



THE CHARTER FOR SUSTAINABLE CLEANING

UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 8, May 2011

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

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Status Report/Overview Registrations

136 Manufacturers and Distributors in the Charter so far
(companies committed to the Charter Update 2010 are highlighted in blue)

As of May 2011, **68 manufacturers** have officially committed as **ordinary members** to the Charter: Action Pin, Afalin, Albaad, Amway, AVT, Beromin Chemie, Bolton Manitoba, Brauns Heitmann, Budich International, Colgate Palmolive, Dalli-Werke, Danlind, Deco, [Delta pronatura](#), [Diversey](#), Domal wittol, Donau Kanol, Dreco, Dr. Schnell Chemie, Dr. Schumacher, [Ecolab](#), Francisco Aragon, Gallon-Kosmetik, Gechem, Global Cosmed, Grupo Forquisa, Helichem, [Henkel](#), I.C.E. FOR, AC Marca, Industria Jabonera Lina, Jeyes, KH Lloreda, KiiltoClean Oy, [Kiter](#), Luhns, Madel, Mantz airmotions, Mc Bride, Messing & Keppler, Mifa, Nice Pak International, [Nicols](#), [Persan](#), Pizzolotto, [Procter & Gamble](#), Productos Codina, Promer, Reckitt Benckiser, Relevi, [Riem](#), [Saci](#), Sara Lee, SC Johnson, Senzora, Solent Group, [Spectro](#), Suavizantes y Plastificantes Bituminosos – SPB, Südsalz, Suministros Cientificos Tecnicos, [Sutter](#), Swallowfield, Swif, Thurn Produkte, Unilever, Van Dam Bodegraven, [Vandeputte](#), [Werner & Mertz](#).

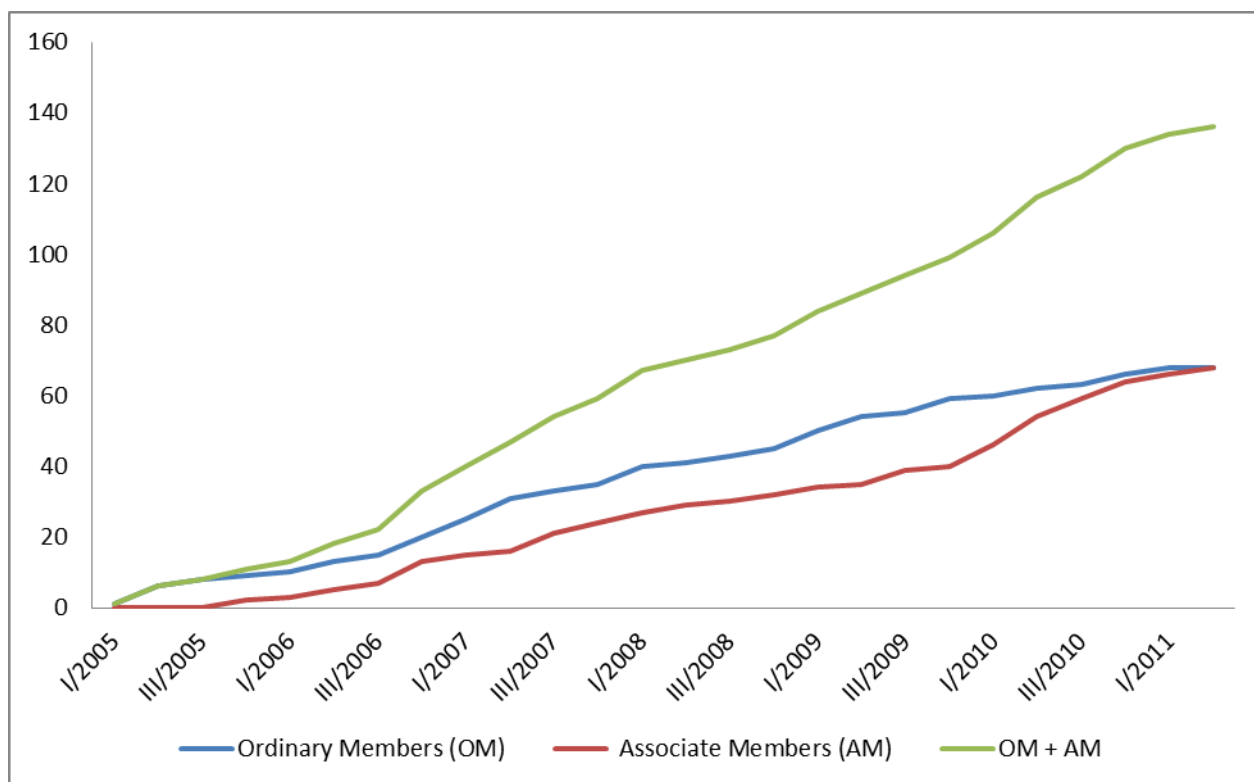
68 distributors have now signed the **Associate Membership Agreement**: [Alco](#), Aldi Nord, [Aldi Süd](#), Alpheios, Argos Hygiène, Asda, [Asito](#), [A.S. Watson \(Kruidvat & Trekleister\)](#), Auchan, [Avanti Blue](#), Bennet, Bon Preu Sau, Burnus, Caprabo, Carrefour, Coldis, Condis, CPH - Companhia Portuguesa de Hipermercados, Despar Italia Consorzio, Detailconsult Formule-Management, [D.L.P.](#), DM-Drogerie Markt, Dr. Weigert Nederland, Esselunga, [Euriga Trading](#), Eurospin Italia, Facicom Professional Products, Globus SB-Warenhaus Holding, Jumbo Supermarkten, IN'S Mercato, Kaiser's Tengelmann, [Krabeck](#), Kaufland, [Leifheit](#), Les Coopérateurs de Normandie – Picardie, Lidl, Marks & Spencer, Mercadona, Migros, Miquel Alimentacio Grup, Modelo Continente Hipermercados, Morrisons, Müller, Musgrave Retail Partners, [Nipa](#), Nisa, O'Lacy, Pantos, Plus Retail, Powder and Liquid Products Limited, Rewe, Rossmann, Sainsbury's, Scamark, Schlecker, Somerfield, Spotless Punch, Stokomani, Superunie, Systeme U, Tegut, Tesco, [Tristar Industries Group](#), Universeel, Walter Bösch KG, Waschmittelwerk Genthin, Wola, [ZHG](#)

