



# THE CHARTER FOR SUSTAINABLE CLEANING

UPDATE 2010

Reducing the Footprint of the Detergents  
and Maintenance Products Industry

INDUSTRY  
PROGRESS

LIFE CYCLE  
THINKING

ENERGY  
AND CO<sub>2</sub>  
REDUCTION

RESOURCE  
EFFICIENCY

SAFETY

SAFE AND  
SUSTAINABLE  
USE

A·I·S·E

# REDUCING THE FOOTPRINT OF THE DETERGENTS AND MAINTENANCE PRODUCTS INDUSTRY

The Charter for Sustainable Cleaning represents industry's commitment and proactive programme for turning the concept of sustainable development from theory to reality. Launched in 2005, the Charter promotes and facilitates a common approach on sustainability practices and reporting, going beyond legislative requirements and delivering tangible benefits to society such as human and environmental safety of products, optimal resource use, workers and users safety, eco-efficiency of products and consumer information.

A.I.S.E., representing the soaps, detergents and maintenance products industry in Europe, manages the Charter scheme on its behalf.

## SUCCESS TO DATE

With more than 100 companies committed to the scheme, representing more than 80% of the total production output for Europe, the Charter is a major initiative driving improvement in sustainability for the detergent and maintenance

industry, both in the household and industrial and institutional sectors.

In the Charter's first four full years of operation (2006-2009), verified returns from companies demonstrate how Charter members' efforts continue to yield positive results across all Europe:

• Company participation	+210%
• Chemical risk assessment	+8.9%
• Care lines	+111%
• Safe use info on pack	+148%
• Energy use*	-5.5%
• CO <sub>2</sub> emissions*	-8.9%
• Packaging*	-1.5%
• Waste*	-3.9%

\* per tonne of production

From the onset, the Charter has been seen as a long term, living scheme, which will continue to evolve over time, steering better sustainability practices for the whole sector. Regular upgrades of the Charter ensure that it continues to offer the most advanced sustainability assurance scheme for promoting best practice within the industry, using life cycle analysis and science as a basis.

In mid 2010, A.I.S.E. announced the Charter 2010 upgrade to provide an even more encompassing scheme for companies, consumers and society as a whole. This brochure summarises this development.

## IN LINE WITH THE EU POLITICAL AGENDA

Sustainable development is now enshrined in the EU Treaty as an 'overarching' principle of all EU policies and is also fundamental to the EU's proposed EU 2020 strategy, which focuses on three interlinked priorities: growth from knowledge, creating an inclusive society, and building a greener economy that is competitive at international level.

In that spirit, the Charter is in line with the European Commission's Action Plan on Sustainable Consumption and Production / Sustainable Industrial Policy (SCP/SIP) published in July 2008. The Action Plan clearly recognizes the value of the role played by self-regulatory voluntary industry initiatives.

## INDICATING SUSTAINABILITY ON-PACK

Only those companies that have signed up to the Charter can use the Charter logo(s).

A product carrying the Charter logo signifies that the company placing this product on the market is committed to the industry Charter for Sustainable Cleaning, and that the company has successfully complied with the various Charter requirements. The company is voluntarily committed to delivering continual improvements in safety, environmental impact and other key aspects of sustainability.

### Charter Company



"Made by a Charter Member company"

This logo certifies that the company which manufactured the product follows the Charter 2010 sustainability principles.

Notes:

- The packaging in both charts is provided for illustration purposes only. The Charter logo may apply to any products of the soap, detergent and maintenance industry, provided the company placing it on the market is a Charter Member.
- Only one Charter logo may be used on pack.

### Charter Product



"Made by a Charter Member company and meets high sustainability standards"

This logo certifies not only that the company which manufactured the product follows the Charter 2010 sustainability principles, but also that the product itself meets the specific 'Advanced Sustainability Profile' for the category as defined by A.I.S.E.

