



CHARTER FOR SUSTAINABLE CLEANING v. 2010: REQUIREMENTS & HOW TO MIGRATE IF YOU ARE IN CHARTER 2005 (Version 1 October 2010)

Introduction:

Charter 2010 is an entire upgraded version of Charter 2005, not just a set of additional measures. The overall aim is to encourage companies to migrate to Charter 2010 while safeguarding the rights and commitments contained in Charter 2005 until such time as either all members of Charter 2005 have upgraded or there is a vote to close Charter 2005.

Charter 2005 continues to exist alongside Charter 2010 in its present form with no changes. There is no immediate requirement to upgrade to Charter 2010 but companies are strongly invited to do so.



Companies which are Ordinary/Associate Members of Charter 2005 at the date of introduction of Charter 2010 have the automatic right to upgrade to Charter 2010 at any time after introduction of Charter 2010 (i.e. as from 1st October 2010). They will need to do so as soon as they wish to take advantage of the ASP system (i.e. product component) and also to access the modernised logos linked to Charter 2010. The process consists of signing a revised commitment letter and revised trade mark license letter, certifying the compliance with the Charter 2010 requirements. By signing the Charter 2010 commitment letters, it will automatically put an end to their requirements / rights under Charter 2005.


The table below sets out the key differences between the 2 schemes and highlights what to do for a company who wants to sign Charter 2010 if they are in Charter 2005 now. See also the “How to join” document.

KEY PRINCIPLES	CHARTER 2005	CHARTER 2010	MIGRATION	COMMENTS
1) Charter Sustainability Procedures (CSPs = company/factory requirements)	<i>Compliance with the CSP system remains the key requirement and entry point for the Charter. Companies (“Ordinary members”) need to demonstrate compliance with the CSPs during the Entrance Check verification in order to join the Charter. This applies equally to companies joining Charter 2010 directly for the first time and to companies already members of Charter 2005 and migrating to Charter 2010. Verification occurs every three years.</i>			
- Training area			<i>Companies are encouraged to join Ch 2010 directly but the following principles also apply: companies registered in the Ch 2005 “Training area” as at 30 June 2010 will be able to join Ch 2005 until 31 Dec 2010. Thereafter all companies in the training area and new entrants will be able to join Ch 2010 only.</i>	
- Entrance Check - CSPs	6 Essential CSPs	6 Essential CSPs		No change

- Entrance Check - Minimum production	50%	75%	<p>Ordinary members of Ch 2005 are eligible for Ch 2010 at the following conditions:</p> <p>1) they have passed already the second check in the context of Ch 2005 in which case they already had to fulfill the 75% requirements for the CSPs - then, automatic upgrade can be done;</p> <p>OR</p> <p>2) if they have not yet passed their 2nd entrance check, 2 cases apply: case 1: if A.I.S.E has the proof that the first check was already covering 75%, then automatic upgrade may be asked; case 2, the company, by signing the commitment letter to Ch 2010, officially certifies that at the moment of signing, it does cover 75% of the production and this will be verified on the occasion of the second check that was foreseen anyway (as part of Ch 2005 agreement). In those (few) cases, A.I.S.E reserves the right to organise some random audits (funded centrally by A.I.S.E.) in order to check these.</p>	Applies to new members of Ch 2010 from 1 October 2010.
- CSP verification	Every 3 years	Every 3 years		No change
- At first re-verification after Entrance Check, and every 3 years thereafter	6 Essential CSPs 5 Additional CSPs - together covering >75% of production in Charter Area	6 Essential CSPs 6 Additional CSPs - together covering >75% of production in Charter Area	Existing members of Ch 2005 moving to Ch 2010: applies at next verification following sign-up to Ch 2010.	Ch 2010: one new CSP on "Internal target setting". Applies to new members of Ch 2010 from 1 October 2010. Ch 2005: no change
- "Synergies" with other schemes	Not available	Will be applicable from 1 st October 2010 with e.g. ISO, EMAS schemes		This new development is made to facilitate synergies and potential costs/resources; full guidance on how to apply these is provided to the verifiers.
2) Advanced Sustainability Profiles	The ASP for a given product category describes the product group characteristics which the industry considers represent a good sustainability profile that is ambitious but reasonably achievable by all. Companies will assess their products against tables of values covering the identified sustainability parameters and ensuring the product label provides relevant end-user sustainability information. This will be subject to random			

