



A.I.S.E. Charter Newsletter No. 6, January 2009

+++ An information update for participating companies, accredited verifiers and all interested parties +++



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Status Report/Overview Registrations

78 Manufacturers and Distributors in the Charter so far

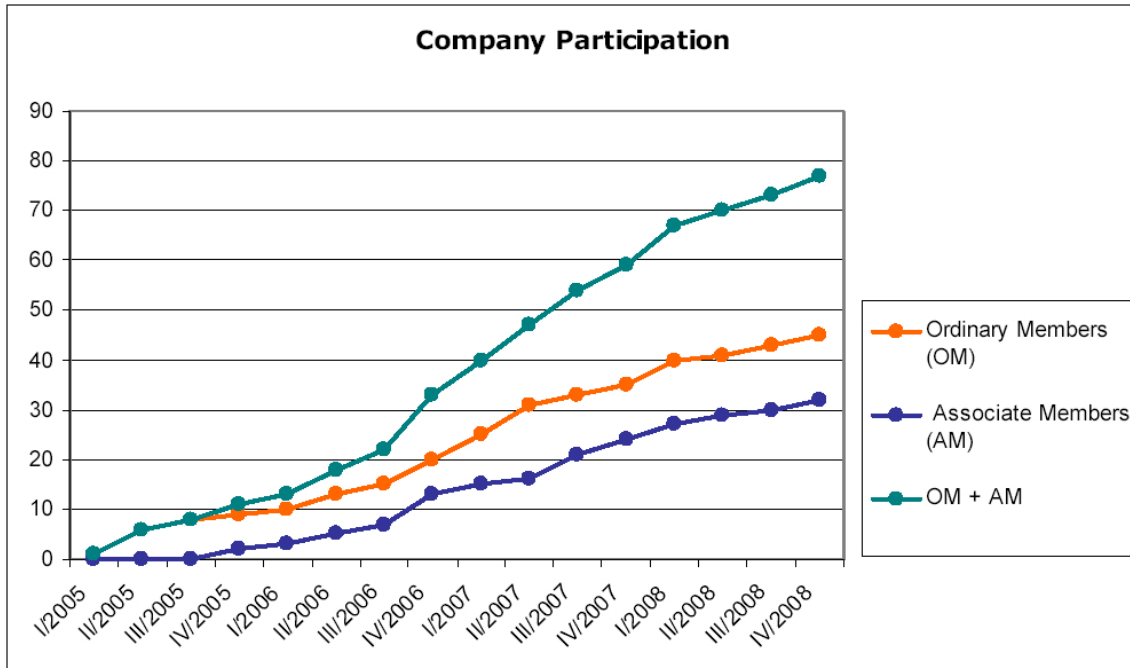
As of December 2008, **45 manufacturers** have officially committed as **ordinary members** to the Charter: Action Pin, AVT, Beromin Chemie, Bolton Manitoba, Brauns Heitmann, Colgate Palmolive, Dallli-Werke, Danlind, Deco, Delta pronatura, Domal wittol, Dreco, Dr. Schnell Chemie, Ecolab, Feucht Hygiene Werk, Francisco Aragon, Grupo Forquisa, Helichem, Henkel, I.C.E.FOR, Industrias Marca, Jeyes, Johnson Diversey, KH Lloreda, Kiilto Clean, Luhns, Madel, Mc Bride, Mifa, Nice Pak International, Persan, Procter & Gamble, Reckitt Benckiser, Relevi, Saci, Sara Lee, SC Johnson, Suavisantes y Plastificantes Bituminosos, Südsalz, Suministros Cientificos Tecnicos, Sutter, Thurn Produkte, Unilever, Van Dam Bodegraven, Werner & Mertz.

33 distributors have now signed the **Associate Membership Agreement**: Aldi Nord, Aldi Süd, Alpheios, Argos Hygiène, Bennet, Burnus, Caprabo, Carrefour, Coldis, Detail Consult Formule Management, DM-Drogerie Markt, Esselunga, Jumbo Supermarkten, Lidl, Marks & Spencer, Mercadona, Modelo Continente Hipermercados, Morrisons, Nisa, O'Lacy, Plus Retail, Powder and Liquid Products Limited, Rewe, Rossmann, Sainsbury's, Scamark, Schlecker, Somerfield, Superunie, Tesco, Universeel, Walter Bösch KG, Wola.

It is indeed estimated that the 77 companies cover

- approx 75% of the overall production in the EU:
- 90% of household laundry and dishwashing products
- 50% of household cleaners, bleach, maintenance products
- 40% of the Industrial & Institutional market

The graph below reflects the dynamic increase of company participation since the launch of the initiative.



In addition, 60 companies (from Belgium, the Czech Republic, Finland, France, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, the UK, Canada and the USA) are in the Charter training area, preparing for the Charter Entrance Check.

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News and Info

KPI reporting will be open soon!

We kindly invite the companies to perform the mandatory KPI reporting between 1 January and 15 April 2009.

Additional CSP Check for Charter member companies

In 2008, it is three years since the first companies joined the Charter. This means that these companies have to perform their additional CSP Check, following the initial Entrance Check. During this additional CSP Check, an independent verifier will control whether **each of the eleven** CSPs has been applied to at least **75 % of the total production** versus 50 % for the six CSPs for the Entrance Check. This additional CSP Check will continue to be performed every three years on a growing percentage of the production. In order to test the tools which A.I.S.E. has developed (e.g. the online system, the documents especially prepared for this check), we organised two pilot checks. On 1st October A.I.S.E. organised a workshop in order to inform the Charter verifiers properly on the additional CSP check. Those verifiers and companies, who did the two pilot checks shared their experiences. Furthermore, the participants of the workshop finalised the guidelines on the additional CSP check for both, the verifiers and the companies. The documents can be downloaded from the [documentation section of the Charter](#)

[website](#).

