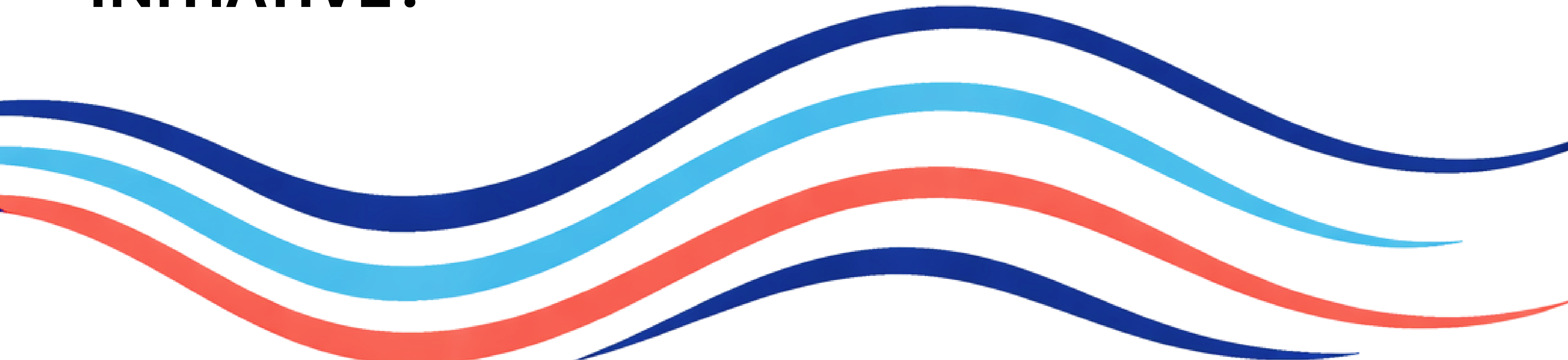


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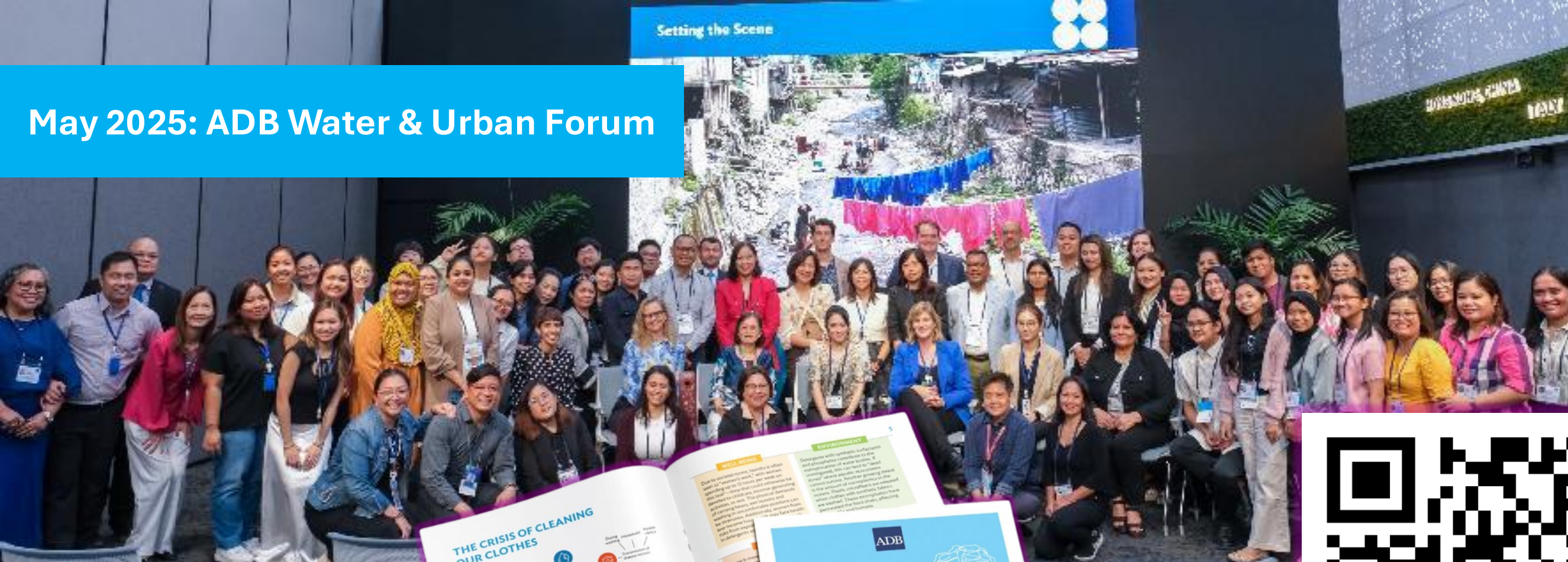
WHAT IS

