



THE CHARTER FOR SUSTAINABLE CLEANING

UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 14, October 2015

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



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Status Report/Overview Registrations

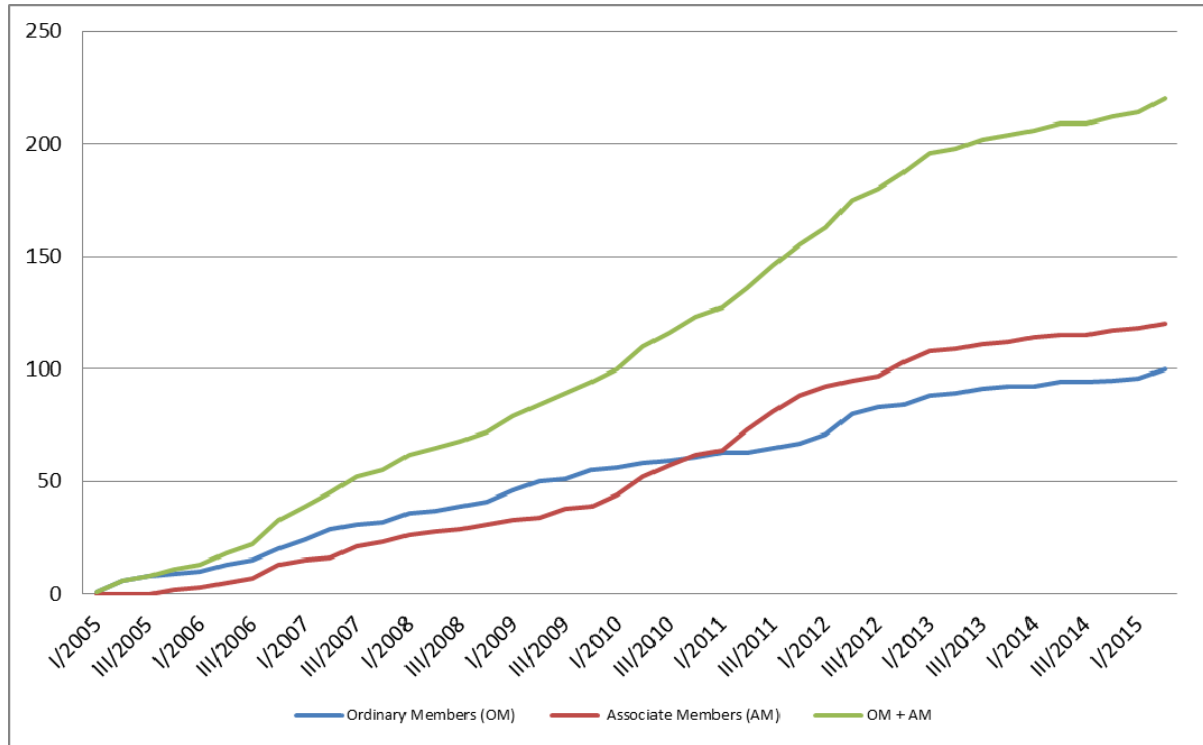
224 Manufacturers and Distributors in the Charter so far (*177 companies have committed to the Charter Update 2010)

Interest in joining the Charter for Sustainable Cleaning continues to be strong and the Charter community is growing: As of September 2015, **101 manufacturers** have officially committed as **ordinary members** to the Charter: Acadopro*, AC Marca, Action Pin, Aerochemica*, AfaIn*, Agraplan Farmaca*, Airedale Solutions*, Albaad*, Alfred Kärcher*, Amway, AVT*, Beromin Chemie*, Biochimica*, Bolton Manitoba, Brauns Heitmann*, Buck-Chemie*, Budich International*, Chemical Flacer*, Colgate Palmolive*, Claro Products*, Dalli-Werke*, Danlind*, Deco*, Delta pronatura*, Deterplast*, Diversey Sealed Air*, Donau Kanol*, Dreco*, Dri-Pak*, Dr. Schnell Chemie*, Dr. Schumacher*, Emmegi Detergents*, Encos HandelsgembH*, Filer*, fit*, Francisco Aragon*, Gallon-Kosmetik*, Gechem*, Global Cosmed*, Gold Drop*, Grupo Forquisa, Helichem*, Henkel*, I.C.E. FOR*, Ickenroth*, Industria Jabonera Lina*, Industrias Catala, Inquiba*, ITS Sisa*, Jeyes, KH Lloreda*, King Nederland*, Kiter*, Madel*, Mantz airmotions*, Mc Bride*, Mellerud Chemie*, Messing & Keppler*, Mifa*, Militex*, Nice Pak International*, Nicols*, Nopa Nordic*, Packaging Imolese*, PCC Consumer Products Kosmet*, Persan*, Pizzolotto*, Procter & Gamble*, Productos Codina, Promer*, Punch Industries*, RCP Ranstadt*, Reckitt Benckiser*, Relevi*, Riem*, Rieduklin Chemie*, Rosmarin*, Saci*, Samato*, Sapro*, SC Johnson*, Senzora*, Severn Delta*, SI.STE.M.*, SOLUTION Glöckner Vertriebs-GmbH*, Spectro*, Star Brands, Suavizantes y Plastificantes Bituminosos – SPB*, Südsalz*, Suministros Cientificos Tecnicos, Sutter*, Swallowfield, Swif*, Thurn Produkte*, Tosvar, Unilever*, Van Dam Bodegraven*, Vandeputte*, Vipack*, Wareg*, Werner & Mertz*, Wet Wipes International*.

