



## CLEAN AWARENESS

Collaboration, competency and reputation



Jon Samuelsen, Project Lead  
Bruxelles, 12th. Of June 2025



# Recap – Project Clean Awareness

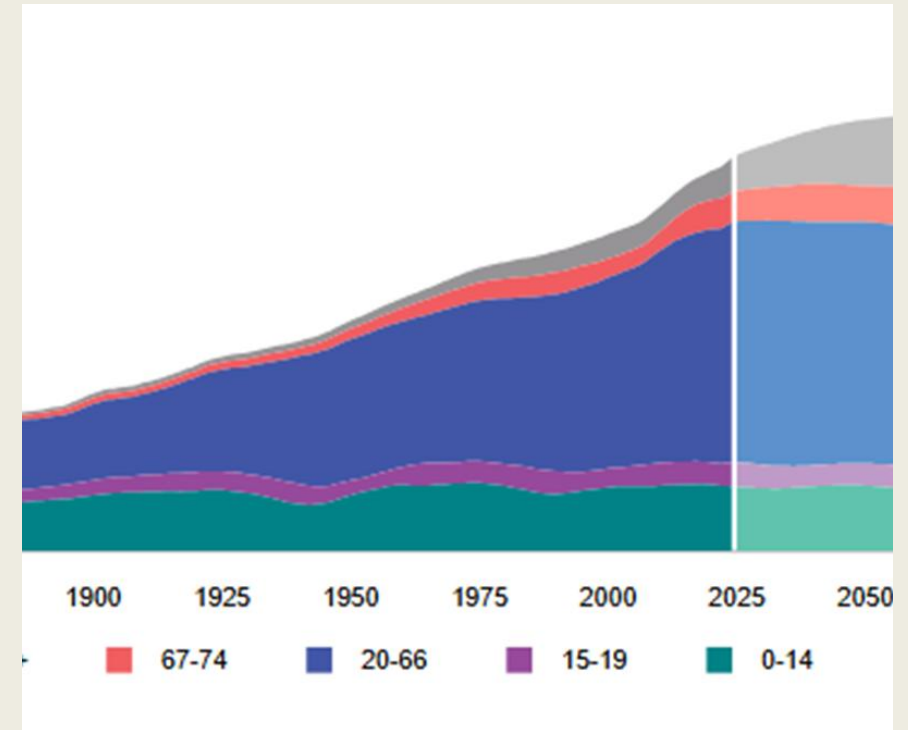
- Two party co-op between Unions and Employers
- Project period from April 2022 to December 2025
- Two main Goals:
  - Improve local company-based collaboration between Union Representatives and Managers
  - Increase share of cleaning delivered between 08:00 – 16:00 nationwide.
- Project Partners:
  - Norsk Arbeidsmand (National Union) and NHOSH (National employer org.)
  - Nine Norwegian cleaning companies from the professional cleaning market

# How do We Collaborate in the project Clean Awareness?

- Fact and Evidence-Based knowledge
  - Permeant inhouse Project Research support (AFI, Oslo Met)
  - Surveys, interviews and research papers
- Including all interests – Customers, Cleaners and Cleaning Company's
- Finding common ground – identifying shared Values, Goals and Benefits
- Discussions and problem-solving in project facilitated work shops
- Sharing local Knowledge at Sentral Project gatherings
- Local company project groups
  - Secures relevance
  - Provides Anchorage and Information
  - In Charge of Harvesting Project Benefits

# Why focus on Cleaning Hours – Low hanging fruits?

- Ensure **sound recruitment** to the sector in an increasing ever-increasing competition for labour
- Create **attractive workplaces** for cleaners
- Build **good working environments**
- Secure **profitable growth**



Expected increase of 700 000 of people 67 + and simultaneous decrease of the working force

Source: Arbeidsmarkedet fram mot 2030 – noen perspektiver  
By: JORUNN FURUBERG, ANNE-CATHRINE GRAMBO OG TORBJØRN ÅRETHUN

# Key Findings on Cleaners' Expected Job Situation in Five Years

Scenario in 5 Years	Share who say it is quite or very likely	Share who say it is very or quite unlikely	Comment
Still in the same job	≈ 34 %	≈ 30 %	A slim majority are either positive or uncertain (24 %). Indicates moderate job stability—many expect to stay, but far from all.
Still in the same occupation/sector	≈ 34 %	≈ 24 %	Slightly fewer doubt this than “same job,” suggesting cleaners think more in sector- than position-terms.
In a better-paid job	≈ 23 %	≈ 33 %	Ambition for higher pay exists, but one in three regard it as unlikely; uncertainty is high (≈ 20 %).
In a job with more responsibility	≈ 25 %	≈ 30 %	A quarter see a career path, yet a third do not believe in promotion.
In education/training	≈ 17 %	≈ 24 %	Education is perceived as hard to combine with sector working hours; uncertainty is also high (≈ 23 %).
Unemployed / outside the labour market	Likely: 12 – 14 %	Unlikely: 28 – 36 %	Most do not expect to drop out of work, but roughly one in seven see it as a real risk.
Old-age or disability pension	Likely: 9 – 12 %	Unlikely: 33 – 40 %	Few expect to be retired in five years, matching the sample's age profile.

