



THE CHARTER FOR SUSTAINABLE CLEANING UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 15, September 2016

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



Content:

- [Status Report/Overview Registrations](#)
- [News and Info](#)
- [Conferences](#)
- [Charter Contact Persons](#)

Status Report/Overview Registrations

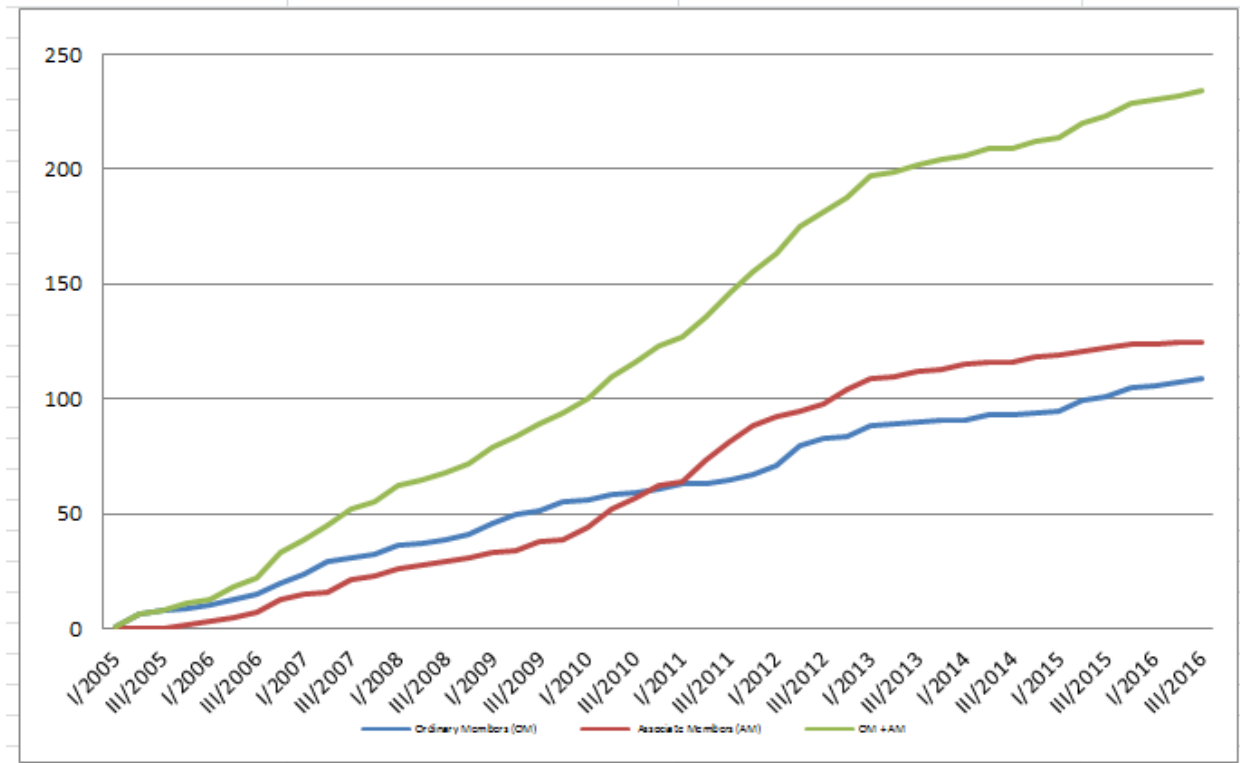
233 manufacturers and Distributors in the Charter so far (*187 companies have committed to the Charter Update 2010)

Interest in joining the Charter for Sustainable Cleaning continues to be strong and the Charter community is growing: As of September 2015, **108 manufacturers** have officially committed as **ordinary members** to the Charter: Accopro*, AC Marca, Action Pin, Aerochemica*, Agraplan Farmaca*, Airedale Solutions*, Albaad*, Alfred Kärcher*, Amway, AT Abfüllbetrieb Greven, AVT*, APS Embalaj, 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 HandelsgmbH*, Filer*, fit*, Fosfa, Francisco Aragon*, Gallon-Kosmetik*, Gechem*, Global Cosmed*, Gold Drop*, Grupo Forquisa, Helichem*, Henkel*, Hermanos Soria Detergentes, 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*, Organica, Packaging Imolese*, PCC Consumer Products Kosmet*, Persan*, Pizzolotto*, Procter & Gamble*, Productos Codina, Promer*, Punch Industries*, RCP Ranstadt*, Reckhaus, 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*, Sutton Manufacturing Solutions, Swallowfield, Swif*, Thurn Produkte*, Tosvar, Unilever*, Van Dam Bodegraven*, Vandeputte*, Vipack*, Wareg*, Werner & Mertz*, Wet Wipes International*.