THE LAUNDRY TRANSFORMATION

INITIATIVE?



May 2025: ADB Water & Urban Forum



Aug 2025: Stockholm World Water Week 2025



Why This Matters Now

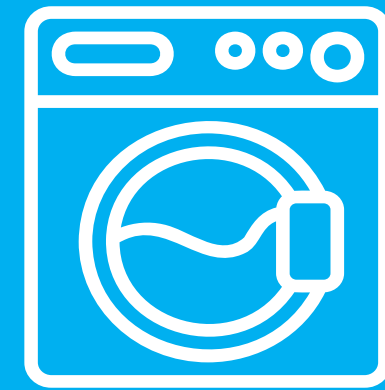
The Hidden Development Issue: Laundry's Systemic Impact



About **4 billion people** nearly **50%** of the world wash clothes by hand.



Hand washing consumes up to **20% of active time**, causing chronic pain and lost opportunities.



Despite the **electric washing machine** invention in **1908** and a **\$177 Billion** global laundry care industry *Only little has changed in the last 110 years*

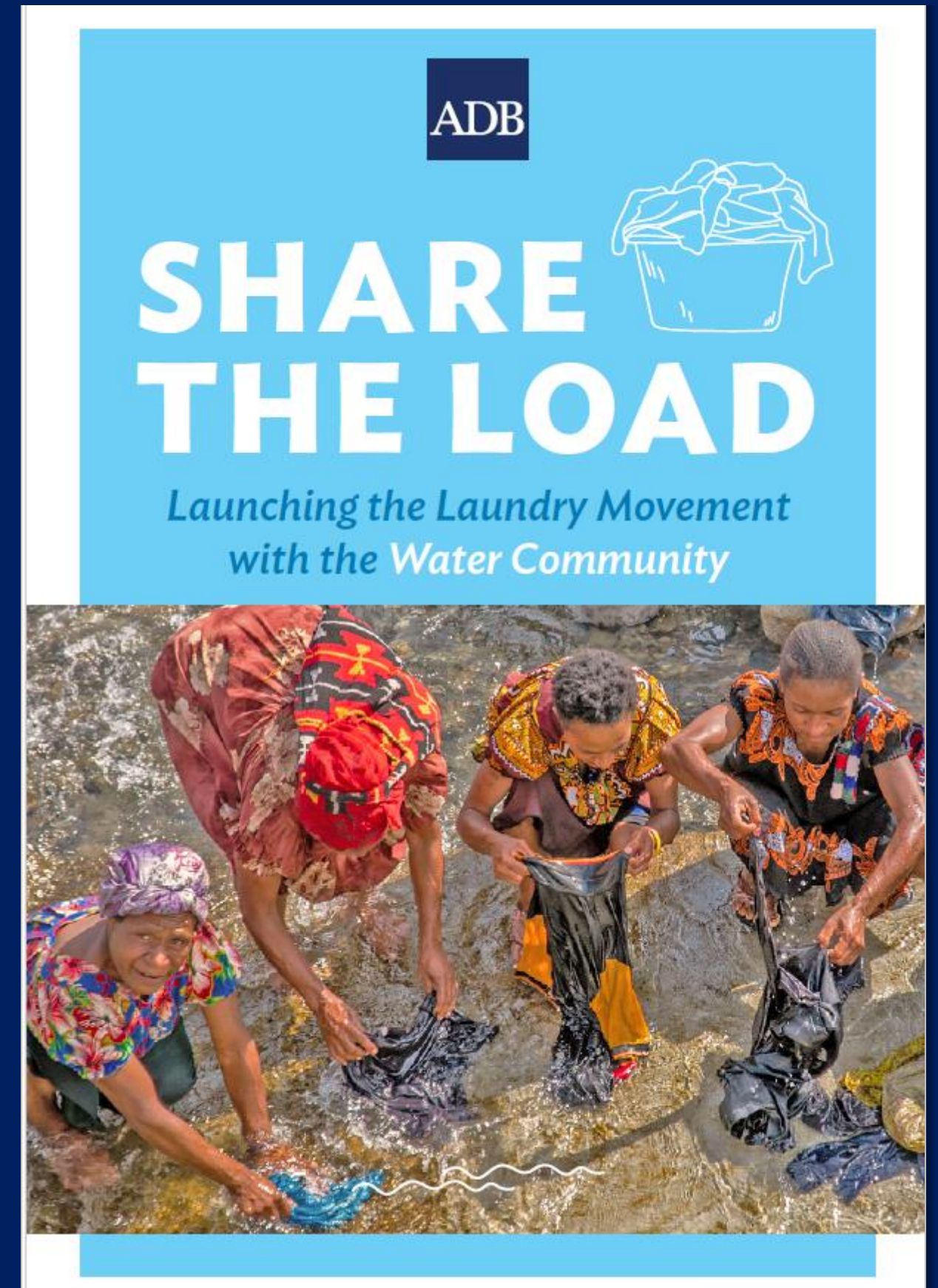
A single load of synthetic clothing can release over **700,000 microfibers**.

Textile fibers account for circa **35%** of microplastics entering the sea

Laundry remains **under-served** by modern infrastructure, **markets, and private investors**.



From Fragments to Systems: Rethinking Laundry



ADB's Laundry Transformation Initiative (LTI)



1

Social Innovation

- Saving time
- Protecting health
- Restoring dignity

Access
Fit
Scale



ADB



2

Environmental Protection

- Improving water quality
- Strengthening ecosystems and food systems
- Supporting community resilience

Awareness
Policies
Standards



3

Public-Private Sectors Collaboration

- Creating market and livelihood opportunities
- Developing business cases, low-cost technologies, service-models
- Connecting development finance, governmental enabling environment and private sector products and markets

