

4 March 2011

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The A.I.S.E. Charter for Sustainable Cleaning – 2010 Upgrade

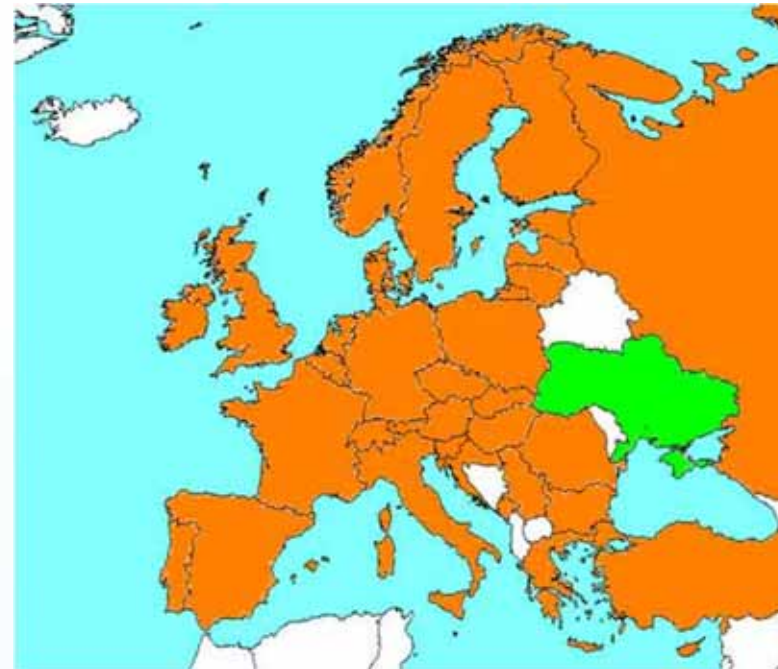




Introduction to A.I.S.E.



- **International Association for Soaps, Detergents and Maintenance Products**
- **Members:**
 - 37 National Associations in 42 countries
 - 10 direct member companies
- **About 900 companies (60% SMEs)**
- **Consumer and industrial & institutional markets (41bn Euros value)**
- **2 key activity pillars:**
 - Regulatory activities
 - Voluntary initiatives



- A.I.S.E. Membership countries (Australia not pictured)
- A.I.S.E. Contacts (+ Egypt & Arabian Peninsula)



Voluntary Initiatives



1999 Washright and CGEP

1999 HERA

2001 DUCC

2005 Charter for Sustainable Cleaning

2005 Safe Use icons

2006 Laundry Sustainability projects

2006 Save Energy and Water ADW project

2007 Air Fresheners Stewardship Programme

2008 Cleanright

2010 Charter for Sustainable Cleaning upgrade

		Sustainable Production	Sustainable Consumption
1997	CODE OF GOOD ENVIRONMENTAL PRACTICE The 'Code of Good Environmental Practice' ('the Code') was the first major voluntary initiative by A.I.S.E. specifically designed for household laundry detergents.		
1997	WASHRIGHT® Initially developed in the context of the Code, Washright is a pan-European awareness-raising campaign to promote good washing practices to consumers when doing the laundry. www.washright.com		
1999	HERA (Human and Environmental Risk Assessment on Ingredients of Household Cleaning Products) A joint A.I.S.E./Cefic initiative, five years ahead of REACH. www.heraproject.com		
2001	DUCC (Downstream Users of Chemicals Co-ordination group) A platform to address REACH's objectives. www.duccplatform.org		
2004	CHARTER FOR SUSTAINABLE CLEANING Promoting a life-cycle approach to sustainability through independent assessment, with annual reporting. Upgraded in 2010 with additional product specific requirements. www.sustainable-cleaning.com		
2005	SAFE USE ICONS A harmonised set of icons and sentences for voluntary, proactive use by companies to help consumers use products in a safe way.		
2006	LAUNDRY SUSTAINABILITY PROJECTS Educating consumers to dose concentrated laundry detergents correctly. www.aie.eu/lps		
2006	SAVE ENERGY AND WATER PROJECT Promoting the use of low-temperature dishwasher programmes. www.saveenergyandwater.com		
2007	AIR FRESHENERS PRODUCT STEWARDSHIP PROGRAMME An initiative to promote responsible manufacturing, communication and use of Air Fresheners. www.aie.eu/airfresheners		
2008	WWW.CLEANRIGHT.EU A joint Cefic and A.I.S.E. industry website initiative providing consumers across Europe with information and advice on the safe and sustainable use of soaps, detergents and maintenance products. www.cleanright.eu		



Charter for Sustainable Cleaning

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- **Industry recognises the critical importance of sustainability**
- **Charter is industry's collective response in EU**
- ***Voluntary commitment* to continual improvement in sustainability**
- **Aim:**
 - **to address sustainability in a proactive way**
 - **to be aligned with EU long term sustainability strategy**
 - **to be relevant for the whole industry**