In the case of the example above for laundry detergent powders, this means:

- environmental safety of ingredients used in products
- optimal resource use of ingredients and packaging (promotion of concentrated products)
- use of recycled packaging
- promotion of best use information
- ability of the product to wash at low temperatures

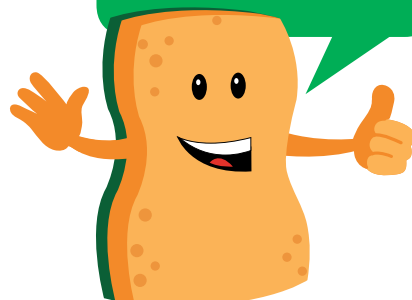
## PROMOTING SUSTAINABLE USE

In addition to industry's efforts, consumers and professional users have a critical role to play in ensuring that they get the best results from their products, whilst minimising impact on the environment (e.g. by reading the label and dosing correctly, washing with full loads, at low temperatures, recycling etc).

The Charter builds on a number of campaigns that aim to promote the safe use and sustainable consumption of products. It also encourages companies committed to the scheme to promote such tips on packs by featuring the [www.cleanright.eu](http://www.cleanright.eu) industry portal.

**TIPS FOR SAVING  
WATER, ENERGY,  
CO<sub>2</sub> AND MONEY**

**[WWW.CLEANRIGHT.EU](http://WWW.CLEANRIGHT.EU)**



## TO WHOM DOES THE CHARTER APPLY?

The Charter is open to all companies, whether they are members of A.I.S.E. or not, and whether they manufacture, distribute, or market soaps, detergents, maintenance products or cleaning systems in **one or more of the EU 27 countries plus Iceland, Lichtenstein, Norway, and Switzerland**. Companies involved in the industrial and institutional cleaning markets and/or in the household market can apply to the Charter.

It is relevant to:

- manufacturing companies placing products directly on the market ('**Ordinary Members**')
- retailers and distributors wishing to apply the Charter to their private label products ('**Associate Members**').

For further information on participation to the Charter, or to access the Charter Training Area, please visit:

[http://www.sustainable-cleaning.com/en.companyarea\\_howtojoin.orb](http://www.sustainable-cleaning.com/en.companyarea_howtojoin.orb)

## HOW TO JOIN?

Committing to the Charter means that the participating companies adhere to the principles of the Charter. But more importantly, it means that a participating company has committed to implement a number of concrete Charter activities:

1. Implement the CSPs and allow an external verifier to check compliance
2. Report to A.I.S.E. on an annual basis a set of KPIs
3. Allow an external verifier to check whether the reporting on the KPIs is being carried out correctly
4. Implement the ASPs as desired by the company and allow an external verifier to check compliance

The official commitment to the Charter will only take place once A.I.S.E. has been notified by an accredited verifier of a successful Entrance Check certifying compliance with the CSPs implementation. Once a company has passed the Entrance Check, and signed up and committed to the rules of the Charter, it is entitled to use the Charter logos and is required to report annually on the specified KPIs.

Retailers and distributors do not have to pass an Entrance Check but do have to commit to the rules of the Charter; this essentially requires that they may commit to the scheme and apply the Charter logos but only on those products which have been manufactured by a company ('Ordinary Member') officially committed to the Charter.



# HOW DOES IT WORK?

## An integrated approach covering both sustainable production AND sustainable consumption

The Charter for Sustainable Cleaning is a voluntary life-cycle-based framework that promotes a common industry approach to sustainability practice and reporting.

The Charter consists of three main components:

- **The 'Charter Sustainability Procedures' (CSPs):**

Based on ISO 14001 and other standards, a number of CSPs have been defined for companies to adopt in their management systems in order to become members of the Charter. These CSPs must apply to a minimum of 75% of the company's production. For the Entrance Check the company must be verified on the six 'Essential CSPs' by an independent external verifier in order to provide assurance that the company does have the required processes in place, under control, and adequately applied. The other six CSPs (*see table aside*), which are the 'Additional CSPs', have to be added for the first re-verification three years after joining the Charter and for every subsequent three-yearly re-verification.