Enablers
Livelihoods
Markets

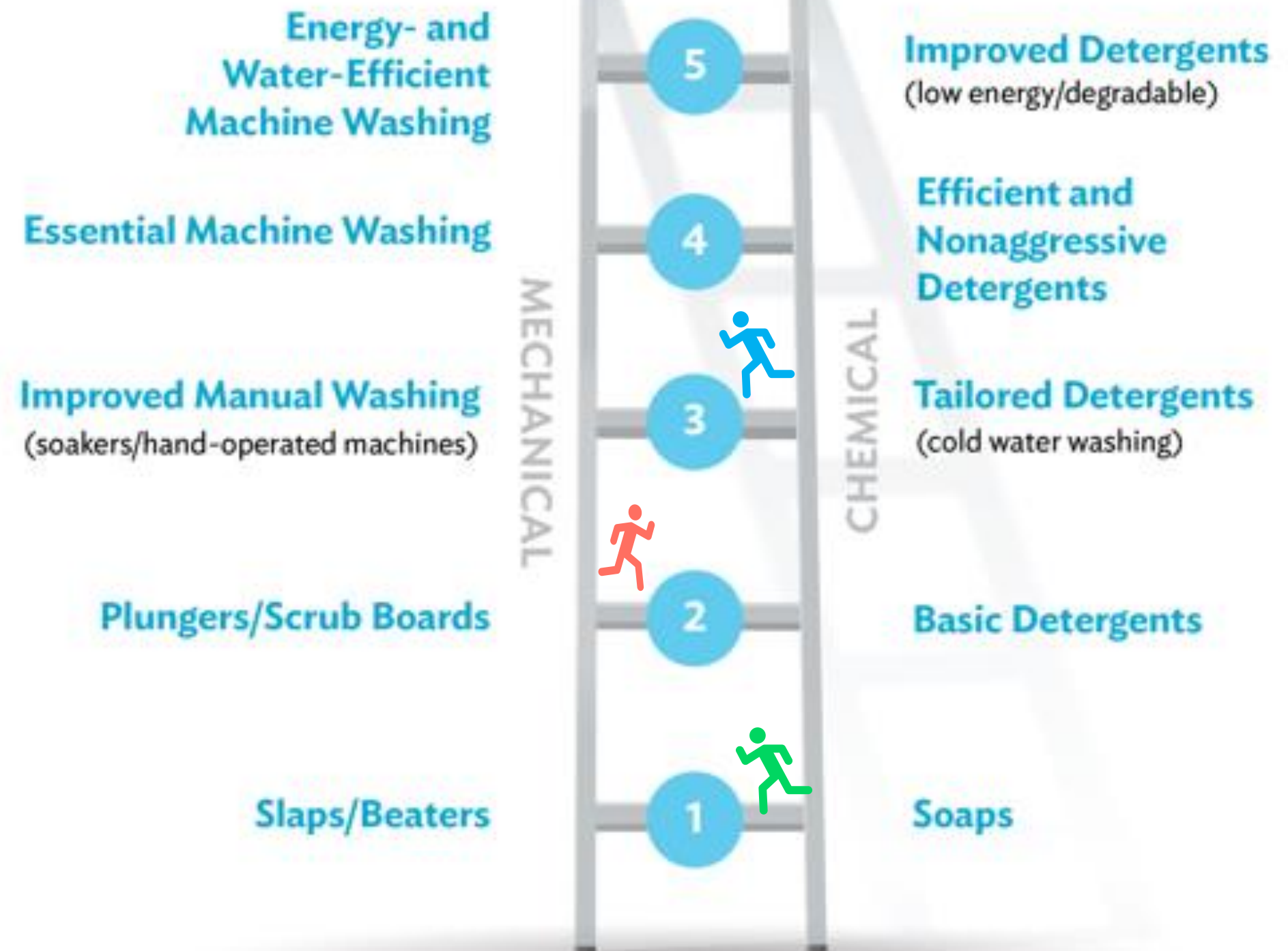


“The Laundry Ladder”

