

**Question for written answer E-011353/2011
to the Commission**

Rule 117

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Subject: 'Green' Products

In recent years, companies such as Procter and Gamble have researched technology to develop laundry detergent that works well in cold water. This was done in an effort to be more environmentally friendly. However, consumer demand for the products does not seem to be increasing. Sources say that one of the main reasons is that consumers are sceptical about the effectiveness of cold-water detergent. The biggest issue is therefore a lack of information.

Does the Commission have a proposal for how to spread information and boost European consumer demand for 'green' products such as cold-water detergent? Does the Commission view 'green' products as an effective means for reducing Europe's carbon footprint?