



THE CHARTER FOR SUSTAINABLE CLEANING UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 10, May 2012

+++ An information update for participating companies,
accredited verifiers and all interested parties +++

[Status Report/Overview Registrations](#)

[News and Info](#)

[Other Communication](#)

[Stakeholder contacts](#)

[Conferences and Workshops](#)

[Project development – Useful information](#)

[Charter Contact Persons](#)



Status Report/Overview Registrations

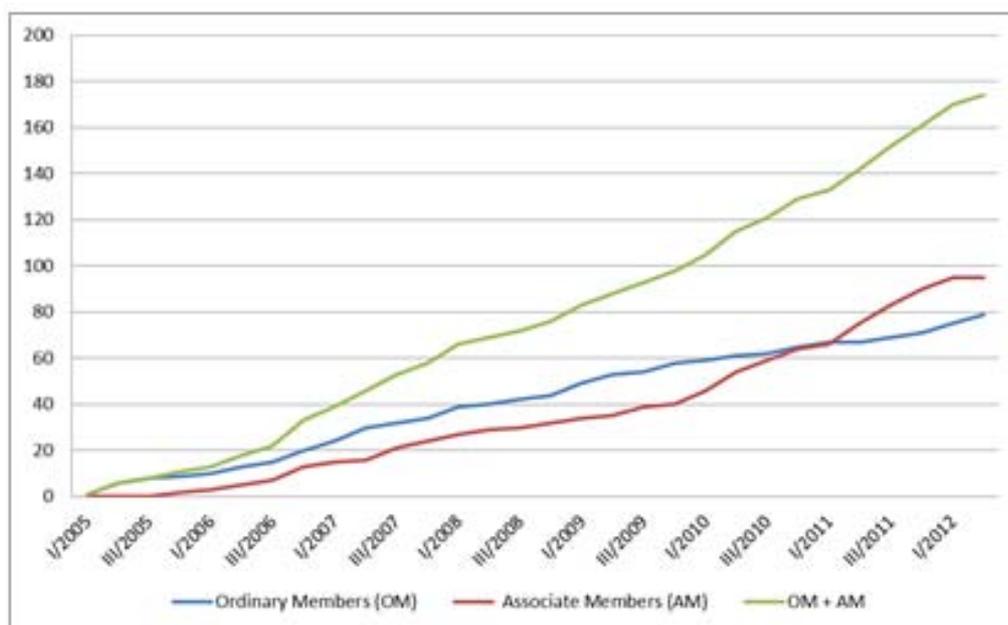
175 Manufacturers and Distributors in the Charter so far (*110 companies committed to the Charter Update 2010)

As of May 2012, **80 manufacturers** have officially committed as **ordinary members** to the Charter: Acdopro*, Action Pin, Afalin*, Albaad*, Alfred Kärcher*, Amway, AVT*, Beromin Chemie*, Bolton Manitoba, Brauns Heitmann*, Buck-Chemie*, Budich International*, Colgate Palmolive*, Claro Products*, Dalli-Werke*, Danlind*, Deco, Delta pronatura*, Diversey*, Domal wittol*, Donau Kanol*, Dreco*, Dr. Schnell Chemie*, Dr. Schumacher, Ecolab*, Encos HandelsgembH*, Filer*, fit*, Francisco Aragon*, Gallon-Kosmetik, Gechem, Global Cosmed*, Gruppo DESA (ITS Detergenti s.r.l.)*, Grupo Forquisa, Helichem*, Henkel*, I.C.E. FOR*, AC Marca, Industria Jabonera Lina, Jeyes, KH Lloreda, KiiltoClean Oy, Kiter*, Luhns*, Madel*, Mantz airmotions*, Mc Bride*, Mellerud Chemie*, Messing & Keppler, Mifa, Nice Pak International*, Nicols*, Packaging Imolese*, Persan*, Pizzolotto, Procter & Gamble*, Productos Codina, Promer, Reckitt Benckiser*, Relevi*, Riem*, Rosmarin*, Saci*, SC Johnson*, Senzora, Solent Group, SOLUTION Glöckner Vertriebs-GmbH*, Spectro*, Suavizantes y Plastificantes Bituminosos – SPB, Südsalz*, Suministros Científicos Tecnicos, Sutter*, Swallowfield, Swif, Thurn Produkte*, Unilever*, Van Dam Bodegraven*, Vandeputte*, Wareg*, Werner & Mertz*.