123 distributors have now signed the **Associate Membership Agreement**: Acdoco*, Agraplan Farmaca*, Ahold Europe*, Alco*, Aldi Nord*, Aldi Süd*, Alpheios, Argos Hygiène, Asda, Asito*, ASP Cleaning Products*, Asto International Logistics*, A.S. Watson (Kruidvat & Trekpleister)*, Auchan, Avanti Blue*, Avilo Marketing*, Avodesch*, Bennet, Bertels B.V.*, BFS Group (3663)*, Bidvest Deli XL*, Billa*, Bösch Reinigungssysteme, Boma*, Bon Preu Sau, Burnus*, Cantorclin Schoonmaak*, Caprabo, Carrefour, Coldis, Conad*, Condis, Coolike Regnery*, Consum. S. Coop. V*, The Co-operative Group*, CPH - Companhia Portuguesa de Hipermercados, Conad, Crai Secom*, Dasselaar Grootverbruik*, De Jong & Partners, Delhaize Group*, DEHAG-Dörr-Handel*, 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, Grandi Magazzini e Supermercati il gigante*, Hema*, Hilco Chemie*, Hyga, Jannis*, Hygien Tech*, Jumbo Supermarkten*, IN'S Mercato*, Iwan Budnikowsky, James*, Kaiser's Tengelmann, Kaufland*, King Nederland, Krabeck*, Leifheit*, Les Coopérateurs de Normandie – Picardie, Levens Cooking & Baking Systems*, Lidl*, Linz*, Lombardini Discount*, Marks & Spencer, Mercadona*,

Migros, Miquel Alimentacio Grup, Modelo Continente Hipermercados, Morrisons*, Müller*, MTS Euro Products*, Musgrave Group*, Nedac Sorbo*, New York N.V. - Pama Industries*, Nipa*, Nisa, Norma, Nuvo Clean*, O'Lacy, ORO-Produkte*, Pam Panorama*, Pantos*, Penny Markt*, Plus Retail, Powder and Liquid Products Limited, Probisa*, real,- SB Warenhaus, Rewe*, Rhima Nederland*, Rossmann*, Sainsbury's, Scamark*, 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, Wola, ZHG (Zentrale Handelsgesellschaft)*.

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



In addition, 102 companies (from Algeria, Belgium, Canada, Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Israel, Italy, Kuwait, Malta, the Netherlands, Poland, Spain, Sweden, Switzerland, San Marino, Syria, Turkey, the UK and the USA) are in the Charter training area, preparing for the Charter Entrance Check.

A.I.S.E encourages all companies to migrate to the Charter update 2010, in order to take advantage of the ASP system (i.e. product component) and also to access the modernised logos linked to Charter 2010. Migrating is easy, by signing the Charter version 2010 commitment letter and licence agreement.

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News and Info

A.I.S.E. Activity and Sustainability Report 2014-2015

The latest A.I.S.E. Annual Review and Sustainability Report was published in summer and covers the period June 2014 - June 2015. The report provides an overview of A.I.S.E.'s key areas of activity. This year's focal point is the Professional Cleaning and Hygiene sector, which makes a vital contribution to public health and wellbeing. In the sustainability section strong results are being reported and Key performance indicators highlight the value of the A.I.S.E. Charter for Sustainable Cleaning: The reduction in CO₂ emissions continues with the total falling and the number of consumer products carrying the ASP logo grew to more than 1 billion:

KPI HIGHLIGHTS 2014 vs 2013

Charter footprint

There was a slight decrease in the number of companies reporting for 2014 from 93 to 92 due to mergers, and the total production tonnage covered by the Charter including new companies joining was 11.2mt, equivalent to 99.7% of the total output of reporting companies in the EU+4.

