



THE CHARTER FOR SUSTAINABLE CLEANING

UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 12, October 2013

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



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Status Report/Overview Registrations

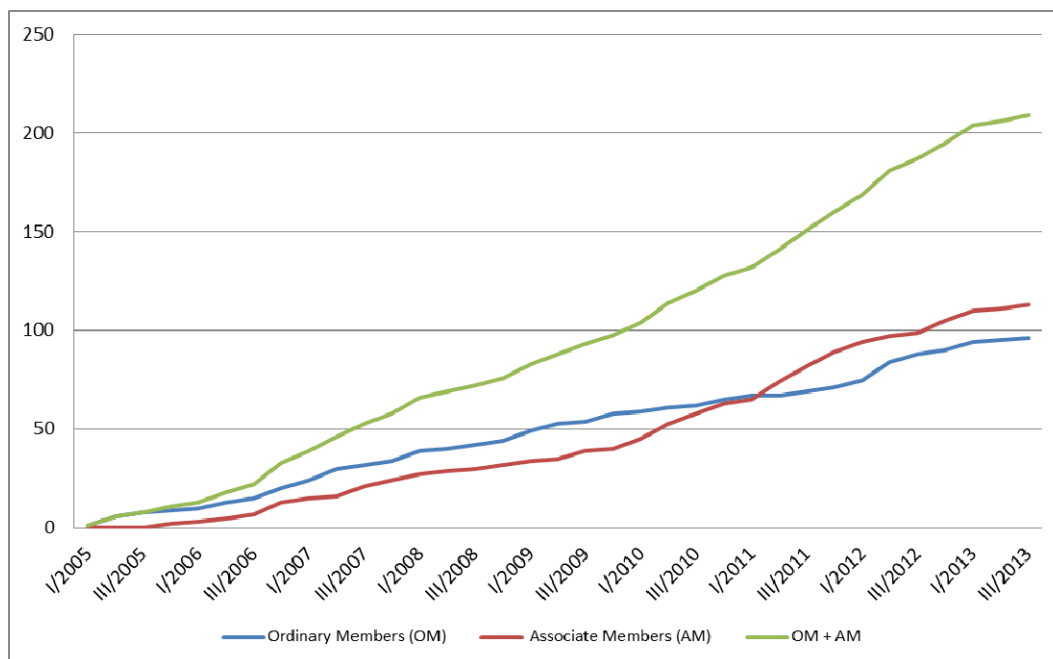
210 Manufacturers and Distributors in the Charter so far (*156 companies have committed to the Charter Update 2010)

As of September 2013, **97 manufacturers** have officially committed as **ordinary members** to the Charter: Acopro*, AC Marca, Action Pin, Aerochemica*, Afalin*, Albaad*, Alfred Kärcher*, Amway, AVT*, Beromin Chemie*, Biochimica*, Bolton Manitoba, Brauns Heitmann*, Buck-Chemie*, Budich International*, Colgate Palmolive*, Claro Products*, Dalli-Werke*, Danlind*, Deco, Delta pronatura*, Deterplast*, Diversey*, Domal wittol*, Donau Kanol*, Dreco*, Dri-Pak*, Dr. Schnell Chemie*, Dr. Schumacher*, Dylas Italia*, Ecolab*, Emmegi Detergents*, Encos HandelsgmbH*, Filer*, fit*, Francisco Aragon*, Gallon-Kosmetik*, Gechem*, Global Cosmed*, Gold Drop*, Gruppo DESA*, Grupo Forquisa, Helichem*, Henkel*, I.C.E. FOR*, Ickenroth*, Industria Jabonera Lina, Industrias Catala, Jeyes, KH Lloreda, KiiltoClean Oy, Kiter*, Kosmet Rokita*, Luhns*, Madel*, Mantz airmotions*, Mc Bride*, Mellerud Chemie*, Messing & Keppler*, Mifa, Nice Pak International*, Nicols*, Packaging Imolese*, Persan*, Pizzolotto, Procter & Gamble*, Productos Codina, Promer*, Punch Industries*, Reckitt Benckiser*, Relevi*, Riem*, Rieduklin Chemie*, Rosmarin*, Saci*, SC Johnson*, Senzora*, Solent Group, SOLUTION Glöckner Vertriebs-GmbH*, Spectro*, Staples Disposables*, Star Brands, Suavizantes y Plastificantes Bituminosos – SPB*, Südsalz*, Suministros Cientificos Tecnicos, Sutter*, Swallowfield, Swif*, Thurn Produkte*, Tosvar, Unilever*, Van Dam Bodegraven*, Vandeputte*, Vipack*, Wareg*, Waschmittelwerk Genthin*, Werner & Mertz*.

