



A.I.S.E. Charter Newsletter No. 1- December 2006

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



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Status Report/Overview Registrations

So far, 19 manufacturers have officially committed to the Charter: Bolton Manitoba, Brauns Heitmann, Colgate Palmolive, danlind, Feucht Hygiene Werk, Henkel, JohnsonDiversey, INDUSTRIAS MARCA, KH Lloreda, Madel, Mc Bride, Nice Pak International, Procter & Gamble, Reckitt Benckiser, SC Johnson, Suavisantes y Plastificantes Bituminosos (SPB), SUMINISTROS CIENTIFICOS TECNICOS, Unilever, Werner & Mertz GmbH

9 companies have signed the Associate Membership Agreement as non-manufacturing company: ARGOS HYGIÈNE, Carrefour, COLDIS, dm-drogerie markt, ESSELUNGA, Nisa, REWE, SCAMARK, Somerfield.

In addition 48 companies (from Belgium, the Czech Republic, Denmark, Finland, France, Germany, Greece, Italy, the Netherlands, Spain, Switzerland, and the UK) have shown their interest in the Charter by entering the training area.

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News and Info

First A.I.S.E. Sustainability Report launched at A.I.S.E.'s Information Day

On the occasion of A.I.S.E.'s third Information Day on November 29th, the first A.I.S.E. Sustainability Report was launched in the presence of European stakeholders, related industries and the media. This Sustainability Report outlines the 2005 benchmark data provided by companies that are members of the A.I.S.E. Charter for Sustainable Cleaning. The Report gives for the first time information about how the whole industry is performing with regard to social, economic, and environmental issues, based on ten Key Performance Indicators from throughout the product life-cycle - including energy used in production, chemicals safety, occupational health and safety, and customer care. We have committed to report annually on our progress against this benchmark data.

Mr Heinz Zourek, Director General of DG Enterprise at the European Commission said on the occasion of the launch of the Sustainability Report: "Voluntary initiatives such as the Charter for Sustainable Cleaning are a welcome demonstration of industry adopting a pro-active attitude towards promoting sustainable development. Through concerted action in an open and transparent manner, including measuring progress across the whole sector and annual reporting, the detergents industry is providing an example of enterprise responsibility." He added, "Such commitments also make a valuable contribution to strengthening Europe's economic growth in the long term."

These industry data can provide interesting benchmark for individual companies.

[Please click here for the full report](#)

[Please click here for the Information Day website](#)

KPI reporting will be open soon!

We kindly invite the companies to perform the mandatory KPI reporting between 15 January and 15 April 2007.

New logo

Following feedback from members, A.I.S.E. has developed a new logo shown below. Members were concerned that the original logos did not appear to be appropriate or applicable to some sectors such as car cleaning, window cleaners, show cleaners, all purpose cleaners, air fresheners, toilet cleaners, furniture polishes etc. Thus for these product groups the new logo should be used.



Your Input is highly welcomed

Are you using the Charter logo on your communication materials? If so, the A.I.S.E. secretariat highly appreciates receiving copies of these. We would also like to remind you that participating companies are invited to include a link to the Charter website (<http://www.sustainable-cleaning.com>) on their corporate website, using the Charter logo.

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Public Relations - 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. A pan-European communication campaign (targeting media and stakeholders on national and European level) has been launched in summer this year.

Please find below a selection of articles that have been published in the international and national consumer, trade and economic media so far (if you are interested in the content of the articles, please contact the A.I.S.E. secretariat: sascha.nissen@aise-net.org):

- Chemie magazine: Duurzaam schoonmaken - Branche lanceert nieuw initiatief, 09/2006
- Deutsche Drogisten Zeitung: Wasch- und Reinigungsmitteleindustrie startet europaweite Initiative, 2/2006

- ENDS Europe DAILY: Detergent firms in sustainability check-up, 30/11/2006
- Financial Times: Detergent makers clean up their act, 19/09/2005
- Freizeit Revue: Auch an morgen denken ..., 29/11/2006
- Freizeitwoche: Nachhaltig waschen, 8/11/2006
- Glücksrevue: Das neue Nachhaltigkeitssiegel, 18/10/2006
- HÖRZU: Ins Reine gekommen, 17/11/2006
- Lea: Neues Logo für Nachhaltigkeit, 25/10/2006
- Lebensmittelzeitung Direkt: Für die Zukunft unserer Kinder, 11/2005
- Lebensmittelzeitung: Nachhaltigkeit steht im Fokus, 11/11/2005
- pos news: Erstes Logo für Nachhaltigkeit auf Produkten des täglichen Bedarfs, 2/2006
- Rundschau für den Lebensmittelhandel: Transparenz und Sicherheit, 01/2006
- 7 Tage: Geprüft und für gut befunden..., 16/10/2006
- Tina: Putzmittel - Das bedeuten die neuen Sicherheits-Hinweise, 29/11/2006

More activities are scheduled in 2007 and will be reported in the next editions of the newsletter.

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Stakeholder Contacts

- In Autumn 2006, A.I.S.E met with a number of stakeholders at EU level. The objective was to present the Charter and its progress, and to preview and invite comments on the first Sustainability Report for comments. Meetings were held with European Commission representatives (DG Enterprise, DG Environment, and DG Health and Consumer Protection) as well as with NGOs (the European Environment Bureau, WWF, and Greenpeace International). All took place in an atmosphere of good, constructive exchange and dialogue.

The reasons for the positive reception given to the Charter include that it encourages sustainability as a "mindset" across the industry, that it allows benchmarks for comparison, that it involves procedures and reporting, that there is a good take-up by companies, and that A.I.S.E. is organising regular consultation with stakeholders.

The stakeholders also made a few suggestions, such as a wish to add more case studies to the report, possibly to have a few more indicators, and the possibility of making the Charter global. The Charter Steering Group will address these suggestions during its review of the scheme, which takes place every three years.

- The German "Verbraucherzentrale", a consumer safety association, has set up a website, where the A.I.S.E. Charter logo is mentioned as an important symbol in order to identify companies that are committed to sustainable development (<http://www.label-dschungel.de/waschen.html>).

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Accredited Verifiers for the Entrance Check

AENOR, BVQI, Certiquality, DQS, Dr. Willi Bethäuser Umweltgutachter, Lloyd's Register, SGS, SD3, and URS Verification.

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Charter Documents

The latest status of Charter materials is available via the the <http://www.sustainable-cleaning.com/en.home.orb> website. In addition, French, German and Italian versions are published, where indicated in brackets.

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Charter Contact Persons

For questions or feedback, please contact:

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