Energy consumption

Total energy consumed fell 2.5% on a like-for-like basis.

CO₂ emissions

Total emissions of CO₂ fell 2.3% on a like-for-like basis.

Changes since 2006

Energy use per tonne of production is down by 27.5% and CO₂ by 18.8% over the 9 years since 2006.

Products with ASP logo

The number of consumer products carrying the ASP logo increased from 820m to 1 billion, an increase of 22% on a like-for-like basis. From the laundry category alone, 33% of products comply with the Charter Advanced Sustainability Profiles.




To access the latest A.I.S.E. Activity and Sustainability report, incl. the KPI data report and the KPI commentary, please visit the [Charter technical website](#).

Research article on six life cycle studies used for the Charter

In October 2015, the scientific journal "Environmental Sciences Europe" published a research article entitled 'A compilation of life cycle studies for six household detergent product categories in Europe: the basis for product-specific A.I.S.E. Charter Advanced Sustainability Profiles'. This article, which is co-authored by A.I.S.E. network experts and PRé Consultants, recognises the scientific life cycle work which has been used as basis to define the Charter ASP criteria for these categories. The article is available free of charge here (<http://www.enveurope.com/content/27/1/23>).

Charter Advanced Sustainability Profiles available for 9 product categories

Products with the Advanced Sustainability Profiles (ASPs) have been appearing on shelves since 2011 all over Europe. This applies for household laundry detergents, fabric conditioners, automatic and manual dishwashing detergents, all purpose/floor cleaners, trigger spray cleaners and toilet cleaners. In addition, Charter ASPs are available for professional building care products and products complying with the ASP requirements can start to appear on the market with an ASP logo since 1 October.

Product category 	ASP CRITERIA					Activation date¹
	Product formulation		Packaging weight per job	Packaging recycled content (primary and secondary packaging)	End User information on pack	
	Pass ESC	Dosage (g or ml/job)				
Household 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	Cleanright panel AND Ability to wash at ≤ 30°C indicated AND Safe use tips	1 July 2011 Updated 1 July 2013
Laundry detergent liquids		≤ 75ml	≤ 7.0g	Card board: ≥ 60%		1 July 2011
Fabric conditioners		≤ 35ml	≤ 4.0g		Cleanright panel AND Safe use tips	
Household 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	idem	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			
Household dilutable all purpose and floor cleaners						
	Yes	≤ 12ml/l of wash water	≤ 1.3g	idem	idem	1 October 2013
Household trigger spray cleaners						
	Yes	according to dosage instructions	≤ 1.4g per 10 ml of product dosage	idem	idem	1 October 2014
Household manual dishwashing detergents						
	Yes	≤ 5ml/5l of wash water	≤ 0.7g	idem	idem	1 January 2015
Household toilet cleaners						
	Yes	according to dosage instructions	≤ 5.6g per 55ml of product dosage	idem	idem	1 July 2015
Professional Building Care Products						
	Yes	Minimum dilution ratio: 1:100 for use in buckets, machines (e.g. scrubber dryers), special equipment (e.g. foam equipment) / 1:50 for use in refillable spray bottles	Packaging weight ² : ≤ 0.7g/l for use in buckets, machines such as scrubber dryers, special equipment such as foam equipment / ≤ 1.4g/l for use in refillable spray bottles	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Dosing systems Use of accurate and reliable dosing systems Training Offering training for customer personnel and customer specific advice by qualified staff End User Information A.I.S.E. PC&H application pictograms AND Dosage information (optional on product, depending on available space on the label) AND Use of colour codes AND Provision of Product Information Sheets (PIS)	1 October 2015

¹ Products complying with ASP requirements for the product category can start to appear on the market with an ASP logo from this date.

² Packaging weight: (Packaging weight in g / amount of use solution in l) / number of use of primary packaging (i.e. used for same purpose through a return or refill system)

The relevant material concerning all ASP components can be found via:

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

Charter KPI benchmarking reports – a new service for Ordinary Charter members

As a new service for Ordinary Charter members, A.I.S.E. discloses from now on KPI benchmarking reports; this will help reporting companies compare their KPI performance vs. the overall results published in the A.I.S.E. Activity and Sustainability Report (see above), taking also into account the sector in which companies are operating (i.e. household / professional cleaning products) and the size of the companies. The reports can be found in the KPI reporting section of the Charter technical website (password protected company area).