125 distributors have now signed the **Associate Membership Agreement**: Acdoco*, Agraplan Farmaca*, Ahold Europe*, Alco*, Aldi Nord*, Aldi Süd*, Alpheios, Amano Pioneer Eclipse Corp., Argos Hygiène, Asda, Asito*, ASP Cleaning Products*, Asto International Logistics*, A.S. Watson (Kruidvat & Trepleister)*, 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, Dorein, 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*, Jeronimo Martins Polska, Kaiser's Tengemann, Kaufland*, King Nederland, KrabecK*, Leifheit*, Les Coopérateurs de Normandie – Picardie, Levens Cooking & Baking Systems*, Lidl*, Linz*, Lombardini Discount*, Marks & Spencer, Mercadona*, Metro Italia, 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, 108 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.

[Back to top](#)

News and Info

A.I.S.E. Activity and Sustainability Report 2015-2016

The latest A.I.S.E. Annual Review and Sustainability Report was published in summer and covers the period July 2015 - June 2016. The report provides an overview of A.I.S.E.'s key areas of activity. This year's edition includes a new industry mission and vision as well as special feature on the socio-economic perspective of the industry, to illustrate the many contributions of our industry. 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 1.29 billion.

KPI Highlights

CHARTER FOOTPRINT AND PRODUCTION

This year, the major milestone of 100 reporting companies has been reached. Compared to 2014, there was a remarkable increase from 92 to 100 in the number of companies reporting. The total production tonnage covered by the Charter, including new companies, was 11.4 mt, equivalent to 99.4% of the total output of reporting companies in the EU+4.

CHANGES SINCE 2006

Energy use per tonne of production is down by 30.3% and CO₂ emissions by 25.3% over the 10 years since 2006.

PRODUCTS WITH ASP LOGO

The number of consumer products carrying the Advanced Sustainability Profile (ASP) logo increased from 1 billion to 1.29 billion units, an increase of 29% on a like-for-like basis. From the laundry category alone, 41% of products comply with the Charter Advanced Sustainability Profiles.



ACTIVITY & SUSTAINABILITY REPORT 2015-16


CLEANLINESS & HYGIENE AT HOME & IN SOCIETY



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](#).

Charter Advanced Sustainability Profiles available for 9 product categories

Advanced Sustainability Profiles (ASPs) for individual product categories set sustainability criteria that are ambitious but reasonably achievable by all market players. The parameters are defined based on a life cycle analysis. The Environmental Safety Check (ESC) is a key component of ASPs, which all ingredients in a given formulation must successfully pass. The ESC is a risk-based and conservative tool that assesses the environmental safety of ingredients in the aquatic compartment aligned with REACH principles. The table below provides an overview summary of the ASP criteria available for nine product categories.

Product category 	ASP CRITERIA					Activation date ¹
	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 ²		≤ 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/1l 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 ³ : ≤ 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

For more details related to the above ASP tables please visit: www.sustainable-cleaning.com/en.companyarea_documentation.orb

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 The ASP criteria for this product category has been revised in 2015/2016 and have been reactivated on 11 April 2017. Main changes are a new threshold for dosage i.e. ≤ 55 ml/job and packaging, i.e. ≤ 6.5 g/job

³ 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)

Charter KPI benchmarking reports – a service for Ordinary Charter members

As a service for Ordinary Charter members, A.I.S.E. discloses KPI benchmarking reports; this helps 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).

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

The aim of the European Commission's Product Environmental Footprint (PEF) initiative is to develop a consistent and transparent method in order to reduce the environmental footprint of products. Together with partners from the industry, A.I.S.E. is officially contributing to the European Commission's project via a pilot on household liquid laundry detergents since 2013 till mid-2017.