(ASPs = product requirements)	<i>external verification (in addition to market observation).</i>			
- Availability	Not available	Available per product category	<i>Preparation period between publication of final criteria for a category and first activation date (the date when products with ASP logo can first appear on shelf)</i>	<i>Preparation period subject to industry consultation (eg 12 months).</i>
- Expected timetable for ASP category criteria		Availability and training from 1 July 2010 for: <ul style="list-style-type: none"> • Laundry powders • Laundry liquids • Fabric conditioners Other products to follow from early 2011 onwards.		<i>ASP criteria are based on LCA most relevant parameters, science-based, and developed so that they would be “aspirational yet achievable by all”. Only those products produced in a factory covered by the CSP check can apply to ASP status.</i>
3) Key Performance Indicators	10	11	<i>KPI reporting of the new additional KPI not required until the 2011 reporting year (data submitted in Jan-Apr 2012)</i>	<i>One new KPI on % of production compliant with ASPs</i>
4) Access (and fees)	Commitment to Charter 2005 possible till end 2010 (only if the company has entered the training area by 30 June 2010)	Commitment to Charter 2010 is possible as from 1 October 2010. From 1 July 2010, only the training area to Charter 2010 is accessible for new comers.		<i>(Fees will not change: - No fee for Ordinary Members (members of an A.I.S.E. National Association), Associate Members; - Fee of 1500 € per year from OM non-member of an A.I.S.E. National Association).</i>

KEY PRINCIPLES	CHARTER 2005	CHARTER 2010	COMMENTS
5) Logo(s)			
- Visuals			<i>Logos have been modernised/streamlined. Only one company and one ASP logo, no alternative designs. The Trademark registration (®) by A.I.S.E. is now included in the logos.</i>

- Recommended position on packs	Front of packs	See technical guidelines	<i>It is recommended to place the logo for non-ASP compliant products adjacent to the manufacturer's name and the ASP logo on front of the pack.</i>
- URL	www.sustainable-cleaning.com	- Company logo: www.cleanright.eu/charter-company - ASP logo: www.cleanright.eu/charter-product	<i>Updates of both, www.sustainable-cleaning.com and www.cleanright.eu, are foreseen by July 2011.</i>
- Additional sentence	None mandatory (except for Sweden). One made possible in German too.	The sentence "A voluntary industry initiative" is recommended for use around the logos, if space allows. It will be mandatory in the Nordic region (Denmark, Finland, Iceland, Norway, Sweden). For additional options, see technical guidelines..	<i>Translations of this sentence are provided via the technical guidelines..</i>
- Timing	Applicable as long as the company is officially in Charter 2005.	Use of new logos will be feasible: - as from 1 st July 2011 at the earliest, and subject to "activation" timing linked to the ASPs as and when available.	
- Migration	<p><i>Should a company migrate to Charter 2010, then, use of the 2010 logos will be requested. However, a transition period of one year maximum after the signing by the company to Charter 2010 will be made possible to phase out the use of the Charter 2005 logos (with 1st July 2011 as starting date for those companies signing before July 2011).</i></p> <p><i>Note: For those companies committing to Charter 2010 (but not yet member of Charter 2005), a "transition" logo (see below) is being provided for possible use on packs till 1st July 2011 ("use": defined as date of production)</i></p> 		
6) Ordinary Members (OM)/Associate Members (AM)	Both statuses remain.		<i>No change</i>