113 distributors have now signed the **Associate Membership Agreement**: Acdoco*, Ahold Europe*, Alco*, Aldi Nord*, Aldi Süd*, Alpheios, Argos Hygiène, Asda, Asito*, ASP Cleaning Products*, Asto International Logistics*, A.S. Watson (Kruidvat & Trepleister)*, Auchan, Avanti Blue*, Avodesch*, Bennet, Bertels B.V.*, BFS Group (3663)*, Billa*, Boma*, Bon Preu Sau, Burnus*, Cantorclin Schoonmaak*, Caprabo, Carrefour, Coldis, Condis, Coolike Regnery*, Consum. S. Coop. V*, The Co-operative Group*, CPH - Companhia Portuguesa de Hipermercados, Conad, Crai Secom, Dasselaar Grootverbruik*, DEHAG-Dörr-Handels GmbH*, Delhaize Group*, Despar Italia Consorzio, Detailconsult Formule-Management, D.H.P.*, D.L.P.*, DM-Drogerie Markt*, Dr. Weigert Nederland, Edeka*, Esselunga*, Euriga Trading*, Eurospin Italia, Ewepo*, Facilicom 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, MTS Euro Products*, Müller*, Musgrave Group*, Nedac Sorbo*, New York N.V. - Pama Industries*, Nipa*, Nisa, Norma, O'Lacy, ORO-Produkte*, 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*, Sisa*, SMA SpA*, SNG Commercial*, Somerfield, Spotless Punch, Stokomani, Sun*, Superunie*, Systeme U*, Tegut, Tesco, TJ Morris, Tristar Industries Group*, Unes Centro Societa Cooperativa*, Universeel, VAT Onderhouds- en Reinigingsproducten*, Waitrose, Walter Bösch KG, Wola, ZHG (Zentrale Handelsgesellschaft)*.

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



In addition, 87 companies (from Belgium, Canada, the Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, the UK and Turkey) are in the Charter training area, preparing for the Charter Entrance Check.

200th Charter for Sustainable Cleaning member

In February 2013, A.I.S.E. welcomed its 200th Charter for Sustainable Cleaning member as Vipack BV, a Dutch manufacturer of laundry detergents and cleaners, joined the scheme. Commenting on the achievements of the Charter, Charles-François Gaudefroy, A.I.S.E. President said: "With our Charter for Sustainable Cleaning we strive to offer the most advanced sustainability reference scheme for steering best practice within our industry. The continuously growing membership of the Charter now reaching 200 companies is a clear mark of success."



Picture: Charles-François Gaudefroy, President of A.I.S.E. and Henk Vossen, Director of Vipack BV

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News and Info

A.I.S.E.'s pilot on laundry detergents selected by European Commission to lead project on Environmental Footprinting of products

On 3rd October 2013, the European Commission has announced its selection out of 90 applications for its 3-year pilot test on environmental performance of products (PEF). The A.I.S.E. project has been selected as one of the 14 pilots with liquid laundry detergents. In the context of its Single Market for Green Products (SMGP) initiative, the European Commission has established this Product Environmental Footprint (PEF) method to measure environmental performance throughout the product's lifecycle. The European Commission has developed this Life Cycle Assessment (LCA) based harmonised methodology in close cooperation with services such as the Joint Research Centre (JRC). PEF Pilot Projects with specific product sectors will be carried out between November 2013 and end of 2016, aiming at:

1. Identifying Product Category Rules on key environmental parameters
2. Testing verification procedures

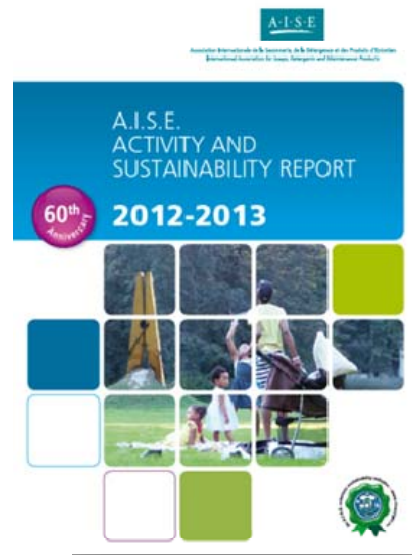
3. Testing different communication options