95 distributors have now signed the **Associate Membership Agreement**: Acdoco*, Alco*, Aldi Nord*, Aldi Süd*, Alpheios, Argos Hygiène, Asda, Asito*, ASP Cleaning Products*, A.S. Watson (Kruidvat & Trekpleister)*, Auchan, Avanti Blue*, Avodesch*, Bennet, BFS Group (3663)*, Boma*, Bon Preu Sau, Burnus*, Caprabo, Carrefour, Coldis, Condis, Coolike Regnery*, CPH - Companhia Portuguesa de Hipermercados, Conad, Crai Secom, Despar Italia Consorzio, Detailconsult Formule-Management, D.L.P.*, DM-Drogerie Markt*, Dr. Weigert Nederland, Edeka*, Esselunga*, Euriga Trading*, Eurospin Italia, Ewepo*, Facicom Professional Products, Globus SB-Warenhaus Holding, GTG Hansa*, Grandi Magazzini e Supermercati il gigante*, Jannis*, Jumbo Supermarkten*, Hilco Chemie*, Hyga Tissue + Cosmetics, IN'S Mercato*, Kaiser's Tengelmann, Krabeck*, Kaufland, Leifheit*, Les Coopérateurs de Normandie – Picardie, Lidl*, Linz*, Lombardini Discount*, Marks & Spencer, Mercadona, Migros, Miquel Alimentacio Grup, Modelo Continente Hipermercados, Morrisons, Müller, Musgrave Group*, Nedac Sorbo*, Nipa*, Nisa, Norma, O'Lacy, Pam Panorama*, Pantos, Penny Markt*, Plus Retail, Powder and Liquid Products Limited, real,- SB Warenhaus, Rewe*, Rhima Nederland*, Rossmann*, Sainsbury's, Scamark*, Schlecker, Selex Gruppo Commerciale*, Somerfield, Spotless

Punch, Stokomani, Sun*, Superunie*, Systeme U*, Tegut, Tesco, Tristar Industries Group*, Universeel, VAT Onderhouds- en Reinigingsproducten*, Waitrose, Walter Bösch KG, Waschmittelwerk Genthin, Wola, ZHG (Zentrale Handelsgesellschaft)*.

The graph below reflects the dynamic increase of company participation since the launch of the initiative.



In addition, 89 companies (from Belgium, Canada, the Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, and the UK) are in the Charter training area, preparing for the Charter Entrance Check.

[Back to top](#)

News and Info

Charter ASP criteria for household automatic dishwashing detergents launched on 1 April 2012

A key feature of the Charter Update 2010 is the introduction of the product dimension via Advanced Sustainability Profiles (ASP) which companies can apply to product categories. The scheme was initially launched with ASP criteria for household laundry detergents and fabric conditioners. Various products with the new Charter product logo now appear on supermarket shelves in Europe conforming with the necessary requirements. Since 2010, criteria for new product categories have been under development and on 1 April 2012, A.I.S.E. launched the ASP requirements for household automatic dishwashing detergents which will start to appear on shelves with the Charter ASP logo from 1 April 2013. Companies implementing those ASPs will also be entitled to use the Autodish Cleanright Panel (see below) on their on-pack communication. All documentation on the Charter and related activities is available at: www.sustainable-cleaning.com/en/companyarea_documentation.orb. Work is being undertaken to provide industry with ASP criteria for further products categories (e.g. hand dish detergents, hard surface cleaners etc.); these will be released in the coming months.

Autodish Cleanright Panel



In parallel with the launch of ASP requirements, A.I.S.E. provided the new Autodish Cleanright Panel for on pack use to encourage consumers to use automatic dishwashing detergents sustainably and thus, save water, energy, CO₂ and money. This panel has been developed with the same visual identity as the Washright panel and is freely available from www.aise.eu/end_user_info.

The introduction of this panel also coincides with the phasing out of the "Save Energy and Water" project initially developed and launched by A.I.S.E. in 2006. The aim was to help consumers to make significant savings in water and energy by providing

automatic dishwashing detergents efficient at 50°, 55° or lower temperature on their machine wash programmes. The phasing out of this project ensures consistent communication to consumers. Companies formally committed to the "Save Energy and Water" project have been duly informed and are invited to progressively replace the related artwork material and trademark with the A.I.S.E. Autodish Cleanright Panel.

