

## Clean Awareness (CA)

The project is a collaboration between NAF (Employee labor Union), NHO Service and Trade (Employer Trade Union), ten member companies in B2B Cleaning services, and the Confederation of Norwegian Enterprise's joint initiatives (HF).

The project runs from April 1. 2023 to September 30. 2025.

The project aims to elevate the status of cleaning professionals, enhance skills, and shift more cleaning work to daytime hours.

### The Project's main goal

The main goal of the project is to revitalize and strengthen collaboration between stakeholders within companies in the Norwegian cleaning industry. The project aims to bridge the gap between the current challenges faced by the industry and the vision of creating a visible, competent, and valued sector in Norway.

#### **Subgoal 1:**

Increase knowledge about shared challenges in the industry, define objectives, and demonstrate how local collaboration between stakeholders can help address these challenges. The aim is for participants to gain a tangible knowledge base, insights into structure and organization, and the skills to apply these locally.

#### **Subgoal 1:**

Joint efforts to deliver services during daytime hours. We believe that daytime cleaning, combined with the collaboration and learning processes developed through this project, will contribute to positive reputation building, skill development, and exploration of opportunities in digitization/robotization and workplace innovation. One of the project outputs will be a campaign targeted at purchasers of cleaning services, highlighting the benefits of daytime cleaning

## Project activities

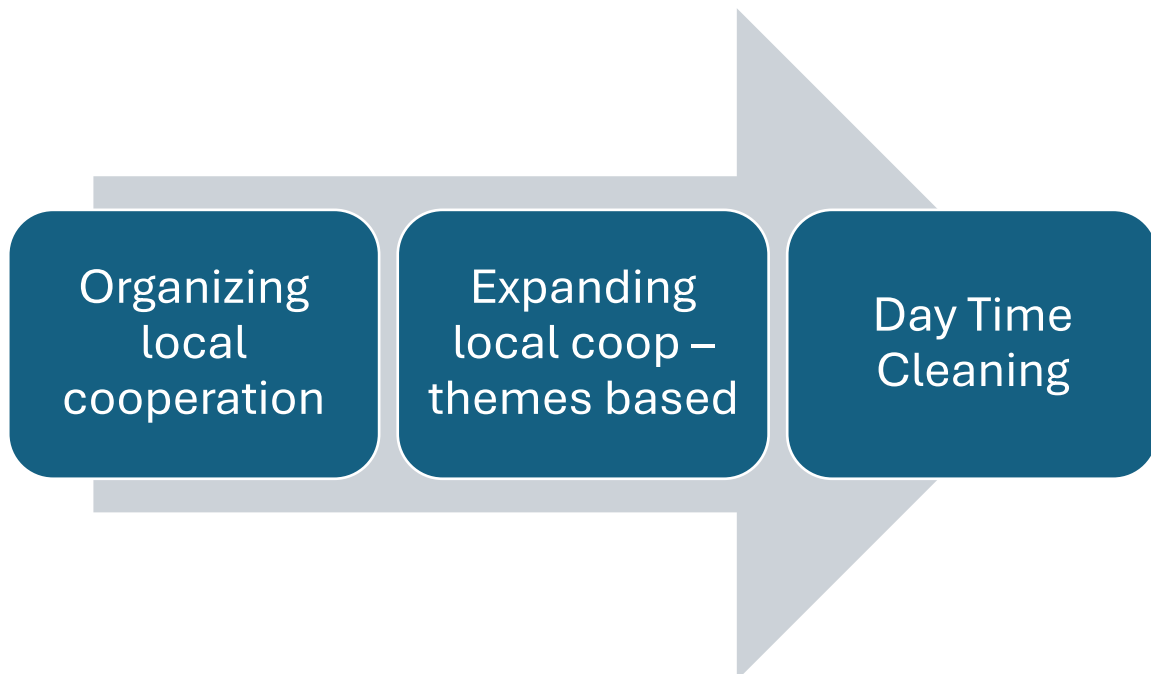
The project is organized through a central project steering committee, which invites the project members to both physical and Teams conferences which highlights the different subjects and organizes workshops on the project members are working on. The central project leadership provides guidance and help for the project members to create local action plans for improvement. These plans are subject for tasks given to work on between each conference. Each participating company has organized their own local project team which is responsible for organizing, implementing and harvesting project profits in their own organization. The project also has assistance from follow-up research, which provides insight, manages workshops and will provide the project with an interactive ide book form the project. The follow-up research is based on the principle of Action Research and is provided by [AFI Oslo Met University](#).

In addition, the central project also organizes:

- Joint training for mid management Union representatives in how to use the Basic Trade agreement between NHO and LO as a framework for cooperation on the company level.
- Pilot in how to jointly work with Diversity Management on a Company level.
- Provide guidance through visits to each company.

## Project Delivery phases

The project is partitioned into three phases:



We are now on the brink of entering phase 3, which will start January 2025.

## Participating companies and organizations

- [Ability](#)
- [Conluo](#)
- [Toma](#)
- [ISS Norge](#)
- [Coor](#)
- [Insider Facility Mangement](#)
- [Østlandske Rengjøring](#)
- [BB Service System](#)
- [2Clean](#)
- [4Service](#)
- [Norsk Arbeidsmandsforbund](#)
- [NHO Service og Handle](#)
- [Hovedorganisasjonenes fellestiltak \(HF\)](#)
- [AFI Oslo Met](#)

We also invite these media outlets to our conferences:

- [Renholdsnytt](#)
- [Arbeidsmanden \(Fri fagbevegelse\)](#)