Source: Quest back June 2025, among cleaners, still in active work, organized in The General Workers Ass.  
For: Clean Awareness (Questions by AFI, Oslo Met)

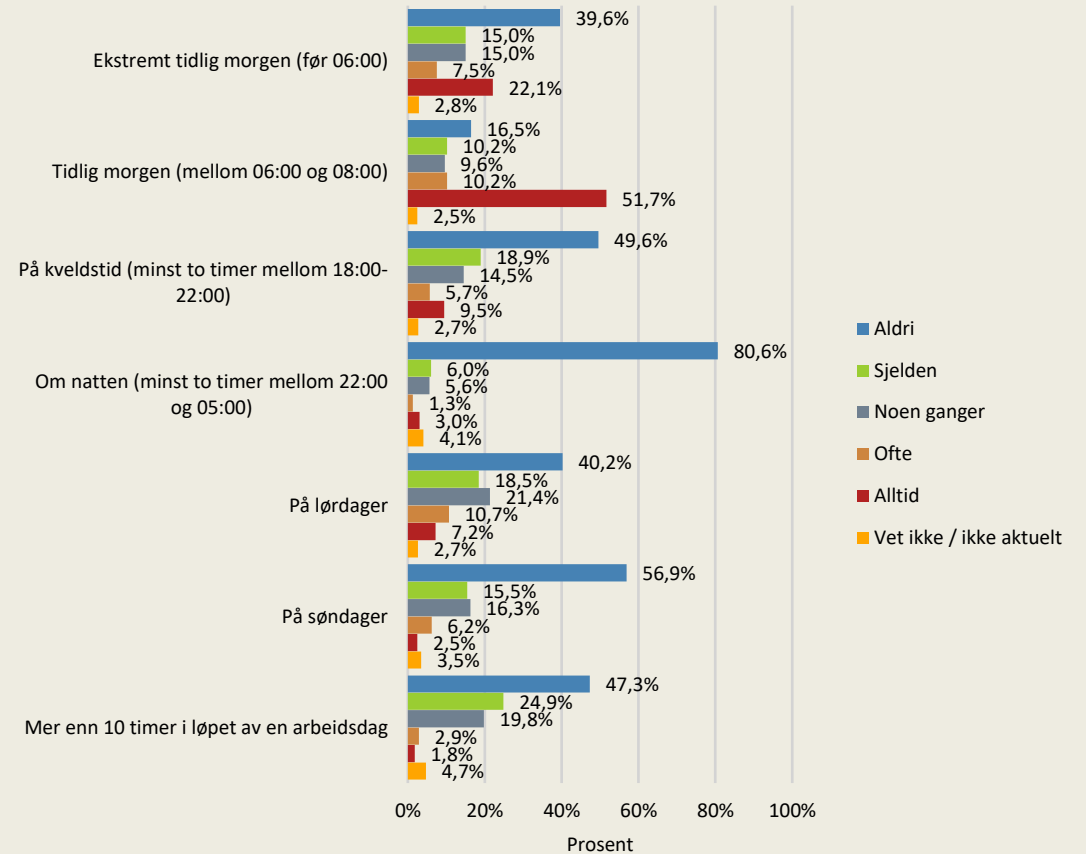
# Key Challenges with Off –Hour Cleaning

- Health related issues
- Social work life balance
- Hard to combine different (FM) functions into a full-time job
- Affiliation between employee and employer
- Communication; cleaner and customer/ employee and employer
- Flexibility in how the job is carried through
- Cost



# When Do Cleaners in Norway Work Today?

Our survey shows that  
62 % frequently clean between  
06:00-08:00,  
almost 30 % even before 06:00,  
and weekend/evening work is  
still common.



Source: Quest back June 2025, among cleaners, still in active work, organized in The General Workers Ass.  
For: Clean Awareness (Questions by AFI, Oslo Met)

# There are differences between business area and sectors

- Public Sector tends to prefer more daytime cleaning than private sector
- There is a push towards daytime cleaning in office buildings
- Both public and private
- Larger companies tend to prefer daytime cleaning more than smaller companies



# Why do Businesses choose Off-Hours Cleaning?

- Disturbance and noise in occupied areas
- Customers of customer concerns
  - “They expect fully cleaned premises before opening hours”*
- Safety & confidentiality issues when staff are present
- Logistical conflicts with room use and access
- Not accustomed to meeting cleaners during “normal” working hours
- Grown into Old habits

# What does the Customer of the Customer say?

- 82 % of the respondents feel they are seldom or never disturbed by Daytime Cleaning at there Workplace
- 91 % of the respondents fare seldom or not at all disturbed by Daytime Cleaning in Shops
- 89 % of the respondents are seldom or not at all disturbed by Daytime Cleaning in Public Spaces
- 32 % think that Daytime Cleaning would disturb Kids Schools and Kindergartens
- 60 % think it is a Positive thing to see Cleaners preform their work

# Overlapping benefits are easy to find

## Employer – Employee – Customer

### Overlapping benefit

**Lower sick-leave rates and better health**

**Stronger day-to-day interaction**

**Recruitment, skills and career paths**

**Higher service quality & customer satisfaction**

**Social sustainability and decent work**

### Why it helps **all three** stakeholders

Daytime schedules cut night-work fatigue and health risks. Employers save on absence costs, cleaners stay healthier, and customers suffer fewer service disruptions.

When everyone is on-site at the same hours, managers talk directly with cleaning teams, cleaners gain autonomy, and customers can give instant feedback—improving quality, response time and workplace atmosphere.

Day work makes the company more attractive, enables larger contracts for staff, and gives customers a stable, skilled workforce.

Visible cleaning during opening hours raises perceived and actual quality, allows rapid issue handling and builds cleaner pride—boosting the provider's reputation and the client's user experience.

Shared working hours support ESG goals, promote integration and organisation of staff, and help combat unfair labour practices—an outcome valued by providers, workers and clients alike.

