ECD) will take place in May 2017 across several European countries to raise awareness of hygiene and cleanliness among the general public. The ECD aims at educating and sensitizing people regarding the necessity to preserve cleanliness.

During the European Cleaning Days we will organize an extensive range of awareness-raising campaigns and initiatives across Europe that will involve people of various age groups and professions. Our activities, among others, include school visits with lectures on cleaning, tours for pupils and students, open days in cleaning related manufactories, exhibitions, and "cleaning in action" on public squares and streets.

Cleanliness – a basic necessity in society

The significance of cleanliness and hygiene has to be acknowledged by every society as it serves basic human needs and is important as a major tool to secure public health, comfort, and well-being – in all areas of our lives.

Creating a cleaner environment not only at our homes, but, also in public areas should be a responsibility of every citizen. Dirty surroundings, that we come into contact with every day, can become sources of germs and affect everyone. These problems can be solved by sustaining a clean and hygienic environment. Cleaning related industries generate a lot of opportunities to develop more hygienic standards and conditions and deliver high living standards and a higher level of civilization that people enjoy in everyday life. Furthermore, cleaning related industries impact the lives of a large number of people in many sectors of the economy including offices, schools, hospitals, factories etc. A growing demand in cleaning related activities and many innovations in this field make the cleaning industry a very attractive employer. Uniting the professional expertise and the desire to

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live and work in clean surroundings is the key to obtain a healthy and thriving environment for us and future generations.

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