The Charter (since 2004)



RAW MATERIAL	NATURAL RESOURCES	PRODUCTION	CONSUMER	DISPOSAL
Chemical safety evaluation	Estimated energy and CO ₂ emitted	Participating companies	Consumer and customer safety	Packaging used
Plastic biodegradability (organic acid)	Estimated water	Occupational health and safety	Customer and user information	Waste - all items for disposal

- **Sustainability Procedures across the product life cycle; independent verification**
 - **Logo allows companies to demonstrate commitment to sustainability**
 - **Key Performance Indicators**
 - **Allowing A.I.S.E. to produce an annual Sustainability Report**
- => Regular dialogue opportunities with EU and national stakeholders**



Charter progress

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Since launch:

- **122 members (manufacturers and distributors/retailers)**
- **Over 80% of output in EU + 4 covered**
- **KPIs demonstrate progress over four years 2006 - 2009**
 - **Participation +210%**
 - **Chem risk assessment +8.9%**
 - **Care lines +111%**
 - **Safe use info on pack +148%**
 - **Energy use -5.5%**
 - **CO₂ emissions -8.9%**
 - **Packaging -1.5%**
 - **Waste -3.9%**

But no clear progress yet in

- **Occupational Health & Safety, PBOs, water**



Charter feedback

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Well received by external stakeholders

- **External verification and regular reporting appreciated**
- **Objectives seen as aligned with EU regulatory developments**

Main suggestions from stakeholders:

- **“Product Dimension” to give a sustainability assurance for individual products**
- **Setting of equivalences vs ISO and certain other standards in order to minimise verification need**



Charter upgrade



Commitment from A.I.S.E. to regularly review the scheme based on feedback and political developments.



Vision

Through regular upgrades of the Charter, A.I.S.E. aims at constantly offering the most advanced sustainability reference scheme for steering best practices within the industry, using LCA and scientific data as a basis.



Charter 2010 Upgrade



Charter Sustainability Procedures (CSPs):

- Slight revisions to some existing CSPs
- Addition of one new one (*internal KPI targets*)
- Equivalences vs ISO and certain other standards
- Move from 50% production requirement to 75% (*for entrance check*)

Development of the “Product Dimension”:

- Creation of Advanced Sustainability Profiles (ASPs) for each product categories

Consumer/Customer information:

- Extension of the range of information promoting sustainable consumption

Reporting:

- One new KPI (% of ASP-rated products)

Logo:

- An “upgraded” logo set for companies upgrading to Charter 2010



CSP verification equivalences



- **Objective:**
 - Gain efficiency
- **Principles:**
 - New list provided showing which aspects of the Charter Sustainability Procedures are equivalent to ISO 9001, 14001/EMAS and 18001/OSHAS standards
 - Factories audited under some or all of these standards can be treated as already verified for the Charter, in respect of the equivalent aspects
 - Does not exempt Charter members from verification but removes duplication



Charter 2010 on-pack



⇒ **2 logos:**

- “Company” logo
- “Company and product” logo (for ASP complying products):



- **URL: Move to main industry portal: www.cleanright.eu**



Charter 2010 logos



“This product was made by a Charter Member company”





Charter 2010 logos



“This product was made by a Charter Member company

and...

meets high sustainability standards”



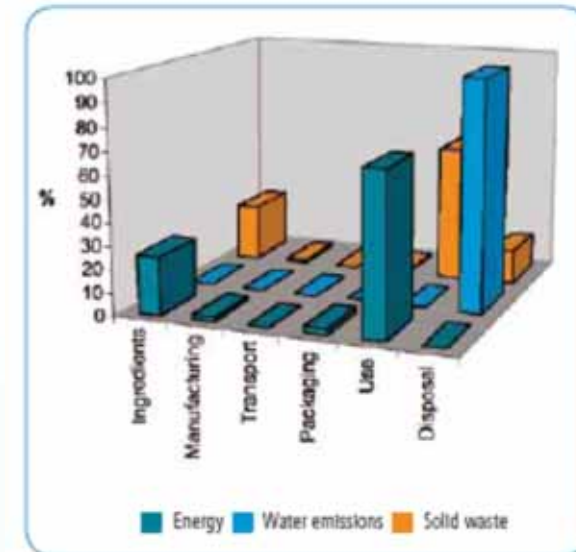


Product dimension/ASP criteria:

Example for household laundry detergents



- **Defined per product category**
- **Starting point:**
Life Cycle Analysis =>
- **Parameters selected for this product category:**
 - Environmental Safety Check
 - Resource efficiency
 - Consumer Information
 - Performance
- **Drafting/consultation**
- **Random verification**



Life Cycle Analysis of a Generic Fabric Washing Powder (normalised on a per wash basis). Source A.I.S.E.