# Next Steps & Call to Action

- Project Gathering in Ålesund June 2025
  - Defining local goals, shared benefits and opportunities
  - Scoping out the local company project
  - Finding a Customer for daytime cleaning Pilot
  - Working with Sales Strategies for Day Time Cleaning
- Follow up Gathering in late October 2025
- Customer conference in November 2025 – Goal:
  - In cooperation with Norwegian
  - Goal – educating Customers on benefits of Day time Cleaning
  - challenges and opportunities

In short:

## Shared gains when Cleaning is moved to Daytime

*Daytime Cleaning creates a **Common Value Space** where better health, interaction, recruitment, quality and sustainability pull in the same direction for employers, cleaners and customers—giving all parties a clear incentive to shift more tasks into normal working hours.*

***A Change should be possible!***

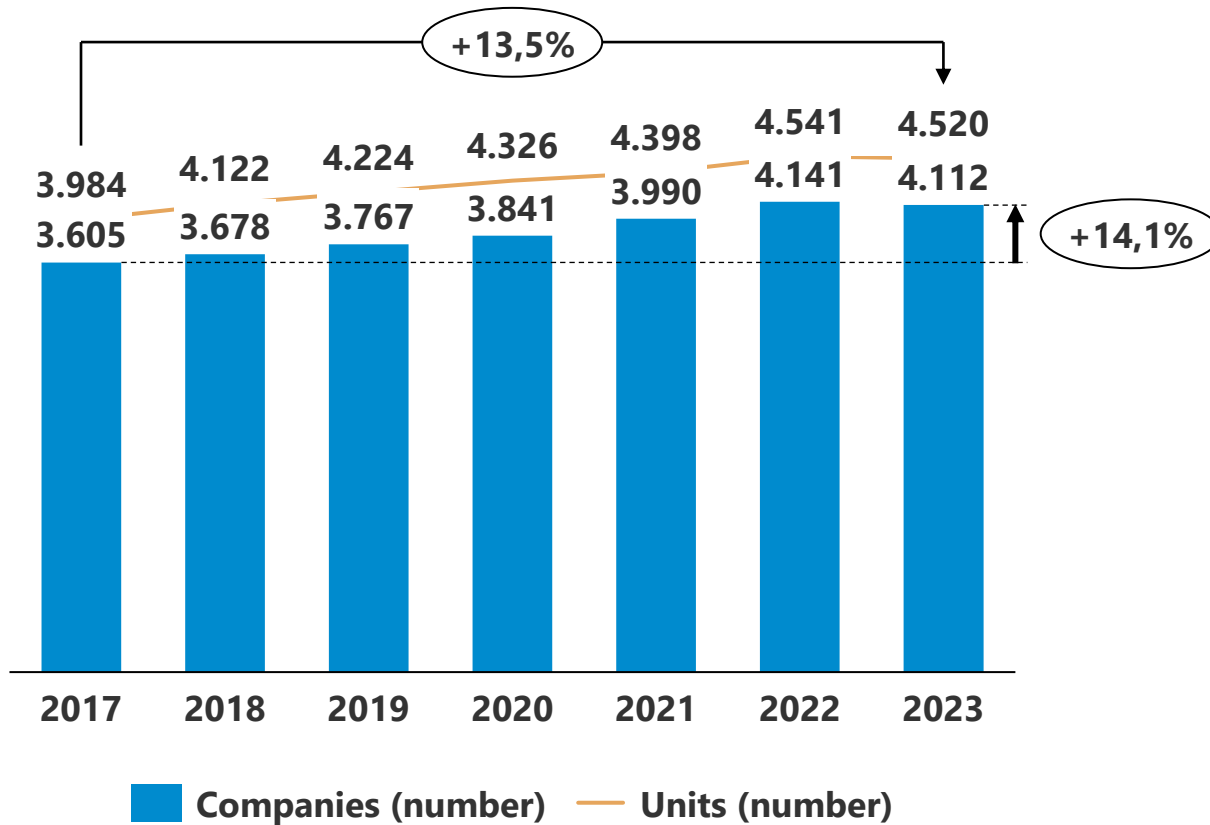
# Facts & figures

# The cleaning industry

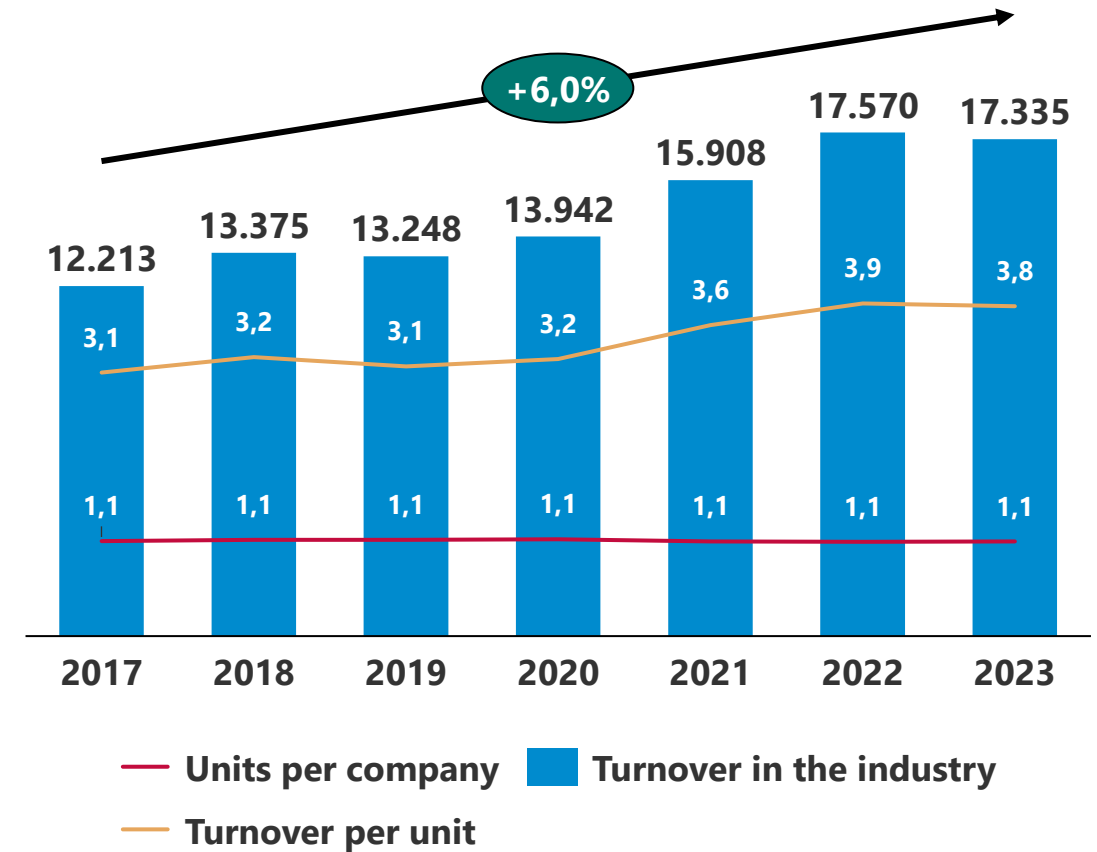
Knut Erik Rekdal / [ker@nhosh.no](mailto:ker@nhosh.no)  
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# The industry has an increasing number of companies, subunits, but the number of units per company is stable