Consultation on revised Charter ASP criteria for household solid laundry detergents until 21 May 2012

Since July 2011, the Charter Update 2010 is being implemented across Europe on laundry detergents and fabric conditioners. A key Charter principle aims at securing that the criteria proposed remain constantly ambitious but achievable by all. This implies that the ASP system, like the Charter, is a living system, with the implicit intention to periodically review the criteria and thresholds in order to constantly drive progress in the category. Given recent developments, the first revision of ASP criteria for household laundry detergents is being organised; timing would aim at making those new criteria available from 1 July 2012, for implementation from 1 July 2013 (and thus taking over from the initial criteria made available to industry on 1 July 2010). Between 27 April and 21 May 2012, A.I.S.E. is therefore organising a broad consultation with the companies committed in the Charter and other members of the industry involved in such product categories on the 1st revision of Charter Update 2010 Advanced Sustainability Profiles (ASPs) for household solid laundry detergents. The input is very important for A.I.S.E., as we need to secure that those criteria are ambitious but reasonably achievable by the whole industry. The revised parameters and thresholds of such ASPs are provided together with a substantiation dossier. **Within this substantiation dossier, a questionnaire is included to complete and return to the A.I.S.E. Secretariat by 21 May 2012.** The relevant consultation documents can be found at the following web address:

www.sustainable-cleaning.com/en.charter_2010_consultation.orb

A.I.S.E. Activity and Sustainability Report 2011-2012 under preparation

The A.I.S.E. Activity and Sustainability Report 2011-2012 will provide an overview of A.I.S.E.'s mid-2011 to mid-2012 achievements in regulatory affairs and in voluntary activities, as well as the 2011 market value. One section of the Sustainability Report focuses on developments achieved with regards to the A.I.S.E. Charter for Sustainable Cleaning, and reports progress on the 2011 KPI reporting. This KPI reporting was organised between 1 January and 15 April 2012, to which 72 companies contributed with their data.

A.I.S.E. Charter best practice workshop

On 30 November 2011, A.I.S.E. organised in Brussels a Charter workshop which was attended by more than 50 delegates from Charter member companies, companies preparing for the Charter Entrance Check, Charter verifiers and national A.I.S.E. member associations.



From left to right: F. Blumenthal; R. Schroeder; C. Hornikx; W. Palmers; S. Zänker; S. Nissen; A. Jespers; D. Walker; F. McDougall

After an introduction on main KPI trends by Wim Palmers from Deloitte, representatives from five Charter member companies shared case studies on best practice. Roland Schroeder from Henkel informed the audience on the management of consumer related health information; his presentation was followed by Van Dam Bodegraven's Cyril Hornikx, who shared examples on how energy consumption and CO2 emissions can be reduced. Ad Jespers gave an inside view of Diversey's sustainability with professional customers, Forbes McDougall presented P&G's programme on how to achieve zero waste to landfill, and Frank Blumenthal from Colgate Palmolive informed the participants on safe and healthy workplaces. In addition, A.I.S.E.'s Director General, Susanne Zänker, gave an overview on political developments on EU level, especially on the European Commission SCP/SIP Action Plan.

Please follow this link in order to download all presentations: http://www.sustainable-cleaning.com/content_attachments/documents/CharterBestPractice-Workshop_Nov2011_Presentations.zip.

[Back to top](#)

Other Communication

[The Charter in the media](#)

Since the Charter launch in December 2004, communication activities via A.I.S.E. and its network of national associations have been strongly encouraged, and led to the publication of various articles.

Please find below a selection of related articles that have been published recently.

- [La Stampa.it: Una "coccarda verde" per un bucato a basso impatto ambientale](#), March 2012
- [Adnkronos: Puntare su innovazione e rispetto per l'ambiente nel comparto 'cura casa'](#), March 2012
- [Donna Moderna: Pulizie di primavera. Ma wellness](#), March 2012
- [Il Nord.com: Assocasa ti spiega la sostenibilità sui detersivi con il logo del Charter](#), February 2012
- [Mister-x.t: Assocasa ti spiega la sostenibilità sui detersivi con il logo del Charter](#), February 2012
- [Milano Today: Per un bucato attento a salute, sicurezza e ambiente cerca il logo del charter](#), February 2012
- [Donna Moderna: Faccio le pulizie eco-friendly](#), January 2012
- [La Mia Notizia: Etichette sui detersivi? Assocasa spiega come leggerle e lancia il nuovo 'Charter per una pulizia sostenibile'](#), September 2011
- [Laura: Neues Siegel fuer Waschmittel - Der feine Unterscheid](#), August 2011
- [Bravacasa: Pulito senza rischi \(per noi e l'ambiente\)](#), July 2011
- [GSA - Il Giornale dei Servizi Ambientali: Assocasa spiega vantaggi e opportunita](#), May 2011
- [L'Eco di Bergamo: Sviluppo sostenibile - La sfida da vincere](#), May 2011



All articles published so far can be found and downloaded via web at:
http://www.sustainable-cleaning.com/en/publicarea_mediacoverage_orb.

