



A.I.S.E. Charter Newsletter No. 3, July - October 2007

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



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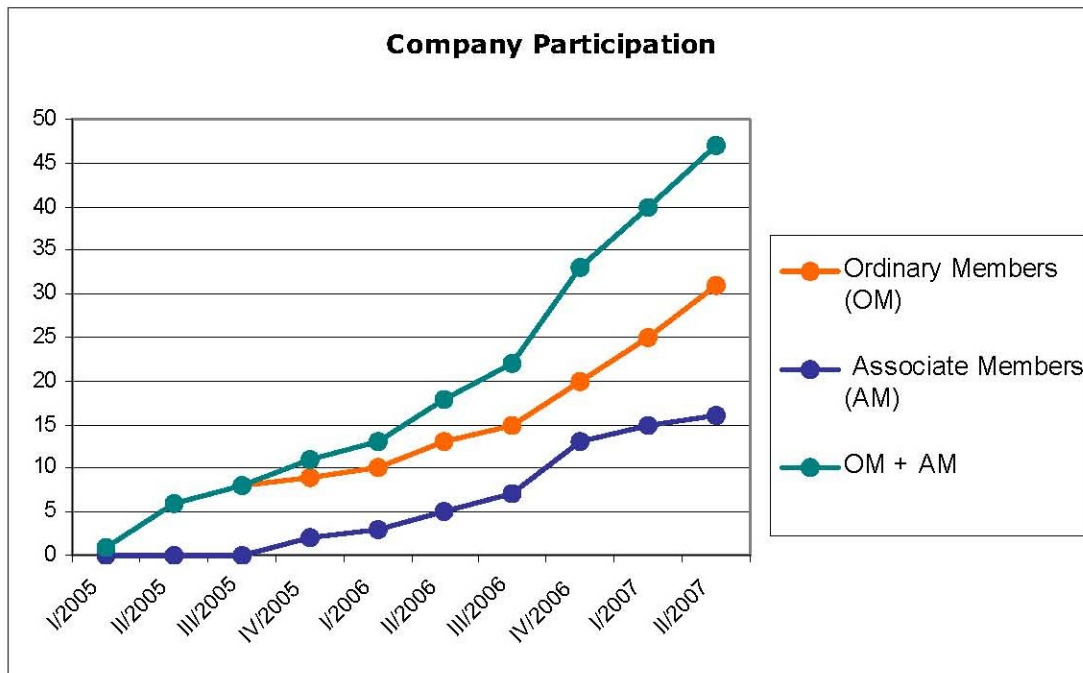
Status Report/Overview Registrations

48 Manufacturers and Distributors in the Charter so far

As of July 2007, 31 manufacturers have officially committed as ordinary members to the Charter: Action Pin, Bolton Manitoba, Brauns Heitmann, Colgate Palmolive, Dalli-Werke, danlind, Deco, domal wittol, Ecolab, Feucht Hygiene Werk, Helichem, Henkel, I.C.E.FOR, Industrias Marca, Johnson Diversey, KH Lloreda, Madel, Mc Bride, Nice Pak International, Persan, Procter & Gamble, ReckittBenckiser, Sara Lee, SC Johnson, Suavisantes y Plásticos Bituminosos, Suministros Científicos Técnicos, Sutter, Thurn Produkte, Unilever, Van Dam Bodegraven, Werner & Mertz GmbH.

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

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



In addition, 46 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

2nd A.I.S.E. Sustainability Report published

On 26 June 2007, A.I.S.E. has launched its [2nd Sustainability Report \(please click to access the report\)](#) on the occasion of the Friends of Europe Conference entitled "[ENERGY EUROPE - CHANGING OUR ENERGY CULTURE](#)" in Brussels. The performance data published is based on the fiscal year that ended in 2006. This data has been supplied by 19 companies compared to 8 companies in 2005; the total output tonnage covered increased by 27% to 9.3 billion tonnes. One of the highlights is that there has been a reduction in the rate of CO2 emissions of more than 15% during 2006. For all details on KPI progress, please see pages 12 – 17 of the report.

External verification of KPI data collection process

An external verification of the KPI data collection process was organised by SGS consultants. SGS is "satisfied that the KPI data collection processes employed by the A.I.S.E. charter members are in general well established and reliable and should be able to be applied consistently on a year on year basis." The whole statement is published in the [2nd A.I.S.E. Sustainability Report](#) on page 26.

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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 2006.

Please find below those articles that have been published since the last edition of our newsletter in March 2007 (to access the article, click on the title below).

- [GSA - Il Giornale dei Servizi Ambientali: Il programma Charter: un impegno volontario a favore dell'ambiente e dello sviluppo, May 2007](#)
- [GSA - Il Giornale dei Servizi Ambientali: Ancora nuovi traguardi, May 2007](#)
- [European Cleaning Journal: Chemicals sector sets sustainability standards, April/May 2007](#)
- [Femme Actuelle: Conso - Votre lessive est-elle verte?, 23 - 29 April 2007](#)
- [Cleaning and Maintenance Magazine: Industry's commitment to sustainable cleaning, March 2007](#)
- [Distribution d'Aujourd'hui: Le marche belge des nettoyeurs pour WC, March 2007](#)
- [Packaging News: Cleaning goods packs go green, 26 February 2007](#)
- [Chemistry and Industry: UK supermarkets move to clean up their act, 12 February 2007](#)
- [RENT I DANMARK: MILJO bliver parameter i KONKURRENCEN, Februaty 2007](#)



All articles published so far can now be found and downloaded at:
http://www.sustainable-cleaning.com/en.publicarea_mediacoverage.orb.

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Conferences and Workshops

On 11 April 2007, ADELMA, the Spanish industry association for detergents and maintenance products, held a presentation on the occasion of its General Assembly in Madrid, with the participation of the A.I.S.E. Communications Director, Valérie Séjourné. This event followed on from a series of events in 2005, held in a number of Spanish cities, in which ADELMA presented the Charter. The aim of the events was to bring the Charter to local companies, and demonstrate its benefits.

On the occasion of the Open Forum during A.I.S.E.'s General Assembly in Amsterdam on 14 June David Beliu from Sucitesa, Spain, provided an interesting insight on their company's motivation for joining the Charter, as well as their experiences participating in the Charter. In particular, he stressed that industry should take measures to ensure greater visibility and awareness of the Charter vis a vis the general public.

On 21 June 2007 the Charter was presented at the "European Round Table on Sustainable Production and Consumption erscp" in Basel (<http://www.erscp2007.net/>).

In the last issue of the Charter Newsletter we reported that Charter has become a partner project of the European Commission's campaign "Sustainable Energy Europe" (<http://www.sustenergy.org/>). On 25 June 2007 a Sustainable Energy Europe Associates conference was organised. On this occasion we introduced the Charter to interested parties.

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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, Umweltgutachter Henning von Knobelsdorff and URS Verification.

Charter Documents – now also available in Spanish

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

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.

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Charter Contact Persons

We want to thank the former Chairman of the A.I.S.E. Charter Steering Group, Mr Hamish Will (Unilever), for his great engagement. Good luck and all the best for your retirement. In parallel we want to welcome Mr David Walker (Mc Bride) as Mr Will's successor.

For questions or feedback, please contact:

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