

Tackling Climate Change Through Laundry

Encouraging Energy Efficient Laundry
Habits Campus Wide

Hailey Kennedy and Déjà Thomas

Energy Consumption

The Alliance to Save Energy says that as much as 90% of the energy consumed by washing machines is used to heat the water

Benefits of Washing in Cold Water

- saves energy
- saves money
- less wear and tear on clothes
- cleans just as effectively - cold water detergents now exist



Methodology

1. Surveyed Campisi and McLaughlin before starting pilot
2. Posted signs in McLaughlin laundry room with benefits of washing in cold water

Methodology (contd.)

3. Changed 4 out of 8 of the washing machines to run on only cold water
 - ❑ These machines were only 75 cents when using quarters
 - ❑ Put up signs around Campisi halls and laundry room advertising the price change and encouraging washing in cold water

APRIL is Earth Month



90% of the energy consumed by washing machines is used to heat the water



If we all switched to washing with cold water, we could save roughly 8,000 kWh every month, or enough energy to fuel a road trip from San Francisco to Boston and back, TWICE!



Cold water cleans clothes just as effectively as hot water,



According to survey data, Campisi uses as much as 8,853 kilowatt hours of energy every month just to wash clothes.



so make the switch and help our community become more sustainable!

Let's celebrate by making a small change that can make a big difference!

Let's choose to wash with cold water!

Have you heard?!

Half the washing machines in Campisi
will be set to use only cold water
for only 75 cents!

This will be happening weeks 2,3,4
of spring quarter in Campisi!



Save
Energy!



Half of the energy consumed by
washing machines is used to heat
the water!

By choosing the cold water
setting the **Energy Saver**
Wash Cycle is the best way
to save energy and help the planet
every time you wash your
clothes!

\$\$\$ Save \$\$\$
Money!



By choosing to use cold water in
these converted machines, you
can save 30 cents per load!

Energy Saver
Wash Cycle

Save your
Clothes!



Washing clothes in cold water
helps to save energy and
reduce your carbon footprint.
It also helps to save your
clothes from fading and
shrinking.

For more information on how to
save energy and money when
washing clothes, visit
www.energy.gov

Wash with
COLD WATER



Save
Energy!

By choosing the cold water setting (the button labeled "Bright Colors"), you can save this energy and help the planet every time you wash your clothes!

Save your
Clothes!



90% of the energy consumed by washing machines is used to heat the water!

ATTENTION UNITY RESIDENTS

IF A WASHER OR DRYER IS BROKEN OR NOT WORKING PROPERLY, PLEASE REPORT THE EXACT PROBLEM TO THE SERVICE DESK. YOU WILL NEED TO NOTE THE 3-DIGIT NUMBER OF THE DAMAGED MACHINE.



THANK YOU!



With the kind of washing machines and detergents we use today, cold water cleans clothes just as effectively as hot water, if not better!

Hot water causes colors to bleed and fade, fabric to wear down, and can even make some stains permanent



Washing with cold water protects your clothes from wear and tear while removing stains!