Review of the Charter

Based on feedback received from stakeholders and Charter member companies, A.I.S.E. has started to work on the extension of the Charter. Among other things, it is foreseen to include a voluntary product dimension covering key sustainability impacts on a life cycle basis and the environmental safety of a product.

Sustainable Consumption and Production

On 16 July 2008, the European Commission released its long awaited Communication and Action Plan on Sustainable Production and Consumption/Sustainable Industrial Policy (SCP/SIP). Led by DG Enterprise and Industry, DG Environment and DG Transport and Energy, this Communication (which builds on the previous Integrated Product Policy concept), sets the scene for a number of medium and long term shifts that the European Union aims at steering to promote more sustainable production and consumption behaviours by industry, authorities and consumers across Europe. This Action Plan comprises of a series of tools proposed by the EU (some are already in existence, others are being updated, and others are new).

From an A.I.S.E. perspective, we welcome this Action Plan given the broad range of proactive industry activities that have been developed in these domains; we however call for it to be life cycle based (relying on scientific evidence) and that it should set a more defined role for voluntary sectoral initiatives.

More particularly, A.I.S.E. has been involved from an advocacy point of view, with contacts in the European Commission, the European Parliament and the Council on the following different components of the Action Plan (most of them are closely interlinked):

- Ecolabel Overall regulation
- Green Public Procurement (GPP) and the specific toolkit that has been developed for cleaning products
- Eco-design Directive (which extends the scope of the former Energy Using product Directive to “energy-related products”)
- Energy labelling Directive
- Eco-Management and Audit Scheme (EMAS)
- Retail Forum

More recently, this overall SCP Action Plan/Communication was adopted by the Environment Council on 4 December. All the elements of the Action Plan are due to be voted on by April 2009 in the European Parliament.

A.I.S.E. through its proactive work via projects like the Charter for Sustainable Cleaning or activities developed for the industrial & institutional products for GPP is well positioned to contribute actively and constructively in this important policy development.

3rd A.I.S.E. Sustainability Report published

In July 2008, A.I.S.E. has launched its [3rd Sustainability Report \(please click to access the report\)](#). The performance data published is based on the fiscal year that ended in 2007. This data has been supplied by 33 companies compared to 19 companies in 2006 and 8 in 2005; the total output tonnage covered increased from 9.3 to 10.5 billion tonnes. One of the highlights is that there has been again a reduction in the rate of CO2 emissions – from 66.9 kg per tonne in 2006 to 64.6 kg per tonne in 2007. For all details on KPI progress, please see pages 12 – 17 of the report.



A.I.S.E. 5th Information Day

At the 5th A.I.S.E. Information Day - 'Addressing Sustainable Production and Consumption: the leading role of industry sectors through voluntary action' on 3rd December in Brussels, products with the Charter logo were presented at an interactive exhibition. Representatives from the European Institutions, NGOs, Trade Bodies, Permanent Representations, Academia, Media, and industry attended the event.

[Click here for more information](#)

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Public Relations - The Charter in the media

Since the Charter launch in December 2004, communication activities via A.I.S.E. and its network of national associations have been strongly encouraged. A pan-European communication campaign (targeting media and stakeholders on national and European level) has been launched in summer 2006.

Please find below related articles that have been published since the last edition of our newsletter.

- **BIOwelt: Oekologisch mit Brief und Siegel, 13 June 2008**
- **BIOwelt: Nicht nur sauber, sondern oekologisch, 13 June 2008**
- **bioPress: Umweltbewusstes und verantwortungsvolles Waschen, May 2008**



All articles published so far can now be found and downloaded via web at:

http://www.sustainable-cleaning.com/en.publicarea_mediacoverage orb.

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Stakeholder contacts

Beside of contacts with the European Commission, the European Parliament and the Council on the SCP Action Plan (see [News and Info](#)), an A.I.S.E. delegation met with the European Environmental Agency (EEA) in Copenhagen on 25 August to update them on our voluntary initiatives and the Charter in particular.

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Conferences and Workshops

A.I.S.E. attended the CESIO 2008 7th Surfactants World Congress from 22-25 June in Paris and informed the participants of this global event on the Charter and other topics in which A.I.S.E. is actively involved.

At the SEPAWA congress from 15 – 17 October in Würzburg, Germany the Charter was presented at the accompanying exhibition. A.I.S.E.'s Director General, Susanne Zänker, gave a presentation on A.I.S.E.'s regulatory activities and voluntary initiatives.

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Project development – Useful information

Accredited Verifiers for the Entrance Check

AENOR, BVQI, Certiquality, DQS, Dr. Willi Bethäuser Umweltgutachter, DS Certificering, Happy Note, JJD Consultant, Lloyd's Register, OFC, Quality Masters, SGS, SD3, Umweltgutachter Henning von Knobelsdorff and URS Verification.

Charter Documents

The latest status of Charter materials (eg guidelines on the additional CSP check) is available via the <http://www.sustainable-cleaning.com/en.home orb> website; French, German, Italian and Spanish versions of the documents are published.

Your input is highly welcomed

The A.I.S.E. secretariat would highly appreciate to receive from companies in the Charter copies of communication

material (e.g. reviews, newsletters, leaflets) featuring the Charter. We would also like to remind you that participating companies are invited to include a link to the Charter website (<http://www.sustainable-cleaning.com>) on their corporate website, using the Charter logo.

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Charter Contact Persons

For questions or feedback, please contact:

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