(Zentrale Handelsgesellschaft).

It is estimated that the 136 companies cover

- More than 80% of the overall production in the EU:
- 90% of household laundry and dishwashing products
- More than 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, 85 companies (from Belgium, Canada, the Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, and the UK) are in the Charter training area, preparing for the Charter Entrance Check.

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News and Info

Charter Update 2010 available for commitment since October 2010

The Charter Update 2010 is of high interest for manufacturers and distributors, putting detergents and maintenance products on the market. A number of new elements have been implemented, the major being the addition of a product dimension (called the 'Advanced Sustainability Profile' - ASP – see also below) to the existing company scheme. This grants the possibility to apply a specific logo to complying products, indicating that those meet specific sustainability requirements defined per product category. Companies interested in joining the Charter Update 2010 can find the overall principles of the project, all final documentation regarding the ASP system, the overall procedures, commitment material and the migration aspects via the [technical Charter website](#).



Charter Advanced Sustainability Profile (ASP) development

The first group of products to bear the Charter ASP logo featured above with the green seal and can appear on supermarket shelves on 1 July 2011 will include laundry powders, liquids and fabric softeners. In the meantime, work on other Advanced Sustainability Profiles (ASPs) criteria for dish washing products, main hard surface cleaners, air fresheners and institutional products has begun and will be available end 2011/2012.

Equivalent elements of Charter Sustainability Procedures and international quality standards

Where **ordinary members of the Charter Update 2010** are already certified annually under ISO 9001, ISO 14001/EMAS and BS OHSAS 18001, there is a system of "equivalences" or "synergies" in place. This principle is based on the assumption that for those Charter CSP control activities which are essentially the same as the relevant elements of the above standards, those can be regarded by the independent verifier as having been already verified. The aim is to avoid duplication of company resources spent on audits. However, the CSPs include a number of additional or separate management controls which relate to wider sustainability considerations, tailored to the detergents and maintenance products sector.

Commitment to Charter Update 2010 shows good progress

In just the first three quarters after the launch, 26 companies signed up to the Charter Update 2010 (see above). Like these, we hope to see many more companies rapidly join the new scheme.

New Charter Update 2010 brochure available

The new Charter brochure summarises the key features of the scheme. This can be downloaded via the technical Charter website at: www.sustainable-cleaning.com/content_attachments/documents/AISE-Charter_brochure-web.pdf

A.I.S.E. Activity and Sustainability Report 2010-2011 available soon

A.I.S.E. is currently working on its Activity and Sustainability Report 2010-2011 which will be available from mid-June. This report will provide an overview of A.I.S.E.'s 2010 to mid-2011 achievements in regulatory affairs and in voluntary activities, as well as the 2009 market value. The section on the Sustainability Report focuses on developments achieved with regards to the A.I.S.E. Charter for Sustainable Cleaning, and it will report progress on the 2010 KPI reporting.

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Communication

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, e.g. via a pan-European communication campaign (targeting media and stakeholders on national and European level).