"Bright Colors" means cold water! Choose this setting to save energy! ↓ 😊

WHITES COLORS BRIGHT COLORS

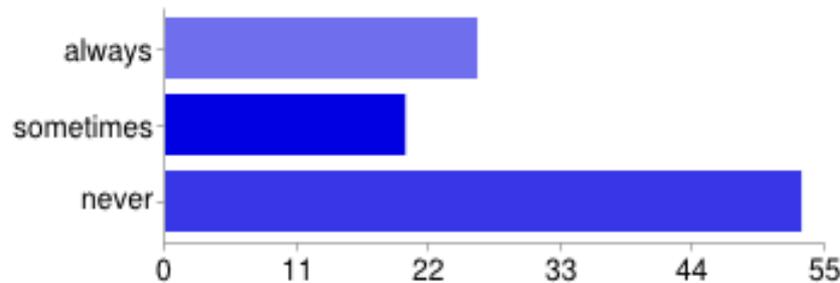
FABRIC SETTINGS

PERM. PRESS WOOLENS DELICATES AND KNITS

Results

Before

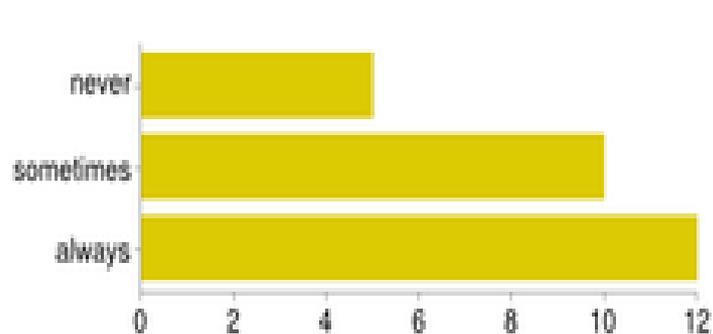
5. Please indicate how often you use the following settings: - Bright Colors



always	26	26%
sometimes	20	20%
never	53	54%

After

Bright Colors [Please indicate how often you use the following settings]



never	5	19%
sometimes	10	37%
always	12	44%

Results (contd.)- In Campisi

Cold Water Washing Machine Usage:

382

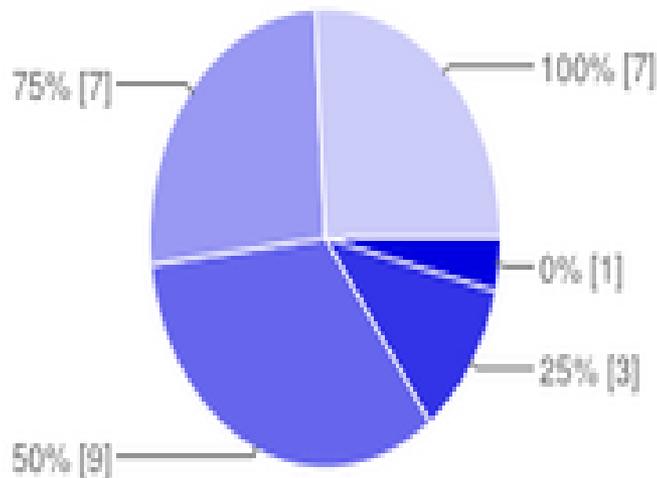
Regular Washing Machine Usage:

313

If SCU converted half of all campus washing machines to use cold water only (assuming they were used as frequently as they were for the pilot project)...

- We would save... **\$1717.31/ yr**
- And prevent **35075.27 lbs of CO2** from going in the atmosphere equal to...
 - CO2 emissions from burning **1,744 gallons of gasoline**
 - GHG emissions driving **38,899 miles** in an average passenger vehicle

For this pilot we had 50% of the machines converted to cold water only for a reduce price.
In the future what percentage would you like to see?



0%	1	4%
25%	3	11%
50%	9	33%
75%	7	26%
100%	7	26%

Recommendations for Housing Office:

When contract is up next summer, do a two-tier pricing system

- ❑ Cold Water: \$1.00, Warm or Hot: \$1.25
- ❑ All machines would have the capability to charge a cheaper price depending on the setting chosen ideally
- ❑ Get in contact with Housing and Facilities at UC Berkeley

Recommendations for SCU

- ❑ Continue promoting energy efficient habits as part of residence life culture
 - ❑ Permanent Stickers on washing machines encouraging students to use the 'bright colors' setting
 - ❑ Permanent eye-catching signs in laundry rooms with the benefits of washing in cold water
 - ❑ Suggesting cold water detergent to freshmen

We'd like to thank

- Mako Ushihara
- Stephanie Hughes
- Gabriel Altamirano
- Lindsey Kalkbrenner
- Gayle Caterlin
- Campisi CFs Residents
- McLaughlin Residents
- And our fellow SLURPERS