ASP criteria:
household laundry detergents



1) Environmental Safety Check

Product must pass ESC test:

- Every ingredient has PESR* < 1

*PESR = Projected environmental safety ratio





Environmental Safety Check



Summary of concept:

- Risk-based (like HERA and REACH), but specific to product and available in short-term (REACH not for many years)
- Check that content of each substance in a given product will not lead to aquatic concentrations above the PNEC (at recommended dose)
- Uses ecotox data from published sources like HERA, HAD, DID, EU studies, and background tonnage estimates from e.g. published RAs e.g. EU, OECD, etc., EU studies and market research sources
- Uses conservative assumptions (e.g. 100% market share projection per product category)
- Accessible/usable by SMEs and large companies
- Substances covered by HERA risk assessment considered as shown to be “environmentally safe”
- Fragrances covered by IFRA Environmental standards





ASP criteria:
household laundry detergents



2) Resource Efficiency

Product must pass three criteria:

- **Concentration**
(product dosage below specific target)
- **Packaging efficiency**
(grams of packaging per use below specific target)
- **Use of recycled packaging materials**
(above a specific % target)





ASP criteria:
household laundry detergents



3) Consumer Information

Product must carry information on-pack to encourage sustainable consumption (examples/tailored per product category):





ASP criteria:
household laundry detergents



4) Performance

**Product must indicate on-pack:
assurance of effectiveness at 30°C**





Advanced Sustainability Profiles

(for first three product categories for A.I.S.E. Charter 2010)

	Laundry detergent powders	Laundry detergent liquids	Fabric conditioners
Product formulation	Pass ESC (Environmental Safety Check) AND Dosage g/job: ≤ 85g AND Dosage ml/job: ≤ 135ml	Pass ESC AND Dosage ml/job: ≤ 75ml	Pass ESC AND Dosage ml/job: ≤ 35ml
Packaging weight per job	Total packaging g/job: ≤ 7.0g	Total packaging g/job: ≤ 7.0g	Total packaging g/job: ≤ 4.0g
Packaging re-cycled content	Board: ≥ 60%	Board: ≥ 60%	Board: ≥ 60%
End User Information	End-user info on-pack: Washright panel AND Ability to wash at ≤30° C indicated on pack	End-user info on-pack: Washright panel (or reduced) AND Ability to wash at ≤30° C indicated on pack	End-user info on-pack: Washright panel (or reduced)

+ Performance: evidence to be provided by company vis-à-vis claims made

+ Products to meet all elements above + be produced from a factory where CSPs are in place



Advanced Sustainability Profiles



- **Criteria planned availability per product category:**

- | | |
|-------------------------------------|---------------------|
| • Laundry powders | July 2010 |
| • Liquids | July 2010 |
| • Fabric conditioners | July 2010 |
| • ADW | Mid-end 2011 |
| • Hand dishwash | Mid-end 2011 |
| • Air fresheners | End 2011 |
| • All-purpose cleaners | 2011 |
| • Speciality cleaners | 2011 |
| • Institutional/professional | 2011 |



Time plan Charter 2010

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- **1 July 2010: Training open for Charter 2010**
- **1 Oct 2010: Charter 2010 package final; official commitment by companies to Charter 2010 can start**
- **1st Dec 2010: Stakeholder communication at A.I.S.E. Info Day**
- **1 July 2011: Activation date for Charter 2010 logos (on shelves), and beginning of consumer communications**



Main differences Charter 2005 - Charter 2010



	<u>Charter 05</u>	<u>Charter 10</u>
Geographical scope CSPs	EU + NO/CH/ISL 6 essential + 5 addit'	Idem + LIE 6 essential + 6 addit'
Entr. check prod. CSP verif	50% Ev. 3 years	75% Ev. 3 years
Synergies ISO/etc ASPs	Not applicable Not applicable	Applicable Applicable
KPIs	10	11
Logos	6	1 + 1



Transition Charter 2005/2010

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- **Companies currently committed to Charter 2005: adequate transition foreseen**
- **No “obligation” to move but strong encouragement to benefit from the new features (incl. logo, product dimension)**
- **Commitment to Charter 2010 leads to automatic termination of 2005 contract (for ordinary members)**
- **Compliance that CSPs cover minimum 75% production to be delivered**
- **One year to end use of Charter 2005 logos from the date of commitment onwards (with earliest date being 1st July 2011)**



Transition Charter 2005-2010

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- **Companies in training area before 1 July 2010 can:**
 - ⇒ **commit to Charter 2005 till 31 Dec 2010**
 - ⇒ **or ask that their training be “migrated” to Charter 2010**
- **31 Dec 2010: End of possible commitment to Ch. 2005**
- **From 1 July 2010: New companies (not being in training area before, nor committed yet) can only go to Charter 2010 (training); commitment officially from 1 Oct 2010 onwards**



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WWW.CLEANRIGHT.EU

