

THE A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING: AN ALL-INDUSTRY FRAMEWORK PROMOTING SUSTAINABILITY ACROSS THE WHOLE PRODUCT LIFE-CYCLE

CHARTER POLICIES

The Charter is built on three fundamental **policy aims** of the A.I.S.E., covering the economic, social and environmental domains.

1. ECONOMIC

A.I.S.E aims to encourage sustainable delivery, in free market conditions and based on sound science and ethical standards, of competitively priced household and cleaning industry products that satisfy human needs and bring quality of life.

2. SOCIAL

A.I.S.E aims to ensure, through a policy of voluntary continual improvement over and above basic legal requirements, that the household and industrial cleaning industry's role in guarding health, hygiene, safety and well-being among consumers and stakeholders is recognised and encouraged by society.

3. ENVIRONMENTAL

A.I.S.E aims to bring about a voluntary progressive reduction in ecological impact and resource intensity, throughout the life-cycle, of household and cleaning industry products, to a level at least in line with the Earth's estimated carrying capacity.

INDEPENDENT VERIFIERS

from a pool of selected, qualified verifiers per country, will carry out "at random checks" with every participating company.

CHARTER SUSTAINABILITY PROCEDURES

A.I.S.E. has developed a set of management policies called **Charter Sustainability Procedures (CSPs)**. These CSPs take into account best management practice for different product life-cycle phases as defined in ISO 14000 and similar standards, plus certain other A.I.S.E. schemes and guidelines. When signing up to the Charter, which is voluntary, compa-

nies are asked to implement these CSPs (or recognised equivalent) in their management systems, and demonstrate compliance.*



INDEPENDENT VERIFICATION

The objective is to ensure that Charter participants are implementing Charter Sustainability Procedures to the required level.

*This is the "Charter entrance check".

INDICATORS

Companies committing to the Charter are asked to report upon a set of **Key Performance Indicators (KPIs)** on an annual basis. KPIs are linked with CSPs and reflect the key aspects of sustainability.



INDEPENDENT VERIFICATION

The objective is to ensure that participants have correctly calculated the data.

OUTPUT

Overall industry progress will be detailed in a published annual A.I.S.E. Sustainability report.