To date, the following milestones have been reached during the three year pilot project:

- Autumn 2013 till autumn 2014: the so called 'PEF Screening', i.e. an assessment of all 15 environmental impact categories on a representative product of the European market was prepared and carried out.
- Autumn 2014 till summer 2015: First draft of the PEF category rules (PEFCR), which were approved by the project steering committee in July 2015
- Autumn 2015 till spring 2016: Test and use of draft PEFCR as guidance for the so called 'PEF supporting studies', carried out by six companies on six real products that are sold in Europe.
- Spring 2016: Verification of PEF supporting studies
- Summer 2016: stakeholders consultation on a third draft of the PEFCR

In addition, in June this year the communications test phase programme was initiated, based on findings of the technical analysis, taking also into account the robustness of the methods which had to be used in order to identify the environmental methods and their relevance). This research will be finished in autumn this year; it is comprising both a qualitative and quantitative phase and will be aiming to:

- Identify consumers' perceptions specific to liquid laundry detergent and their environmental footprint ('impact'); explore what sustainability related information is consumer relevant.
- Check consumer reactions to the environmental hotspots from the PEF screening.
- Test designs that communicate the hotspots.
- Get consumers' suggestions on how to optimally convey the messages derived from the hotspots.

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

Article on ESC tool published in scientific journal

The key concepts and the detailed use flow of the Charter Environmental Safety Check (ESC) tool are described and exemplified in an [article by Pickup et al.](#) (2016) recently published on the 'Integrated Environmental Assessment and Management Journal' and available free of charge (see link above). This publication clarifies in a transparent yet concise way the functioning of the tool. In the paper the advantages of a risk-based approach are discussed. The strengths and limitations of various possible approaches to standard-setting, product ranking and driving continuous improvement in respect of potential ecotoxic impacts are considered. It is proposed that the most constructive approach to continuous improvement of sustainability as regards ecotoxicity is a risk-based one. This is particularly relevant in a context where the developments of the legislative framework and the increased consumers' demand of transparency put pressure on products' manufacturers to demonstrate their efforts towards sustainability.

Conferences

Past events

At an EU Commission midterm conference on the PEF pilot work in Brussels on 4 November 2015, Arndt Scheidgen from Henkel gave an update on the A.I.S.E. PEF pilot and demonstrated the synergies with the Charter ASPs and notably the "I prefer 30°" campaign, as well as the proposed method to be used for the A.I.S.E. pilot to report on the products' ecotoxicity profile.

On 17 June 2016, A.I.S.E. was invited to contribute to an experts' workshop in Paris that was organised by UNEP/SETAC on the Life Cycle Initiative Flagship project: 'Hotspots Analysis and Sustainability Information'. At this event, S Nissen informed the participants, incl. representatives from UNEP, local authorities, the European Commission and LCA experts, on key features of the Charter and on A.I.S.E.'s involvement in the EU PEF pilot. Project leaders appreciated the insights from our industry, referring to the idea to include the Charter as one practice example in a guidance document on the topic.

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

- Sustainability Cleaning Summit, 27 October 2015, Paris
- The Sustainability Consortium (TSC) Conference, Brussels/Belgium, 5 November 2015
- Cleaning Products Europe Conference, 8-10 March 2016, Rome

Future events

From 12th to 14th October, A.I.S.E. will be represented with a booth at the 63rd SEPAWA Congress in Fulda/Germany, and A.I.S.E.'s communications manager Aisling O'Kane will contribute to the programme with a speech on 'The Value of Industry Initiatives to Help Reduce the Sustainability Footprint – Experiences & Learnings from the Detergent Sector in Europe'. With over 100 technical and scientific presentations and more than 230 exhibiting organisations the SEPAWA Congress is a platform for all experts involved in the Home and Personal Care Products Industry. For this years' SEPAWA Congress 2600 visitors are expected.

<http://www.sepawa.com/index/sepawa-congress-en/home-con.html>

A.I.S.E. representatives will also talk about the Charter experience at following events:

- Sustainable Cleaning Products Summit, Paris/France, 26-27 October 2016
- PIRA cleaning products conference, Barcelona/Spain, 15/16 March 2017
- Plant bases summit, Lille/France, 25-26 April 2017

A.I.S.E. Information Day 2016

This year's A.I.S.E. Information Day on 30 November 2016 at 'The Hotel' in Brussels will be the opportunity to exchange on the industry's perspective on the EU Better Regulation agenda and the opportunities for further improvement to the EU chemicals legislation. The recent findings of the socio-economic survey on the benefits of the household and professional cleaning and hygiene sector to society will also be highlighted on this occasion. Further info and registration via: www.aise.eu/events

[Back to top](#)

Charter Contact Persons

For questions or feedback, please contact:

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

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

Caroline Dubois: Charter Assistant caroline.dubois@aise.eu; Tel: +32 2 679 62 70

A.I.S.E. aisbl • Boulevard du Souverain 165 • 1160 Brussels • Belgium

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

Fax: +32 (0) 2 679 62 79

www.aise.eu

www.sustainable-cleaning.com