[Back to top](#)

Stakeholder contacts

SCP/SIP Action Plan

Recently, A.I.S.E. contributed to the EU public consultation on "Delivering more Sustainable Consumption and Production". The consultation offered an opportunity to all interested parties to express their views and opinion on the possible introduction of EU wide measures related to Sustainable Consumption and Production, Green Public Procurement, the Environmental Footprint of Products and the Environmental Footprint of Organisations. In this context, A.I.S.E. provided a position paper on the topic, highlighting following aspects (the complete position paper and contribution is available at the A.I.S.E. secretariat):

- The industry should continue to have a key role in driving sustainability, working at pan-European sectoral level with voluntary self regulation to deliver common goals quickly and cost-effectively, capitalising on the expertise and knowledge of the sector.
- It is critical that the SCP/SIP package develops into an efficient and not overregulated framework, harmonised across Europe and coherent with other legislation.
- Innovation should be encouraged, given equal balance to all three pillars of sustainability.
- Proliferation of individual national schemes or parallel systems should be avoided.
- The role of consumers in using the products more sustainably can be the most crucial area to address for several product categories. Consumer education towards sustainable consumption is key.
- The Green Public Procurement Handbook is to be considered as a guidance document, but not the only option. GPP also does not provide any guidance on how to communicate correctly environmental claims.
- Education and evolution of societal values are most likely to be the major drivers for change.

Evaluation of the Ecodesign Directive, considering the extension of the Ecodesign Directive to non-Energy Related Products

A.I.S.E. was able to actively contribute to some consultant activities regarding the EU Ecodesign directive, both concerning its future work programme as well as its potential expansion to other product categories. A.I.S.E.'s voluntary work notably the

Charter for Sustainable Cleaning and its 2010 update has been seen as relevant and useful. In the Evaluation of the Ecodesign Directive survey it was concluded that "Voluntary initiatives within the context of the Ecodesign Directive can provide similarly effective but more flexible and less costly solutions for some product categories of non-Energy Related Products, including all purpose cleaners and detergents."

[Back to top](#)

Conferences and Workshops

On 25 April at the 7th International Fresenius Conference – Detergents and cleaning products, in Mainz/Germany, A.I.S.E.'s Sustainability and Communications Manager Sascha Nissen gave a talk on " Driving the sustainability agenda: The A.I.S.E. Charter for Sustainable Cleaning " to 220 delegates from industry, academia and other organisations. There was a lot of interaction after the presentation with positive feedback from the audience.

Sascha will also present the Charter at the 6th SETAC World Congress in Berlin/Germany on 24 May 2012.

[Back to top](#)

Project development – Useful information

Accredited Verifiers for the Entrance Check

AENOR, Bureau Veritas Certification Germany GmbH, Certiquality, CSQA Certificazioni, DNV Business Assurance/DNV Certification Oy Ab, DQS GmbH, Dr. Willi Bethäuser, DS Certificering, Happy Note Ltd, JJD CONSULTANT, Lloyd's Register, OFC, Quality Masters/IMS BV, SGS, Two Tomorrows Group, TUEV Austria Deutschland GmbH, Umweltgutachter Dipl.-Ing. Henning von Knobelsdorff, URS Corporation.

Your input is highly welcomed

The A.I.S.E. secretariat would highly appreciate to receive from companies in the Charter copies of communication material (e.g. reviews, newsletters, leaflets) featuring the Charter.

[Back to top](#)

Charter Contact Persons

For questions or feedback, please contact:

Sascha Nissen: Charter Internal Communication and Extranet Management: sascha.nissen@aise.eu; Tel: +32 2 679 62 65

Valérie Séjourné: Charter External Communication: valerie.sejourne@aise.eu; Tel +32 2 679 62 69

A.I.S.E., Avenue Herrmann Debroux 15A, B-1160 Brussels

Tel.: +32 (0) 2 679 62 60

Fax: +32 (0) 2 679 62 79

www.aise.eu

www.sustainable-cleaning.com