Together with partners from the industry (including so far the companies Ecover, Henkel, McBride, P&G, Unilever, Vandeputte and the national industry associations Afise (France) and Detic (Belgium)), A.I.S.E. will develop and test the method for the industry sector. A.I.S.E. will bring through this pilot the expertise that has been established through its different voluntary initiatives, including our Charter for Sustainable Cleaning. Companies, which are operating in liquid laundry detergent and interested to participate in this pilot project, can express their interest to the A.I.S.E. secretariat till 15 December 2013. Details on the PEF pilot projects are published on following European Commission web portal:

http://ec.europa.eu/environment/eussd/smgp/product_footprint.htm

A.I.S.E. Activity and Sustainability Report 2012-2013

The A.I.S.E. Activity and Sustainability Report 2012-2013 provides an overview of A.I.S.E.'s mid-2012 to mid-2013 achievements in regulatory affairs and in voluntary activities, as well as market value. The Sustainability section of the report focuses on developments achieved with regards to the A.I.S.E. Charter for Sustainable Cleaning. The KPI performance is based on data gathered between January and April 2013. A total of 89 companies contributed to the results achieved.



KPI HIGHLIGHTS 2012 vs 2011

Production

Total production tonnage fell by -2.3% in 2012 compared with 2011 on a like-for-like basis

Charter footprint

The total production tonnage covered by the Charter including new companies joining was 12.1mt, equivalent to 95% of total output in the EU

Energy consumption

Total energy consumed fell -1.9% on a like-for-like basis

CO₂ emissions

Total emissions of CO₂ fell -2% on a like-for-like basis

Change since 2006

Energy use per tonne of production is down by -19% and CO₂ by -24% over the 7 years since 2006

Advanced sustainability

The number of products in the laundry category bearing the new Advanced Sustainability Profile logo reached 30%

To access the latest A.I.S.E. Activity and Sustainability report, incl. the complete KPI data report, please visit: www.aise.eu/publications.

Development of Charter Advanced Sustainability Profiles

One key feature of the Charter Update 2010 was the introduction of the product dimension, the 'Advanced Sustainability Profiles' (ASPs) that companies can apply to product categories; the scheme was launched with ASP criteria for household laundry detergents and fabric conditioners to start with, followed by automatic dishwashing detergents, the 1st revision of ASPs for solid laundry detergents, and household dilutable all purpose cleaners. All have a one-year preparation period before activation. We can now see that various products with the ASP Charter logo appear on supermarket shelves in Europe, in conformity with those requirements: in 2012, 688 million units of Charter 2010 ASP Products were sold, representing on average 30% of the laundry products purchased in the EU.

Work is being undertaken to provide industry with ASP criteria for other products categories. A consultation with the industry on ASP criteria for trigger spray hard surface cleaners was organised in July and August 2013, and those ASP criteria were launched on 1 October 2013. Products of this category which fulfil the ASP criteria can appear on shelves with ASP logo on 1 October 2014. Furthermore, companies operating in our industry sector are invited to contribute to a consultation on ASPs for household manual dishwashing detergents until 18th November this year – the relevant consultation material can be downloaded from following website: www.sustainable-cleaning.com/en.charter_2010_consultation.orb. In addition, A.I.S.E. Task Forces are working on the finalisation of ASPs for household toilet cleaners and professional building care products.

The relevant material concerning all new ASP components can be found via: www.sustainable-cleaning.com/en.companyarea_documentation.orb.

Product categories for which Charter ASPs have been activated:

Product category	Product formulation		Packaging weight per Job	Packaging recycled content	End User Information on pack	Activation date
	Pass ESC	Dosage (g or ml/Job)				
Laundry products						
Laundry detergent powders	Yes	≤ 75g + ≤ 115ml	≤ 6.5g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Laundry Cleanright panel AND Ability to wash at ≤ 30° C indicated AND Safe use tips	1 July 2013 (updated)
Laundry detergent liquids		≤ 75ml	≤ 7.0g			Card board: ≥ 60%
Fabric conditioners		≤ 35ml	≤ 4.0g		Laundry Cleanright panel AND Safe use tips	
Automatic dishwashing detergents						
Powders and unit doses with rinse function	Yes	≤ 25g	≤ 3.5g	Card board: ≥ 60% OR 100 % of content in board packaging is certified made from fibre sourced from sustainable forests	Autodish Cleanright panel AND Safe use tips	1 April 2013
Powders and unit doses without rinse function		≤ 20g	≤ 3.5g			
Liquids mono chamber style		≤ 35ml	≤ 4.5g			
Liquids multi chamber style		≤ 35ml	≤ 6.0g			
Dilutable all purpose and floor cleaners						
	Yes	≤ 12 ml / l of wash water	≤ 1.3g	Card board: ≥ 60% OR 100 % of content in board packaging is certified made from fibre sourced from sustainable forests	All purpose cleaners Cleanright panel AND Dosage information AND Safe use tips	1 October 2013