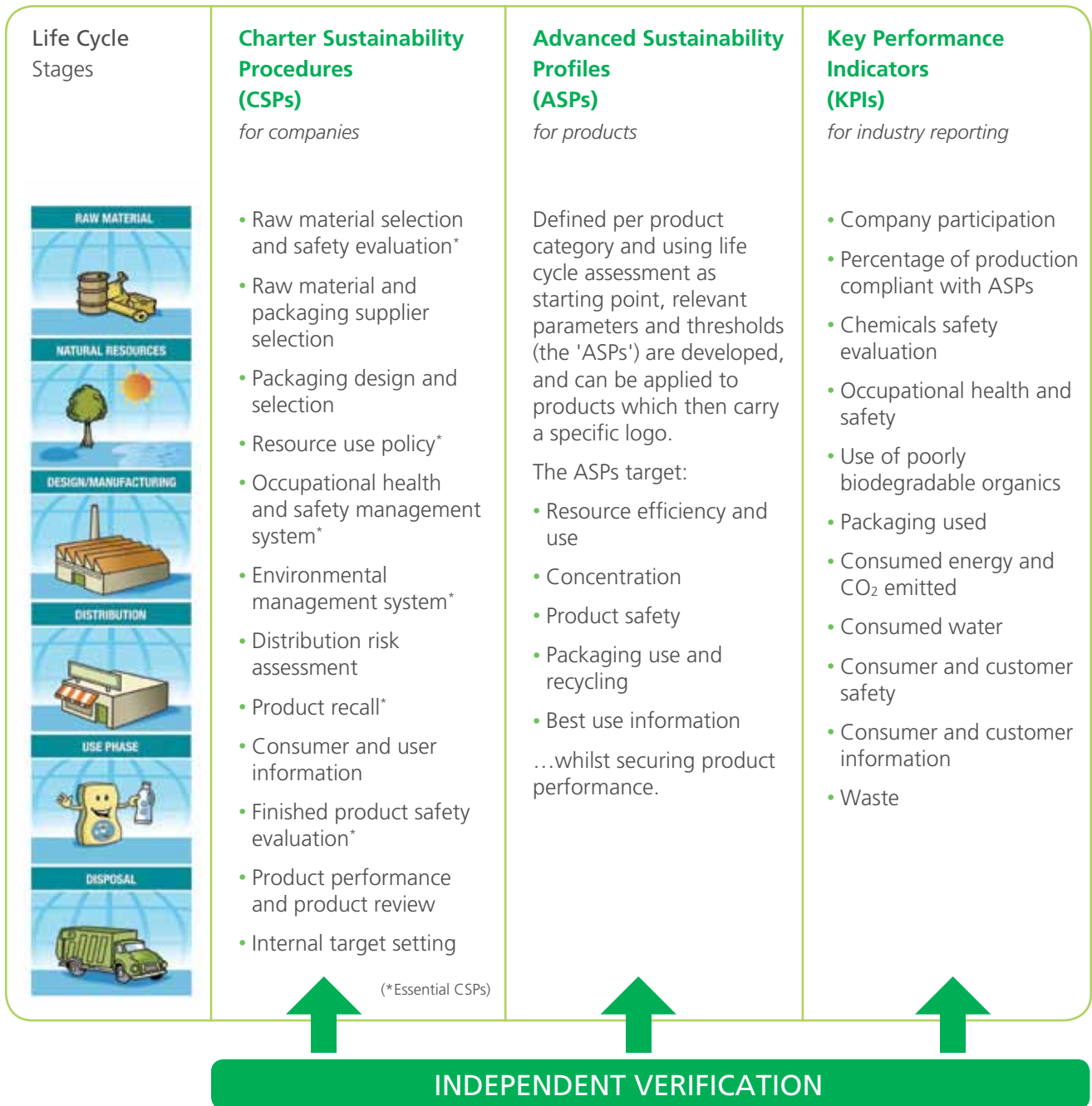
- **The 'Advanced Sustainability Profiles' (ASPs):**

Defined per product category and elaborated based on the main life cycle impacts, ASP status represents a high standard of sustainability in the product characteristics. Products which meet the requirements of these ASPs may then use a differentiated Charter logo on pack which signifies not only that the manufacturer is committed to certain sustainability processes at the manufacturing level, but also that the product itself meets certain advanced sustainability criteria.

- **The 'Key Performance Indicators' (KPIs):**

All companies committed to the Charter are asked to provide, annually, their performance on a set of 11 KPIs with the support of an independent consultant A.I.S.E. collects and aggregates the results and publishes them in the annual A.I.S.E. Activity & Sustainability Report, providing measurable evidence of the progress of the whole industry sector on a European level.