Please find below a selection of related articles that have been published recently.

- [GSA - Il Giornale dei Servizi Ambientali: Assocasa e il nuovo Charter per una pulizia sostenibile, March 2011](#)
- [SOFW Journal: The A.I.S.E. Charter for Sustainable Cleaning and its Recent Update, January/February 2011](#)
- [GSA - Il Giornale dei Servizi Ambientali: L'innovazione e la migliore reazione, December 2010](#)
- [Business: Pulito secondo natura, September 2010](#)
- [Lebensmittel Praxis: Grosses Potenzial, September 2010](#)
- [GSA - Il Giornale dei Servizi Ambientali: Avanti tutta all'insegna della sostenibilita, August 2010](#)
- [PS - professioneel schoonmaken: Bomen over het AISE Charter of Sustainable Cleaning, July/August 2010](#)



All articles published so far can be found and downloaded via web at: http://www.sustainable-cleaning.com/en.publicarea_mediacoverage.orb.

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Charter in new version of 'The Sustainable Shopping Basket - A guide to better shopping', published by the German Council for Sustainable Development

The German Council for Sustainable Development (Rat für nachhaltige Entwicklung), that among other things provides recommendations to the German government on its sustainability strategy has published an update of its guide to better shopping

in order to inform consumers on how to best behave and shop in a sustainable way. In this context products with Charter logo are recommended. [Click here for the guidebook.](#)

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Charter Update 2010

The A.I.S.E. team is currently preparing a communications campaign and toolkit on the Charter Update 2010. This is being developed with the support of agencies specialised in sustainability communications and will be made available to the A.I.S.E. network, national associations and Charter Update 2010 companies mid 2011. Also, a webpage on the portal www.cleanright.eu is being developed for release mid 2011.

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Stakeholder contacts

A.I.S.E. delegations met with representatives of the European Commission (DG Environment, DG Enterprise), industry associations, the trade and other stakeholders in order to inform them on the Charter Update 2010. These contacts confirm the fact that A.I.S.E.'s proactive work and great coverage of the industry via the Charter is well appreciated and recognised. It is well understood that updates of the Charter fit perfectly well in the overall spirit of the SCP (Sustainable Consumption and Production) Action Plan of the European Commission; the Charter addresses well the objectives of integrated approach to cover production requirements, product-related criteria, and finally end user guidance.

Sustainable Consumption and Production Plan

Following the publication mid 2008 of the Action Plan on Sustainable Consumption and Production/Sustainable Industrial Policy (SCP/SIP), the European Commission has started to work on the update of this Plan which is due to be published in 2012. As a start and given the important role that can be played by industry in this revision exercise, the Commission has initiated a number of consultations with various stakeholders. The A.I.S.E. sector was selected with a view to being consulted on the revision of the Plan. A series of three workshops have been held since early 2011 between A.I.S.E. and DG Environment using household laundry detergents as pilot products. At these workshops, industry has shared and discussed work on A.I.S.E. voluntary industry initiatives. Overall the European Commission has recognised industry's efforts and work in proactively addressing the sustainability agenda – (initiatives such as the Charter, the LSP projects or the Washright campaigns were mentioned to name a few). Discussions with the European Commission will continue and experiences/best practice from other sectors will also be sought. A.I.S.E. will continue to interact closely with the relevant stakeholders on the update of this Action Plan.

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Conferences and Workshops

On the Annual Cleaning Products Europe conference from 16 - 17 March in Valencia, Spain, organised by PIRA, A.I.S.E.'s Communications Manager Sascha Nissen informed the audience on the Charter, its update and new features.

At the CED congress on 6 April in Barcelona, Spain, the Charter update and its technical specifications were presented.

A.I.S.E.'s Communications Director Valérie Séjourné introduced the Charter and other A.I.S.E sustainability projects at a panel session on 'The power of consumers: stimulating demand through informed consumers,' in the frame of the UNEP Business and Industry Global Dialogue in Paris on 11 and 12 April.

On 7 June at the 8th World Surfactant Congress and Business Convention, CESIO 2011, in Vienna, S Nissen will give a talk on "Driving proactively the sustainability agenda for the detergents and maintenance products Industry: The new A.I.S.E. Charter for sustainable cleaning and Its product dimension".

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Project development – Useful information

[Accredited Verifiers for the Entrance Check](#)

Aenor, Bureau Veritas Certification, Certiquality, DNV, DQS, Dr. W. Bethäuser, DS Certificering, Happy Note, JJD Consultant, Lloyd's Register, OFC, Quality Masters, SGS, Two Tomorrows group, Umweltgutachter H. von Knobelsdorff, URS Verification.

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.

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Charter Contact Persons

For questions or feedback, please contact:

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