



A.I.S.E. Charter Newsletter No. 4, December 2007 – March 2008

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



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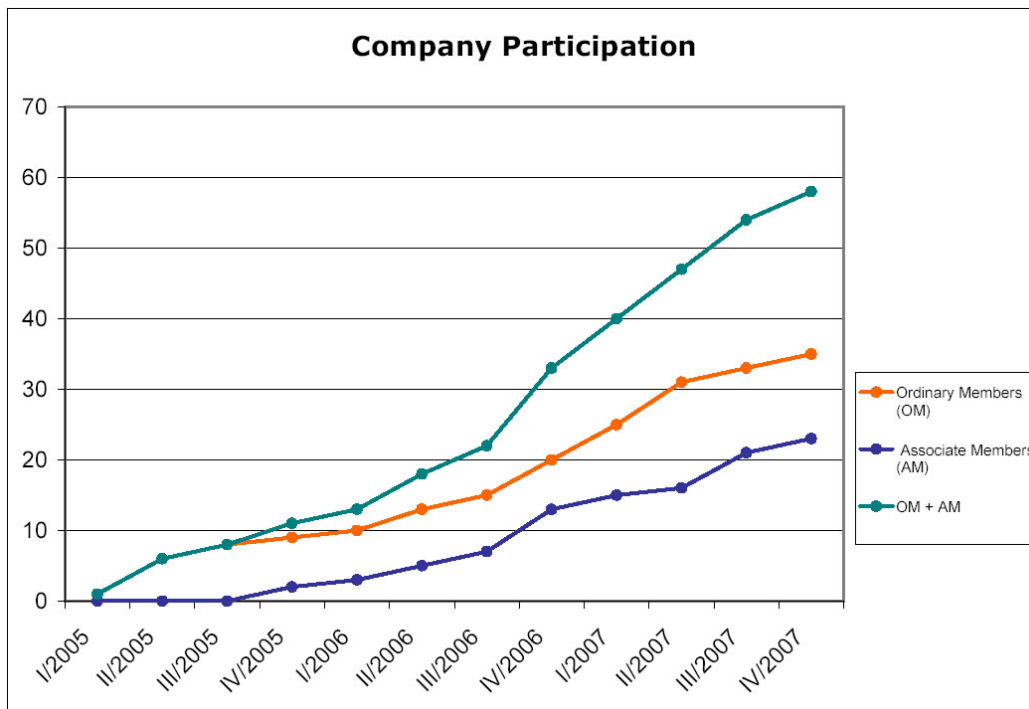
Status Report/Overview Registrations

59 Manufacturers and Distributors in the Charter so far

As of December 2007, **35 manufacturers** have officially committed as **ordinary members** to the Charter: Action Pin, Bolton Manitoba, Brauns Heitmann, Colgate Palmolive, Dalli-Werke, Danlind, Deco, Delta pronatura, Domal wittol, Dr. Schnell Chemie, Ecolab, Feucht Hygiene Werk, Helichem, Henkel, I.C.E.FOR, Industrias Marca, Jeyes, Johnson Diversey, KH Lloreda, Luhns, Madel, McBride, Nice Pak International, Persan, Procter & Gamble, Reckitt Benckiser, Sara Lee, SC Johnson, Suavisantes y Plastificantes Bituminosos – SPB, Suministros Cientificos Tecnicos, Sutter, Thurn Produkte, Unilever, Van Dam Bodegraven, Werner & Mertz.

24 distributors have now signed the **Associate Membership Agreement**: Aldi Nord, Aldi Süd, Alpheios, Argos Hygiène, Bennet, Caprabo, Carrefour, Coldis, dm-drogerie markt, Esselunga, Marks & Spencer, Modelo Continente Hipermercados, Lidl, Morrisons, Nisa, Powder and Liquid Products Limited, Rewe, Rossmann, Sainsbury's, Scamark, Schlecker, Somerfield, Tesco, Universeel.

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



In addition, 52 companies (from Belgium, the Czech Republic, Finland, France, Germany, Greece, Italy, the Netherlands, Spain, Sweden, Switzerland, and the UK) have shown their interest in the Charter by entering the training area.

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News and Info

KPI reporting will be open soon!

We kindly invite the companies to perform the mandatory KPI reporting between 1 January and 15 April 2008.

Additional CSP Check for Charter member companies

In 2008, it will be three years since the first companies joined the Charter. This means that these companies will have to perform their first additional CSP Check. During this additional CSP Check an independent verifier will control whether **each of the eleven** CSPs has been applied to at least **75 % of the total production**. This additional CSP Check has to be performed every three years.

Alternative logo

The logo shown below applies, when the main logo and the product category logos are not appropriate or applicable (e.g. for car cleaning products, window cleaners, shoe cleaners, all purpose cleaners, air fresheners, toilet cleaners, furniture polishes etc.).



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

- [Lebensmittelpraxis: Fuer eine saubere Umwelt, November 2007](#)
- [Algemeen Dagblad - Themabijlage Schoon & Fris: Welk middel tegen welke vuilsoort?, September 2007](#)
- [Facilities: Schoonmaak en ecologie/Nettoyage et ecologie, September 2007](#)
- [Household and Personal Care Today: Assocasa - Italian detergence overlooking the world, August 2007](#)
- [NON FOOD: Charter Aise, il fronte 'eco' delle imprese, July/August 2007](#)
- [GSA - Il Giornale dei Servizi Ambientali: Un' associazione sempre attiva, July 2007](#)

- [Chemical Watch: Legislation prompts health-related detergent enquiries, 6 July 2007 - \[www.chemicalwatch.com\]\(http://www.chemicalwatch.com\)](#)
- [GSA - Il Giornale dei Servizi Ambientali: Il Charter A.I.S.E. per una pulizia sostenibile, June 2007](#)
- [La Chimica e l'Industria: Presentato il programma Charter, May 2007](#)
- [La Chimica e l'Industria: La cultura sostenibilita, May 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

ASDAC: In September 2007, the Charter and other voluntary A.I.S.E. initiatives were presented by A.I.S.E. Director of Communication Affairs Valérie Séjourné at the ASDAC conference (Asian Soap & Detergent Association) in Taiwan, where about 200 delegates from our industry in China, Japan, Malaysia, India, Taiwan etc were present. This was well received and opportunities for exchange of best practice between the different regions of the world will be further sought in the future.

On the occasion of A.I.S.E.'s 4th Information Day in Brussels on 28th November 2007, the Charter for Sustainable Cleaning and products with the Charter logo provided by many companies committed were presented at an interactive exhibition. Representatives from the European Institutions, NGOs, Trade Bodies, Permanent Representations, Academia, Media, and industry attended the event, which theme was "Safe and sustainable use of detergents and cleaning products".

In addition, a couple of one-to-one contacts were renewed with the 2 European NGOs in charge of environmental affairs (EEB- European Environment Bureau) and consumer affairs (BEUC- European Consumer Organisation Bureau), to update them on our voluntary initiatives and the Charter in particular. Our activities were also very well received and the fact that we have on board a great number of companies which account for a significant share of the market is well appreciated. Regular dialogue will be pursued on the progress of the Charter with these key European bodies.

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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

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

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