1 **Social Innovation**
*Inclusive,
fit-for-context access*

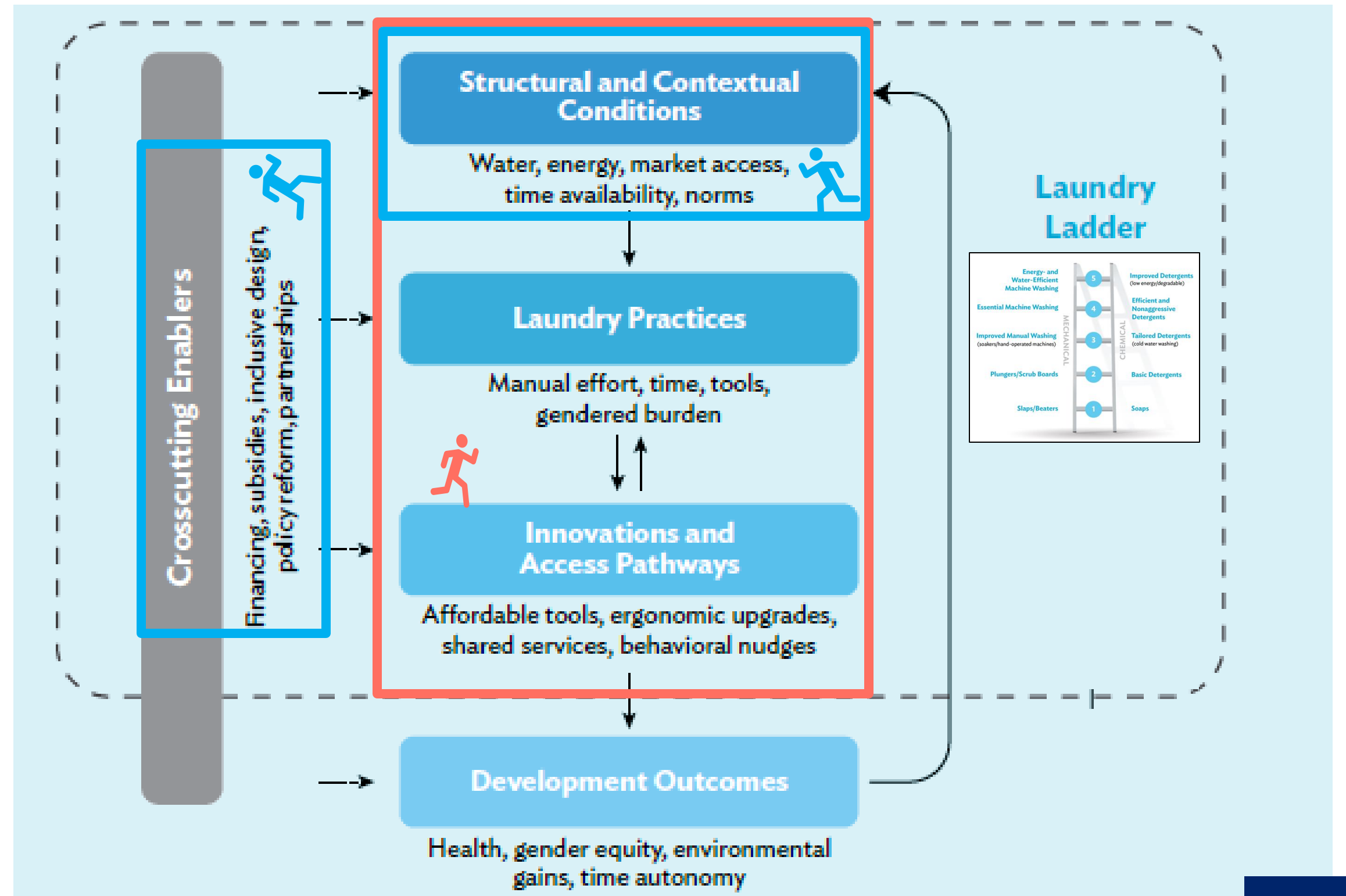
2 **Environmental Protection**
*Less pollution
footprints*

3 **Public-Private Collaboration**
*Multiple market
entry points*



ADB's Laundry Systems Framework

- 1 Social Innovation
- 2 Environmental Protection
- 3 Public-Private Sectors Collaboration



Why the Status Quo is Failing?



1 Fragmented sector approaches dilute development impact



2 Innovations exist, but are disconnected from public systems



3 Laundry is treated as a household chore, not a system fit for investment

How will ADB Transform Laundry?

