



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

Brussels, 20<sup>th</sup> October 2009

Dear Sir/Madam,

Re.: Consultation on the proposed A.I.S.E. Charter 2010 upgrade

We are glad to count you as an important player in the industry scheme “A.I.S.E. Charter for Sustainable Cleaning” and report that, as at October 2009, we have around 80% of the total industry engaged in the Charter with 95 companies committed.

A.I.S.E. and its members have been in active dialogue with stakeholders at EU and national levels and support for our industry’s work has been strongly expressed since its release in 2005.

From the outset, the Charter has been developed as a living scheme, with a commitment to update it regularly. ***The A.I.S.E. vision is, through regular upgrades of the Charter, to aim at constantly offering the most advanced sustainability assurance scheme for promoting best practices within the industry, using LCA and scientific data as a basis.***

You will have read in the latest version of our Sustainability Report (or heard in regional consultations held in spring this year) that A.I.S.E is indeed proposing to launch in 2010 an upgraded version of this broad industry scheme, based on stakeholders and members input. An inherent principle of the proposed Charter upgrade is the proposed addition of a “product dimension” for the industry, which should be ambitious but reasonably achievable by all. **We are contacting you in the context of a consultation that A.I.S.E is organising between 20 Oct.-12 Nov. 2009 on the proposed 2010 upgrade for the Charter for Sustainable Cleaning.**

Work on the first major update has been given added urgency by the publication in July 2008 of the EU Commission’s own Sustainable Consumption and Production/Sustainable Industrial Policy Action Plan. Therefore, as well as reviewing the current operation of the Charter it was felt important to ensure that through this upgrade, industry should continue to engage constructively with EU and National stakeholders, in line with the EU Commission’s Action Plan objectives.

The A.I.S.E. Board at its October 2009 meeting approved the overall principles of the Charter 2010, confirming also its intention to announce its overall principles on the occasion of the A.I.S.E. Information Day on 2<sup>nd</sup> December 2009, for roll-out from 2010 onwards.

**Against this background, we would appreciate to gain the views on the Charter 2010 specifics from companies committed in Charter 2005 and other members of the industry and the Charter verifiers.** You will find at the following web address, [http://www.sustainable-cleaning.com/en.charter\\_2010\\_consultation orb](http://www.sustainable-cleaning.com/en.charter_2010_consultation orb), the

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necessary material where the Charter 2010 proposal and details are explained. We have also developed a proposed questionnaire for you to complete and **return to the A.I.S.E. Secretariat by 12 November 2009.**

Current rights and obligations under the Charter 2005 are not proposed to be changed but the main idea is that progressively companies would be migrating from the current scheme to the upgraded 2010 version. Companies are asked to reply directly to A.I.S.E.; alternatively, should they prefer to respond via their National Association (who would aggregate and report to A.I.S.E.) they may do so. Of course, you may also contact A.I.S.E. ([sascha.nissen@aise.eu](mailto:sascha.nissen@aise.eu)) for any clarification you may wish to obtain on this subject.

We look forward to receiving your most valuable feedback on this proposal, so that we secure an adequate finalization of such proposal and thus, maximum participation to the future industry scheme.

We believe that you will appreciate A.I.S.E.'s efforts to constantly and proactively promote best practice, and look forward to your reactions which will be analysed in the A.I.S.E. Sustainability Steering Group on 13 November 2009.

Kind regards,

A handwritten signature in black ink, appearing to read 'H. Bender', with a large, stylized flourish extending to the right.

Hans Bender  
A.I.S.E. President

A handwritten signature in black ink, appearing to read 'Susanne Zänker', with a large, stylized flourish extending to the right.

Susanne Zänker  
A.I.S.E. Director General