Number of companies and sub units

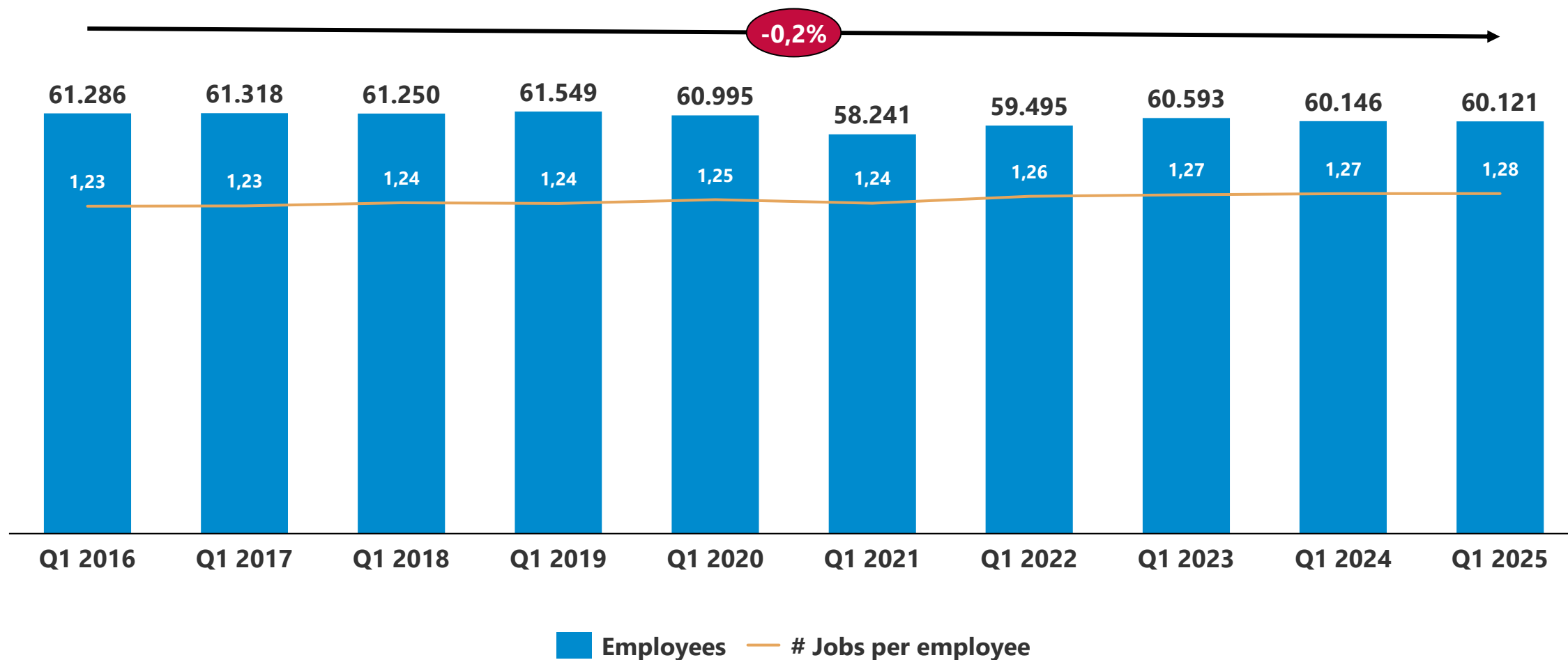


Turnover in the industry is increasing and also turnover per unit

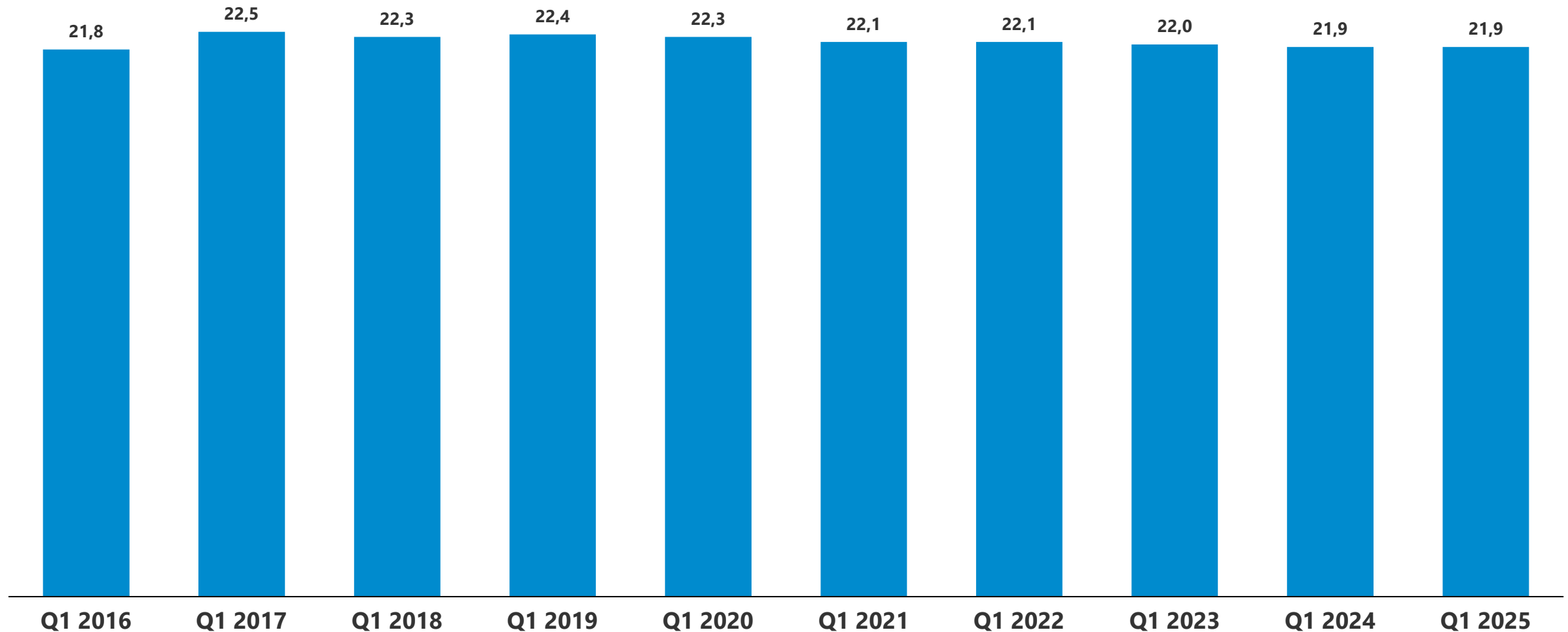




