



## A.I.S.E. Charter Newsletter No. 2, March - June 2007

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



[Status Report/Overview Registrations](#)

[News and Info](#)

[Public Relations - The Charter in the media](#)

[Conferences and Workshops](#)

[Project development – Useful information](#)

[Charter Contact Persons](#)



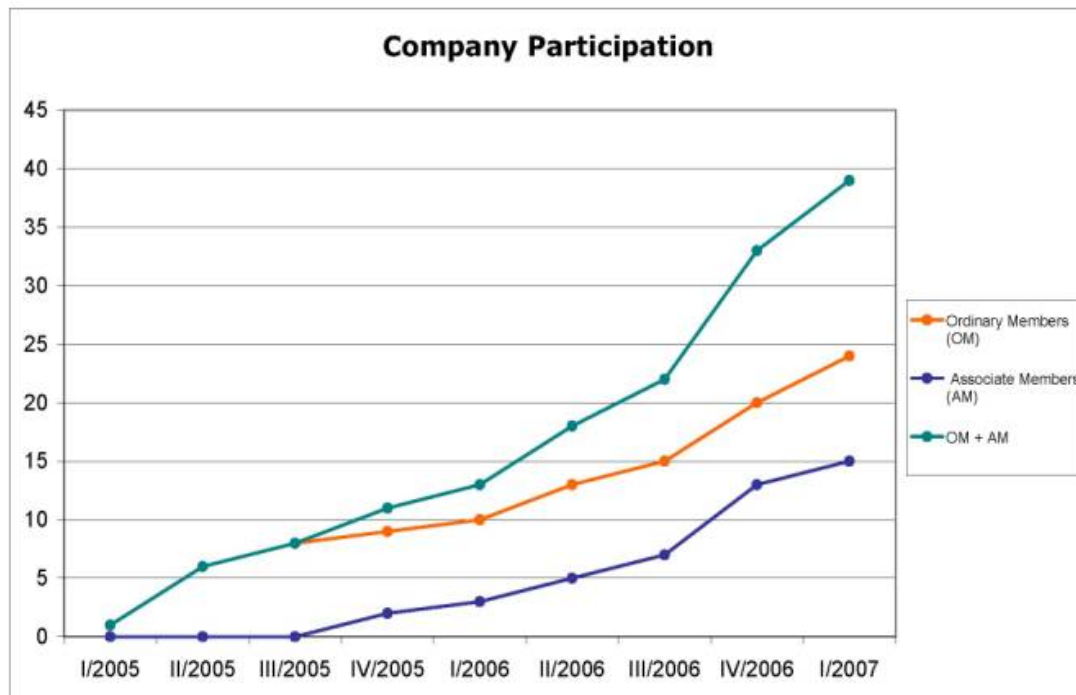
### Status Report/Overview Registrations

#### **39 Manufacturers and Distributors in the Charter so far**

As of March 2007, 24 manufacturers have officially committed as ordinary members to the Charter: Action Pin, Bolton Manitoba, Brauns Heitmann, Colgate Palmolive, Danlind, Feucht Hygiene Werk, Helichem, Henkel, Johnson Diversey, Industrias Marca, KH Lloreda, Madel, Mc Bride, Nice Pak International, Persan, Procter & Gamble, ReckittBenckiser, Sara Lee, SC Johnson, Suavisantes y Plastificantes Bituminosos, Suministros Cientificos Tecnicos, Unilever, Van Dam Bodegraven, Werner & Mertz.

15 distributors have signed the Associate Membership Agreement: Argos-Hygiene, Bennet, Caprabo, Carrefour, Coldis, dm-drogerie markt, Esselunga, Marks & Spencer, Modelo Continente Hipermercados, Morrisons, Nisa, Rewe, Somerfield, Scamark, Tesco.

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



In addition, 47 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.