## Independent Verification

Independent verification guarantees that all applicant companies are individually assessed on the same basis by a neutral, external body.

Before a manufacturing company can join the Charter, it is visited by an independent verifier who must certify that the company has the required CSPs in place, under control, and adequately applied.

This verification process is part of the Charter Entrance Check and is designed to follow a well-defined path, directing attention in turn to each of the required sustainability elements. Verifications on all CSPs continue every three years subsequently. In addition to the CSP checks, the annual reporting on KPIs is also verified each year through a system of random audits of reporting companies, again by an independent external verifier.

Similar external verification is being developed in the context of Charter 2010 and its additional ASP system. Random verifications of the appropriate implementation of the different ASP requirements will be conducted.

For details on the Charter verification, please visit

[http://www.sustainable-cleaning.com/en.publicarea\\_external\\_verification.orb](http://www.sustainable-cleaning.com/en.publicarea_external_verification.orb)

## REPORTING PROGRESS

A key component of the Charter for Sustainable Cleaning is the commitment by all ordinary company members of the Charter to report annually to A.I.S.E. on a set of key performance indicators (KPIs). This allows A.I.S.E. to chart annually the industry's progress against the 2005 baseline data.

The A.I.S.E. Sustainability Report sets out how the soap, detergent, and maintenance products industry is committed to the continual improvement of its sustainability profile, at all stages of the product life cycle through the A.I.S.E. Charter for Sustainable Cleaning. It presents information on the performance of the industry in Europe with regard to social, economic, and environmental issues, based on KPIs applied throughout the product life cycle.



The detailed results of the KPI reporting on an annual basis can be found in the A.I.S.E. Sustainability Reports, accessible from [http://www.sustainable-cleaning.com/en.publicarea\\_sustainabilityreport.orb](http://www.sustainable-cleaning.com/en.publicarea_sustainabilityreport.orb)

## FROM CHARTER 2005 TO CHARTER 2010

In place since 2005, the Charter has been updated in 2010 in order to be even more encompassing.

The table below provides a short preview of the main differences between the two schemes. For companies committed to Charter 2005 and wishing to migrate to Charter 2010, adequate transition periods have been foreseen.

See [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com) for more information and guidance on necessary steps to become a Charter 2010 member.

	CSPs	KPIs	ASPs	Logo
2005	<ul style="list-style-type: none"> <li>• 6 Essential CSPs + 5 Additional CSPs</li> <li>• 50% compliance for Entrance Check</li> <li>• 75% after 3 years</li> </ul>	<ul style="list-style-type: none"> <li>• 10 KPIs</li> </ul>	not applicable	
2010	<p>As above plus:</p> <ul style="list-style-type: none"> <li>• A system of "equivalences" vs ISO, EMAS etc</li> <li>• 1 additional CSP: Internal target setting</li> <li>• Need for 75% compliance for Entrance Check, with progressive completion</li> </ul>	<p>As above plus:</p> <ul style="list-style-type: none"> <li>• 1 additional KPI: Percentage of production compliant with ASP</li> </ul>	Product 'Advanced Sustainability Profiles' per product category	<p>Companies which successfully migrate to Charter 2010 or join it directly are entitled to use these logos below.</p>  <p>Starting date for Charter 2010 logos use on packs: July 2011</p>



## HOW TO FIND OUT MORE?

The Charter for Sustainable Cleaning is initiated and coordinated by the A.I.S.E. Secretariat and its network of National Associations in the different countries. For companies interested in joining the Charter, or anyone interested in this initiative, please consult:

[www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)  
or [info@sustainable-cleaning.com](mailto:info@sustainable-cleaning.com)



## A.I.S.E.

A.I.S.E., the International Association for Soaps, Detergents and Maintenance products is the official representative body of this industry in Europe. Its affiliates include National Associations in 42 countries and also 10 direct member companies, covering more than 900 companies ranging from small and medium-sized enterprises to large multinationals, active in the industrial and institutional and/or the consumer goods markets.

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Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien  
International Association for Soaps, Detergents and Maintenance Products