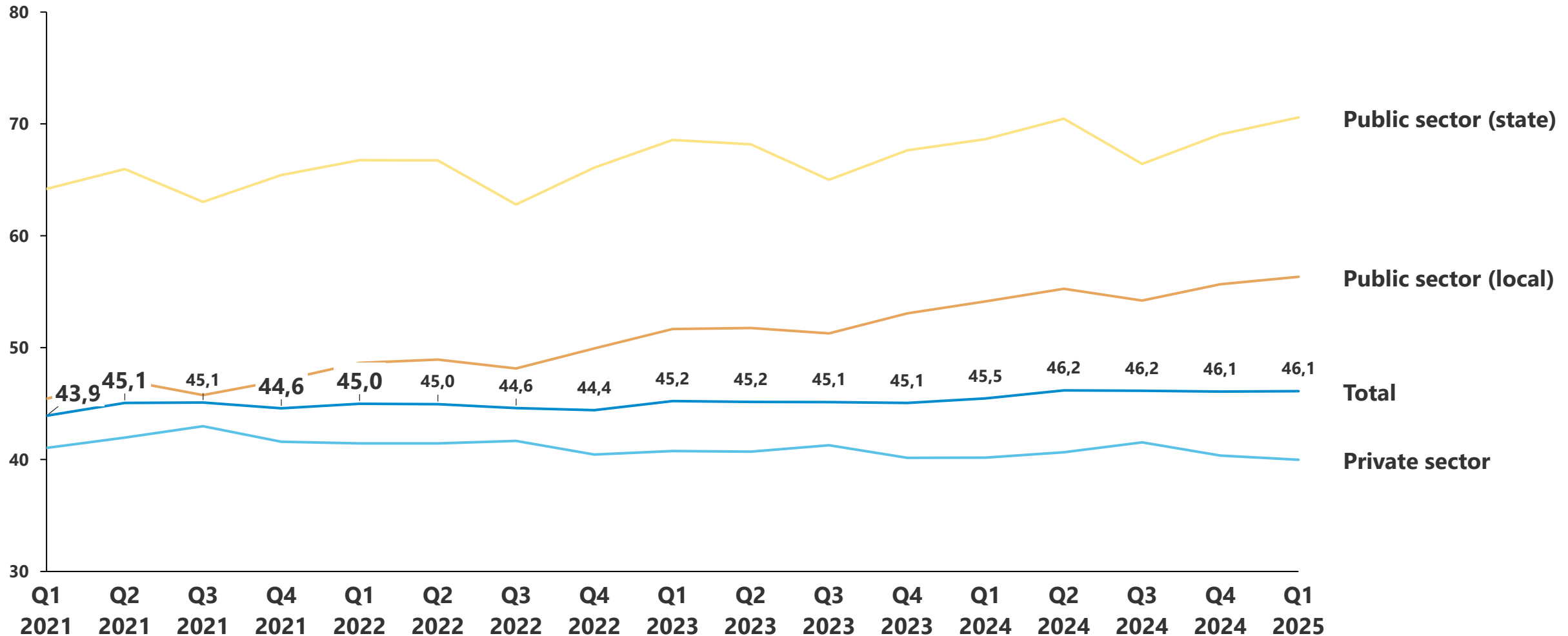
More than 60.000 people are employed as cleaners and the average number of jobs per employee are slightly increasing