Best Practice Sharing and Corporate Social Responsibility

A.I.S.E. is happy to announce the introduction of a new section on the Charter technical website dedicated to best practice. Building on the continuous increase in companies joining the Charter for Sustainable Cleaning, A.I.S.E. promotes the sharing of best practice within our industry sector in an effort to further improve performance on sustainable development. For this purpose, A.I.S.E. has organised workshops on the topic, for example Corporate Social Responsibility (CSR) for SMEs in February 2013. All workshop material has been published in the best practice section which can be easily accessed from a tab on the homepage available at the below link:

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

Pan-European sustainable laundry campaign "I prefer 30°"

A.I.S.E. has launched on 7 June 2013 a multi-stakeholder campaign to promote low temperature washing in Europe and fight climate change. The novelty of the "I prefer 30°" campaign is that it will also be open to retailers, appliance manufacturers, fashion manufacturers/retailers, authorities, NGOs and other corporate supporters making it a unique multi-stakeholder movement! The campaign is planned to be rolled out from January to September 2014 for consumers in Belgium, Denmark, France, Italy and the United Kingdom. Details of partnership possibilities are available at www.iprefer30.eu. At the launch event, Connie Hedegaard, European Commissioner for Climate Action said: "I very much welcome the "I prefer 30°" campaign. This is an example of partnership at its best and is fully in the spirit of the Commission's aim to encourage multi-stakeholder action in the fight against climate change. If we all make small changes to our daily habits, together we CAN make a big difference. Let's work together for a better climate - one machine wash at a time!"



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Further political developments

Corporate Social Responsibility - Disclosure of non-financial information

On 16th April 2013, a legislative proposal for an EU Directive with regards disclosure of non-financial and diversity information by certain large companies and groups was published. According to this proposal, large companies (average number of employees exceeds 500 and the balance sheet total exceeds €20million or the net turnover exceeds €40million) will be required to include in their annual report, or in the review within the consolidated annual report, a non-financial statement with information about the policies, results and risks that are related to 4 major areas: environmental, social and employee-related matters, human rights, anti-corruption and bribery.

For further info, see the European Commission website on the topic: http://ec.europa.eu/internal_market/accounting/non-financial_reporting/index_en.htm

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Conferences

At the ECR (Efficient Consumer response) Europe Conference on 14 May in Brussels, A.I.S.E.'s Sustainability and Communications Director Valérie Séjourné was invited to speak on the topic of 'Sustainability and the detergents industry'.

On 11th June, A.I.S.E.'s Sustainability and Communications Manager Sascha Nissen presented A.I.S.E.'s Sustainability Strategy at the CESIO 2013 9th World Surfactant Congress and Business Convention in Vienna.

From 9th to 11th October, A.I.S.E. was represented with a booth at the 60th SEPAWA Congress in Fulda/Germany, which was visited by more than 2100 delegates from 40 countries. The Charter and other topics in which A.I.S.E. is actively involved were showcased. It is remarkable that the Charter and other A.I.S.E. initiatives were mentioned as best practice examples in some of the conference lectures.

Valérie Séjourné presented the Charter experience and A.I.S.E.'s PEF pilot at the 1st PEF World Forum Summit in Berlin on 8th October 2013, where other retained PEF pilots and important stakeholders were present. Some lectures of this event were video recorded. You can find the full playlist [here](#).

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Project development – Useful information

Accredited Verifiers for the Entrance Check

AENOR, Bureau Veritas Certification Germany GmbH, Certiquality, CSQA Certificazioni, DNV, DNV Business Assurance/DNV Certification Oy Ab, DNV Two Tomorrows, DQS GmbH, Dr. Willi Bethäuser, DS Certificering, Happy Note Ltd, JJD CONSULTANT, Lloyd's Register, OFC, QualityMasters, SGS, 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.

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Charter Contact Persons

For questions or feedback, please contact:

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