

## Cool is Clean Campaign



The Cool is Clean campaign is a new energy efficiency education pilot program to promote washing laundry in cold water. Since 90% of the energy used to wash a load of laundry goes into heating the water, you can save a lot of energy and money on your utility bills by washing your clothes in cold water.

[Cool is Clean Asheville Fact Sheet](#)

Regardless of where you live, your washing machine likely has a cold water setting, so choosing to wash clothes in cold water does not require any new financial investment. Your clothes can still look clean and bright, using a variety of commercially available detergents, so you would likely not need to switch brands.

This research and outreach campaign is being developed by multiple cities working within the USDN (Urban Sustainability Director's Network) and Action Research, a research and marketing consulting firm. Using community based social marketing principles, which included gathering data through surveys, focus groups and interviews, the municipalities are conducting research to identify the best ways to educate the public on the benefits of cold water clothes washing.

To learn more about the Cool is Clean and other City of Asheville Office of Sustainability outreach campaigns, visit [www.ashevillenc.gov/green](http://www.ashevillenc.gov/green)