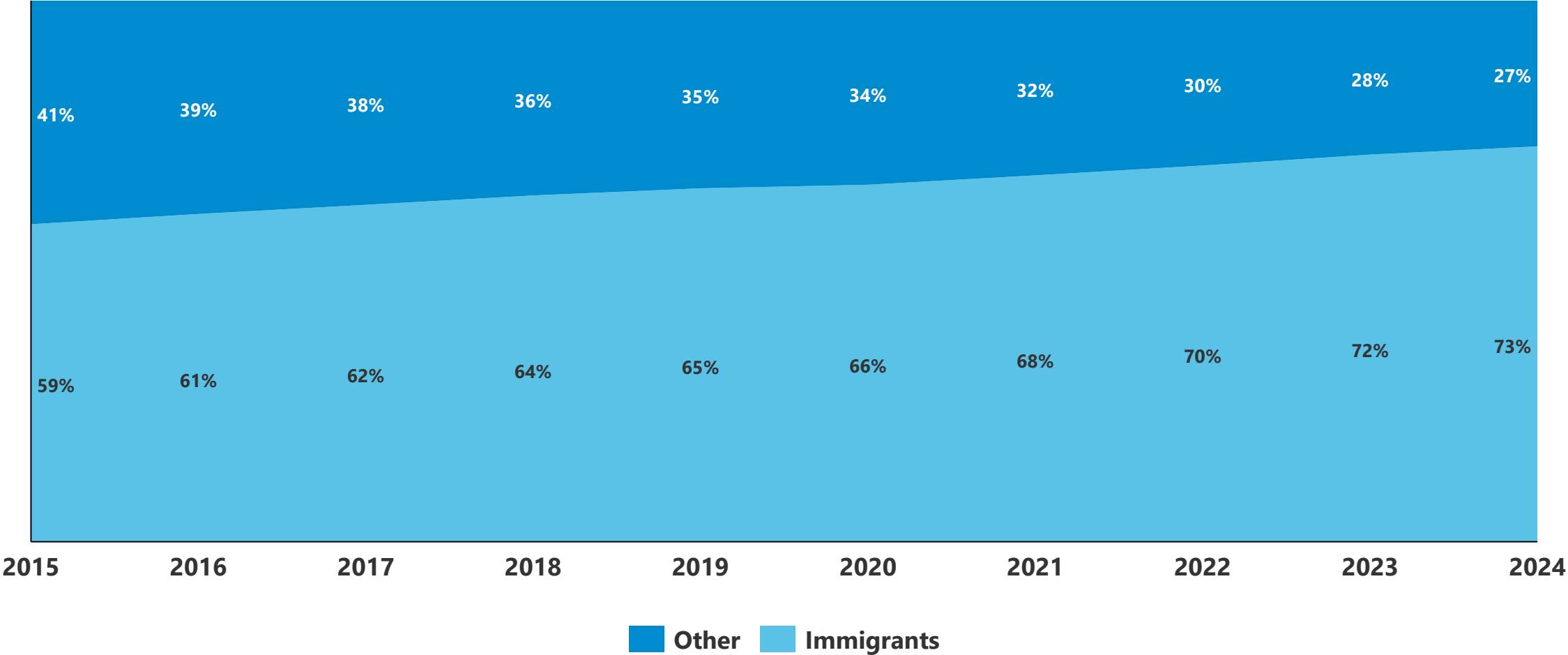
# The average employee in the industry works 22 hours a week



