

Feedback from the IKW Charter-Relaunch session - Dresden - 14-5-09

In the official F-W/F-P meeting in the morning the agenda-point "EU Action Plan for SCP/SIP" was presented by me and discussed by the group.

In order not to repeat these details it was agreed to concentrate in the following Charter-Session mainly on

- An introduction of the general intentions of our industry concerning the Charter-activities and their development.
- A short summary of A.I.S.E.'s overall sustainability strategy and previous voluntary initiatives.
- A review of the status quo of the current Charter.
- The relaunch of the Charter (with reservation - as many of the details are still "under construction" and have to be agreed by the SSG)
- A very short perspective of the different possible scenarios concerning the application of the Charter with respect to the EU Action Plan (Ecodesign)

Main points of discussion/concerns that were made during the session

- Only ONE Charter can/should exist
 - No 2 Charters in parallel
 - No development of a new dimension before the success of the current Charter has been evaluated.
- No Charter +, ...++, ...+++,... in the future
- Proposal seems to contain too many new aspects at one time
- "Continual improvement" connected to concrete actions should be an integral part of the Charter scheme
- No new logo for a relaunched Charter
 - Make a research of the level of awareness of the current logo
 - Make efforts to promote the current logo
- Criteria may be too "soft" → "toothless tiger"
- Health criteria are missing
- Retailers will put pressure on manufacturers to commit to the relaunched Charter

Conclusion

The value of the current Charter was acknowledged and appreciated. More details concerning the ASPs and criteria will be highly appreciated. A new passage (to be integrated in the commitment-letter) referring to the "preparedness of industry to implement action for continual improvement for sustainability" should be developed.