Planned Charter Update in progress

Following up on a workshop organised in 2013 to discuss opportunities, challenges, and solutions for building-up the A.I.S.E.

social responsibility pillar, A.I.S.E. organised a workshop on Social Responsibility (SR) guidance for companies of its sector on 11 June in Brussels. 25 delegates from companies and A.I.S.E. national associations were informed about draft SR Guidance, which has been prepared by A.I.S.E. It is planned that these guidelines will complement new Charter CSPs on Social Responsibility. After an introduction on A.I.S.E.'s sustainability strategy and the planned Charter update with SR elements, CSR Europe, a Brussels-based think tank, provided insights into the relevant topics, i.e. Human Rights, Labour Practices, Fair Operating Practices and Community Involvement. Then, representatives from the Charter member companies Spectro, Vandeputte and Promer contributed to the programme with best practice case studies; these presentations and specific break-out sessions stimulated a very interactive discussion, resulting in useful outcome which will be taken into account for the finalisation of the A.I.S.E. SR guidelines. Very positive feedback was provided by participants after the event, and especially the possibility to learn about best practices/challenges and extend the knowledge on CSR were appreciated (See also the Best practice section on the Charter technical website: www.sustainable-cleaning.com/en.companyarea_best_practice.orb).

In addition, a Task Force on bio-based renewable materials has been created by A.I.S.E. This Task Force is currently evaluating which criteria on bio-materials relevant for our industry sector (e.g. bio-surfactants, bio-solvents and bio-polymers for packaging) should be included in the Charter scheme. On this topic, a workshop with about 30 internal and external experts was organised at A.I.S.E. on 28 September, in order to gather knowledge on the current situation of bio-materials and to identify what existing schemes/initiatives are relevant.

A.I.S.E.'s Product Environmental Footprint (PEF) pilot on household liquid laundry detergents

Since autumn 2013, A.I.S.E. has been retained by the European Commission as one of the 27 pilots to test the EU methodology, which aims at developing a consistent and transparent way to reduce the environmental foot-print of products. With the Charter and its product ASP criteria, A.I.S.E. has a scheme in place that is delivering successfully on this aspect. With focus on household liquid laundry detergents and after a preparatory phase in 2014, an assessment of the impact according to 15 different environmental impact categories was completed. Key findings of this assessment confirm (like in the Charter) that the most relevant environmental hotspots are linked to the use phase (energy and water) but also to the ecotoxicity profile of the detergent. Additionally, PEF category rules (PEFCR) were drafted, and approved by the project steering committee in July 2015. These draft PEFCR are now being used as guidance for the PEF Supporting Studies, which will be carried out by 6 companies on real products that are sold in Europe. The outcome of these supporting studies will then be relevant for the communications test phase programme. This programme is under development, and the execution is planned for the 1st half of next year. Find out more on our website at www.aise.eu/pef as well as the European Commission PEF web portal: http://ec.europa.eu/environment/eussd/smgp/product_footprint.htm

Conferences

In the course of this year, the Charter and other A.I.S.E. Sustainability Initiatives have been presented at following events:

- The R&D of Disinfectant, Detergent and Hygiene Products Conference, Berlin/Germany, 10/11 February 2015
- PIRA cleaning products conference, Barcelona/Spain, 25/26 March 2015
- Federchimica LCA Workshop, Milan/Italy, 6 May 2015
- PEF World Forum, Berlin/Germany, 6 May 2015
- Cesio 10th World Surfactant Congress and Business Convention, Istanbul/Turkey, 1-3 June 2015
- Afise General Assembly, Paris/France, 25 June 2015
- LCM congress 2015, Bordeaux/France, 30 August – 2 September 2015
- UKCPI Regional meeting, London/UK, 30 September 2015
- AOSDAC/JSDA Annual Convention, Tokyo/Japan, 14-17 October 2015
- 62nd SEPAWA Congress, Fulda/Germany, 14-16 October 2015
- Sustainable Cleaning Conference, Paris/France, 20-21 October 2015

Next events:

- European Commission Environmental Footprint mid-term conference, Brussels/Belgium, 3-4 November 2015.
- The Sustainability Consortium (TSC) Conference, Brussels/Belgium, 5 November 2015

This year's A.I.S.E. Information Day on 9 December 2015 at the Sofitel Jourdan Brussels will feature 'Circular economy and the detergent industry – Inspiring progress in sustainable development'. A.I.S.E. is anticipating the political developments at European level, with the European Commission (http://ec.europa.eu/environment/circular-economy/index_en.htm) expected to launch its Action Plan on Circular economy in early December. Further info and registration via: www.aise.eu/events

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