# 46% of the employees are working full time

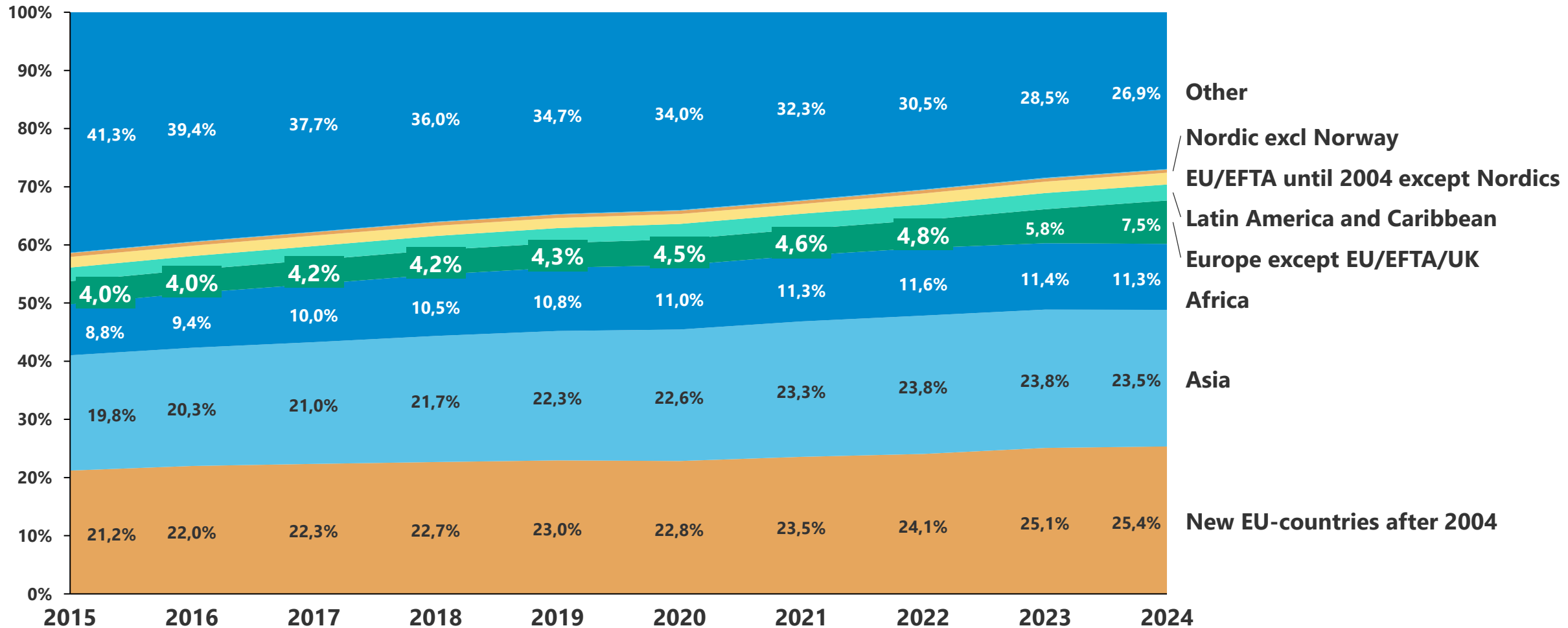


# A large share of employees in the industry are immigrants and the share is increasing

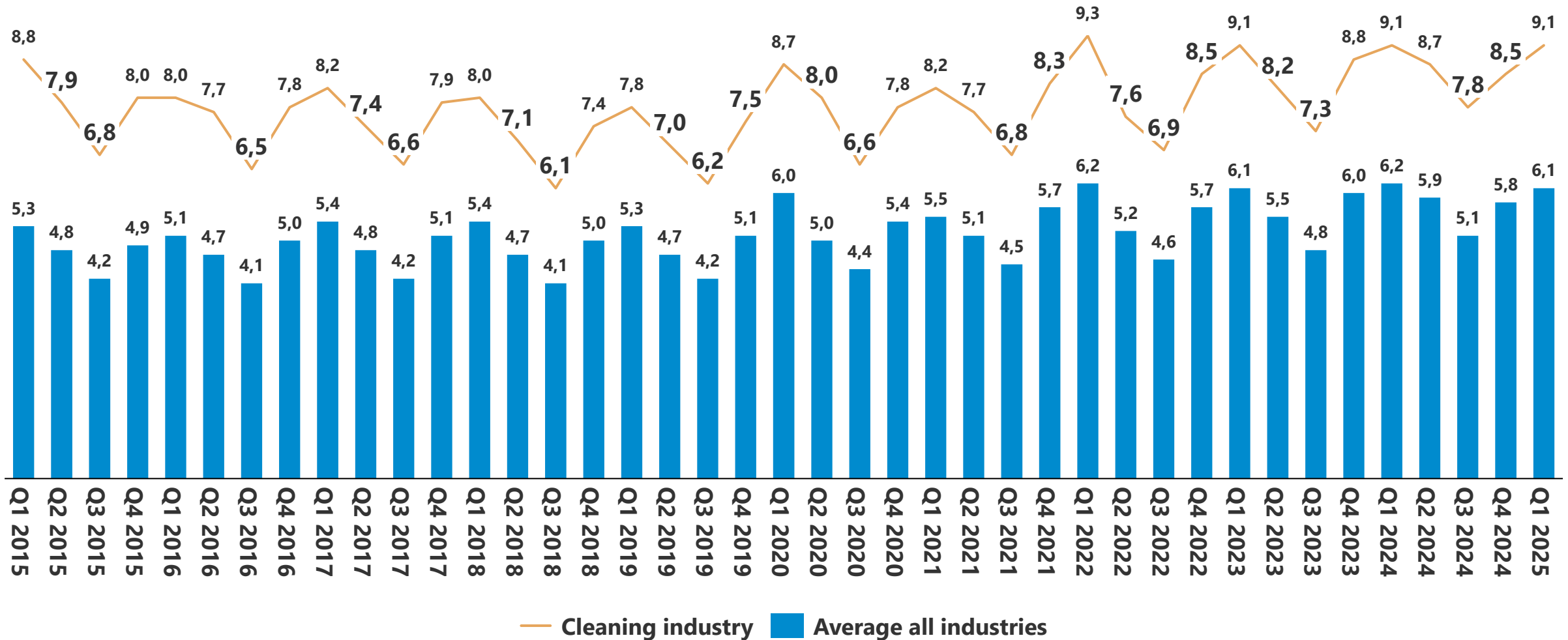


Source: Statistics Norway 12554

# More than 50 percent of employees are from new EU countries, Asia and Africa and the share is increasing

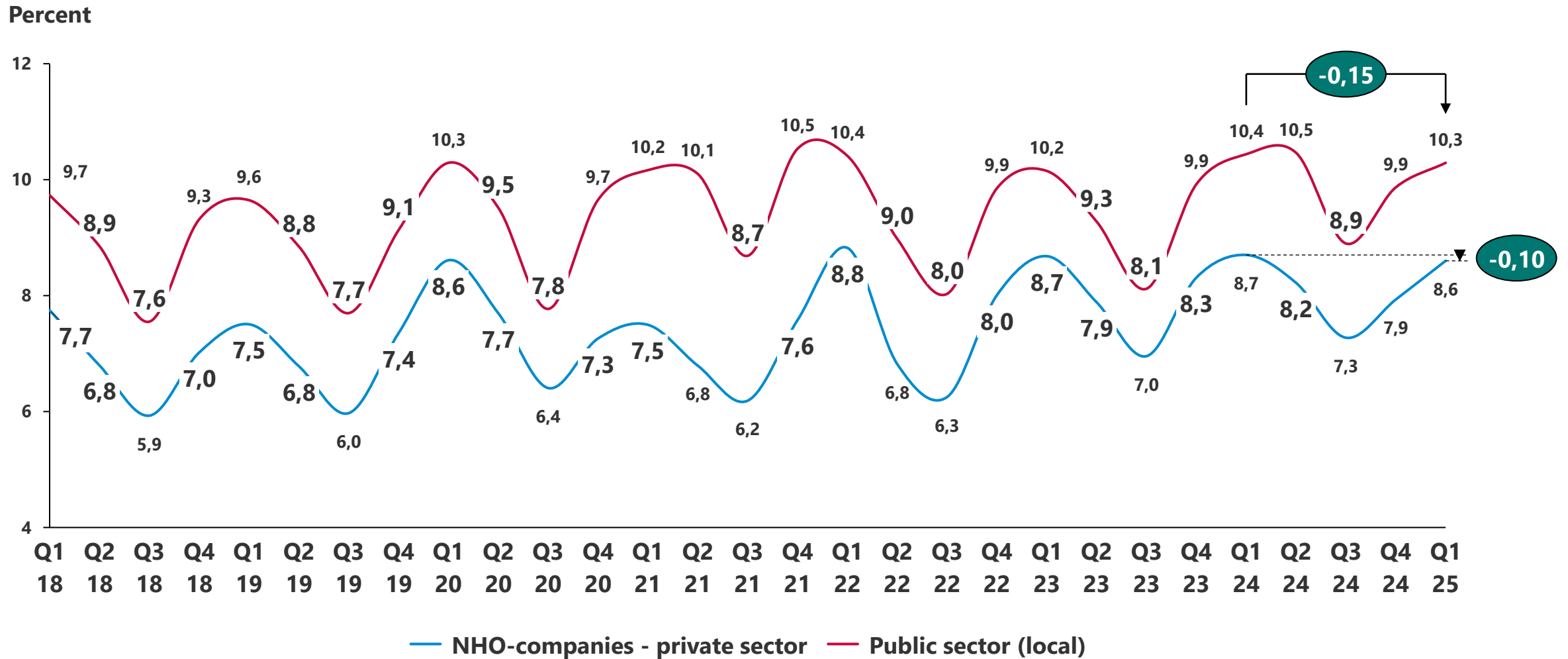