[Back to top](#)

## News and Info

### KPI reporting is open until 15 April!

Companies are reminded that the mandatory KPI reporting for fiscal year 2006 is required by **15 April 2007**. This is required for A.I.S.E. to publish the 2006 Sustainability Report (expected mid 2007) and to allow A.I.S.E. to benchmark the data against those provided for the fiscal year 2005. [Please click here to go to the first A.I.S.E. Sustainability Report](#) wherein the Charter KPI benchmark results for the fiscal year 2005 are published.

### External verification of KPI data collection process

External verification of the KPI data collection process will be organised by SGS consultants, who were appointed recently.

### Extension of the geographical Charter scope

With the enlargement of the EU on 1 January 2007, the Charter geographic area covers now – besides the EU 25, Iceland, Norway and Switzerland – also Romania and Bulgaria.

### Sustainable Energy Europe



The A.I.S.E. Charter for Sustainable Cleaning has become a partner project of the European Commission's campaign "Sustainable Energy Europe". The campaign was established to raise awareness and change the landscape of energy (<http://www.sustenergy.org/>).

[Back to top](#)

## 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 2006.

Please find below a selection of articles that have been published since the last edition of our newsletter in December 2006. (If you are interested in the content of the articles, please contact the A.I.S.E. secretariat: [sascha.nissen@aise.eu](mailto:sascha.nissen@aise.eu)):

- **Das Goldene Blatt:** Nachhaltig reinigen – ein Siegel hilft, 11 December 2006
- **die zwei:** Wort der Woche: Nachhaltigkeit, 31 January 2007
- **ENDS Report:** Detergent firms publish sustainability benchmarks, December 2006
- **Environmental Affairs:** Reporting commitment to sustainability, 18 December 2006 - 7 January 2007
- **Europen Bulletin:** Setting high standards in Europe's cleaning industry, January/February 2007
- **Frau von heute:** Gut zu wissen – Umweltfreundlich putzen und waschen, 27 December 2006
- **Freundin:** Ach, du meine Güte(siegel)!, 31 January 2007
- **Laundry and Cleaning News:** Detergents industry backs charter, February 2007
- **Le Monde:** Choisir les "vrais" detergents verts, 13 February 2007
  
- **7 Tage:** Mehr Sicherheit für den Verbraucher – Was steckt hinter den Symbolen, 18 December 2006
- **Lisa:** Blaues Siegel für eine bessere Umwelt, 13 December 2006
- **Process and control today:** Industry's Commitment to Sustainable Cleaning, 9 February 2007
- **test:** Charter Nachhaltiges Waschen – Freiwilliges Siegel, 2/2007
- **The cle@anzine:** Industry commits to sustainable cleaning, 15 February 2007



[Back to top](#)

---

## Conferences and Workshops

The Charter was presented to the European Commission at a DG Enterprise Workshop on 8 January 2007. The event gathered several ISO and EMS experts from different Member States as well as representatives from UEAPME and other industries. The purpose of the meeting was to review best practice examples of Environmental Management Systems for SMEs across Europe.

On 8 February, AFISE, the French industry association for detergents and maintenance products organised a Charter conference, where the Charter was presented to member companies, national stakeholders and the media.

The Polish Association of Cosmetics and Home Care Products Producers organised a workshop on the Charter for their members on 20 February.

ASSOCASA is organising a Charter conference in Rome on 28 March, targeting mainly national external stakeholders.

[Back to top](#)

---

## Project development – Useful information

### Accredited Verifiers for the Entrance Check

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

### Charter Documents

The latest status of Charter materials is available via the <http://www.sustainable-cleaning.com/en.home.orb> website. In addition, French, German and Italian versions of the documents are published. Spanish translations will follow soon.

### 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. 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.

[Back to top](#)

---

## Charter Contact Persons

For questions or feedback, please contact:

**Sascha Nissen**: Internal Communication and Extranet Management: [sascha.nissen@aise.eu](mailto:sascha.nissen@aise.eu); Tel: +32 2 679 62 65

**Valérie Séjourné**: Charter External Communication: [valerie.sejourne@aise.eu](mailto: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 65

Fax: +32 (0) 2 679 62 79

[www.aise.eu](http://www.aise.eu)

[www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)

*Working together for a cleaner Europe*