SOVEREIGN

- WASH, Health, Rivers and Irrigation Projects
- Policy-based Loans

PRIVATE SECTOR

- Markets & derisking
- PPP Support
- Growth capital and scaling mechanisms with ADB Ventures

CONVENE

- Funding and financing
- Knowledge development
- Communication | events
- Partnerships
- Set up & lead Coalition

1

Social Innovation

Saving time

Protecting health

Restoring dignity

2

Environmental Protection

Improving water quality

Strengthening ecosystems and food systems

Supporting community resilience

3

Public-Private Sectors Collaboration

Creating market and livelihood opportunities

Developing business cases, low-cost technologies, service-models

Connecting development finance, governmental enabling environment and private sector products and markets

Proposed Laundry Transformation Ambitions

Universal sustainable laundry by improving health, ecosystems, and women's time

[X million] people Asia Pacific adopt sustainable laundry practices by 2040

Improving health, saving time, contributing to improved economic performance and restoring dignity for women.

Priority river basins achieve a [X]% reduction in chemical and microfiber pollution by 2040.

Each [\$ X] of ADB concessional support on laundry mobilizes [\$ X] private capital over time

LTI Mission

'To build healthier, more resilient communities, ecosystems, and markets at scale through improving sustainable laundry practices in Asia, the Pacific and beyond'



Partners Values and Transformative Actions

Your Value

Convening and mainstreaming

You are the bridge that turns good ideas into systems that countries can actually fund, operate, and scale.



Unlocking and setting default

You make safe, low-impact laundry the default and unlock markets that last beyond pilots.



Creating scale through demand

This is where your (water) commitments become real in people's homes measurable and impactful.



Making solutions real

This is the pathway to design for the majority and scale beyond pilots and premium niches.



Building credibility

Turning a story into evidence that governments and investors can act on.



Ensuring adoption and dignity

Making change real, trusted, and lasting at household level.



Your Transformative Action

Multilaterals & Development Banks

You move laundry from pilots to bankable scale by structuring policy pathways, de-risking early stages with concessional finance, and embedding laundry into sovereign portfolios across WASH, rivers, cities, and health.

Public Actors

You set standards and incentives, legitimize laundry as a public service issue, and connect household practices to basin-level outcomes through utilities, cities, and regulation.

Corporates & Global Brands

You create demand and scale through brands and supply chains, provide catalytic capital, and help translate safer products and practices into systems and communities. Governments and banks can support.

Innovators & Industry

You develop and adapt low-water, low-energy washing, safer detergents, tools, clothes/textiles and services that work in real-world contexts and can be standardized and scaled.

Technical & Knowledge Partners

You generate integrated scientific and economic evidence, design and evaluate pilots, and define what "good" looks like for policy, finance, and scale.

NGOs & Community Organizations

You drive behavior change through co-design, ensure affordability and dignity — especially for women — and anchor long-term adoption in communities.

The WashLine Coalition

Connecting laundry champions, finance, know-how, services/products and markets

Coalition Taskforce

Direction, Convening, Brokering

Global agenda-setting through policy dialogue, actively **convening and brokering alignment** across UN and MDBs, financing institutions, corporates, and global platforms to position laundry as a development priority.

Community of Practice

Knowledge, Data, Evidence, Pilots & M&E

Technical partners, NGOs, gender experts, researchers, and practitioners generate **evidence, pilots, support implementation, and track impact**, shared learning and M&E.

Product & Services

Fit, Access, Scale Up

Innovators and industry co-develop **fit-for-context products and service models**, designed for affordability, low water use, health, and scale in markets.

Market & Finance

Derisking, Financing, Policies, Enabling

Early stage support, **de-risk, structure, and finance** transition from pilots to bankable service models through blended finance, guarantees, and investment pipelines.

Demand & Uptake

Sustainable Safe Laundry the Default

Corporates, governments, cities, utilities, and communities **drive uptake** through capacity development, procurement, supply chains, programs, enabling environment.

Laundry Transformation Initiative 2026 (ADB, Ext.)

▶ **Highlight**
 Event / Communication
 Partnerships | Coalition
 Knowledge | Pilots