# Sick leave percentages in the cleaning industry is a lot higher than the average



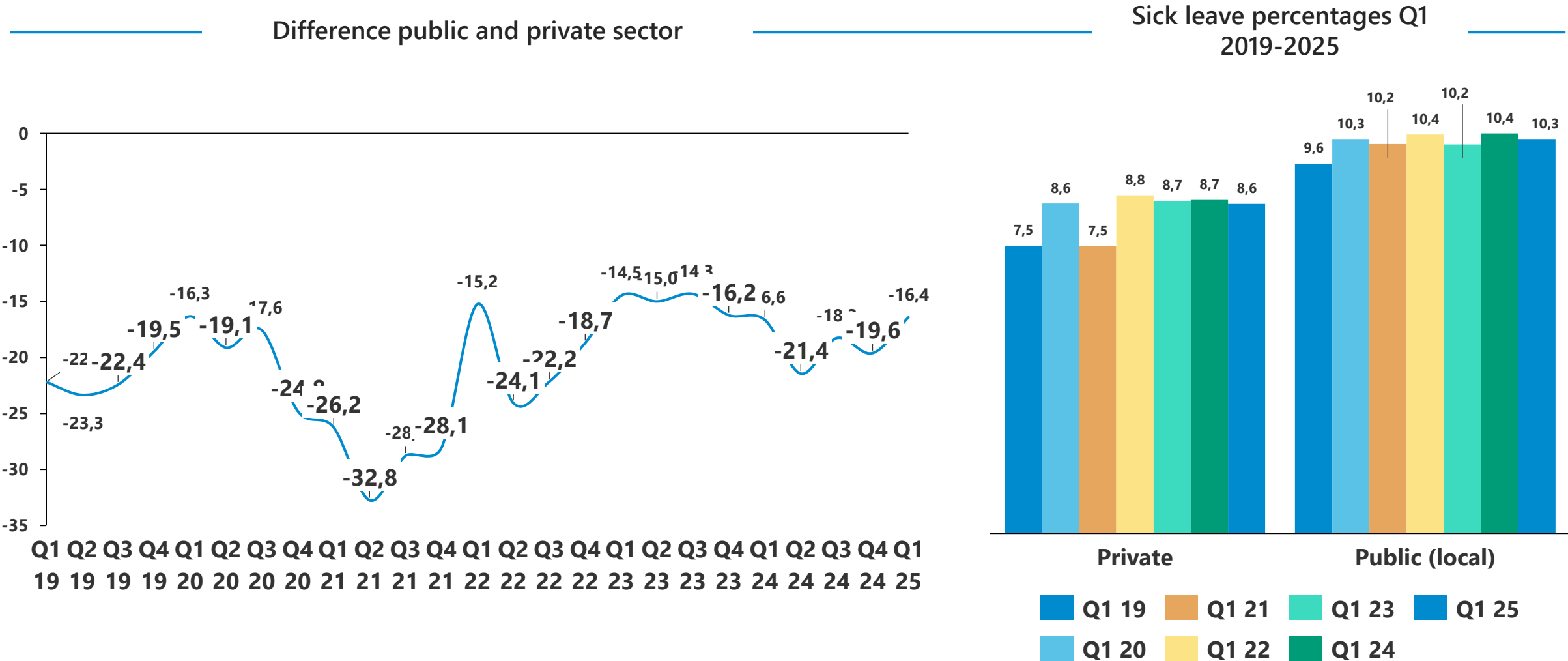
# Sick leave percentages are higher in the public sector

## Sick leave percentage – Cleaners





# Sick leave percentages are approx 15-20% lower in the private sector than in the public sector



Source: Statistics Norway