



European Cleaning and Facility Services Industry

The EFCI launches a second chapter of the Campaign #InGoodHands explaining how the sector is #HelpingEuropeReopen

Brussels, 19 May 2020 – The EFCI launched yesterday the second phase of the campaign #InGoodHands which, for two weeks, will underline the cleaning industry’s key role and voice its specific needs to support Europe’s economic and social recovery.

The second phase of the campaign, with its dual motto “In Good Hands”/“ Helping Europe Reopen”, intends to raise awareness among European and national policy-makers of the active and targeted support that professional cleaning companies need to continue performing such an essential and strategic role.

Cleaning, hygiene, disinfection and sanitisation are placed at the very centre of the pathway to the “new normal”: first in the [Joint European Roadmap](#) towards lifting Covid-19 containment measures, then in the [European Tourism and Transport package](#). The cleaning sector is ready to take this challenging and prominent role. Nevertheless, it needs urgent and targeted support to continue providing its essential services for Europe’s safe and secure reopening. The EFCI campaign will focus on conveying these needs.

Early May 2020, EFCI members estimated that companies have lost an average 50% turnover during lockdowns. In the long run, most companies might experience serious obstacles to their business continuity if not adequately supported with i) access to liquidity, (ii) tax facilities for companies as well as (iii) maintenance of funding for national flexible unemployment schemes.

On 18 May the campaign kicked-off on EFCI’s [Twitter](#) and [LinkedIn](#) accounts and in some of EFCI’s members social media and websites. For the next two weeks, with #InGoodHands and #HelpingEuropeReopen, EFCI and its members will jointly call for support measures up to public authorities’ level of ambition for the cleaning sector’s role in Europe’s recovery.

Background

The **EFCI** is the voice of the European cleaning and facility services industry in Europe. The cleaning and facility services sector is one of the major services industries in Europe, representing more than 283,000 companies and employing 4.1 million people. To know more, visit [EFCI’s website](#) and consult [EFCI’s political priorities](#).

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