



A.I.S.E. Charter Newsletter No. 5, May – August 2008

+++ 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](#)

[Stakeholder contacts](#)

[Conferences and Workshops](#)

[Project development – Useful information](#)

[Charter Contact Persons](#)



Status Report/Overview Registrations

70 Manufacturers and Distributors in the Charter so far

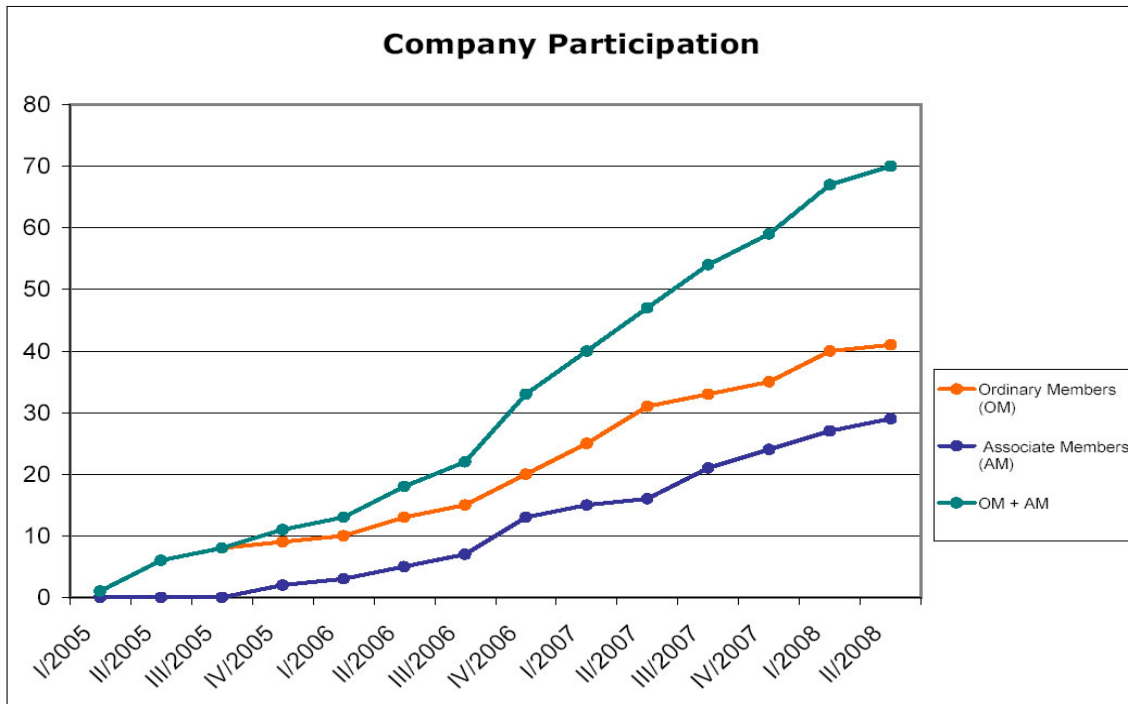
As of May 2008, **41 manufacturers** have officially committed as **ordinary members** to the Charter: Action Pin, AVT, Bolton Manitoba, Brauns Heitmann, Colgate Palmolive, Dalli-Werke, Danlind, Deco, Delta pronatura, Domal wittol, Dreco, Dr. Schnell Chemie, Ecolab, Feucht Hygiene Werk, Helichem, Henkel, I.C.E.FOR, Industrias Marca, Jeyes, Johnson Diversey, KH Lloreda, Kiilto Clean, Luhns, Madel, Mc Bride, Mifa, Nice Pak International, Persan, Procter & Gamble, Reckitt Benckiser, Relevi, Sara Lee, SC Johnson, Suavisantes y Plastificantes Bituminosos, Südsalz, Suministros Cientificos Tecnicos, Sutter, Thurn Produkte, Unilever, Van Dam Bodegraven, Werner & Mertz.

29 distributors have now signed the **Associate Membership Agreement**: Aldi Nord, Aldi Süd, Alpheios, Argos Hygiène, Bennet, Caprabo, Carrefour, Coldis, DM-Drogerie Markt, Esselunga, Lidl, Marks & Spencer, Mercadona, Modelo Continente Hipermercados, Morrisons, Nisa, O'Lacy, Plus Retail, Powder and Liquid Products Limited, Rewe, Rossmann, Sainsbury's, Scamark, Schlecker, Somerfield, Superunie, Tesco, Universeel, Wola.

It is indeed estimated that the 70 companies cover

- approx 75% of the overall production in the EU:
- 90% of household laundry and dishwashing products
- 50% of household cleaners, bleach, maintenance products
- 40% of the Industrial & Institutional market

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



In addition, 54 companies (from Belgium, the Czech Republic, Finland, France, Germany, Greece, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, the UK, Canada and the USA) are in the Charter training area, preparing for the Charter Entrance Check.

[Back to top](#)

News and Info

KPI reporting – next edition of Sustainability Report

33 companies performed the mandatory KPI reporting between 1 January and 15 April 2008 providing data from the fiscal year that ended in 2007. The reported data will be aggregated and published within the third A.I.S.E. Sustainability Report, which will be issued mid 2008.

European Commission Action Plan on Sustainable Consumption and Production (SCP)/ Sustainable Industrial Policy (SIP)

The European Commission is going to publish its SCP/SIP Action Plan soon. A.I.S.E. will participate in the public consultation, which is foreseen to happen in late summer this year. In this context, A.I.S.E. will present the Charter as the voluntary sustainability standard for the soaps, detergents and maintenance products industry.

Additional CSP Check for Charter member companies

In 2008, it is three years since the first companies joined the Charter. This means that these companies will have to

perform their additional CSP Check, following the initial Entrance 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** versus 50 % for the six CSPs for the Entrance Check. This additional CSP Check will continue to be performed every three years on a growing percentage of the production.

Charter and subsidiaries

A subsidiary/affiliate of an Ordinary Charter Member company, which had been included in the original Entrance Check, is included within the parent company's Ordinary Charter membership status. Such subsidiaries will not be listed as an Ordinary Charter Member company on their own.

[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 related articles that have been published since the last edition of our newsletter in December 2007.

- Service Management: Stijgende lijn in omzet reinigingsmiddelen en -machines, May 2008
- Gesundheitsschutz: Bekenntnis zu nachhaltigen Wasch- und Reinigungsmitteln, April 2008
- Alimarket: Etiquetas ecologicas - Marchamo "verde" para los detergentes, April 2008
- Service Management: Milieuvriendelijke logos, February 2008
- Get up: Le mensuel de la gestion durable en entreprise, January 2008
- Household and Personal Care Today: A.I.S.E.: driving the sustainability agenda forward for our industry, December 2007



All articles published so far can now be found and downloaded via web at:

http://www.sustainable-cleaning.com/en.publicarea_mediacoverage orb.

[Back to top](#)

Stakeholder contacts

On the occasion of the European Union Sustainable Energy Week (EUSEW) which was organised by the European Commission from 28 January to 1 February in Brussels, A.I.S.E.'s provided information on the Charter for Sustainable Cleaning and other A.I.S.E. voluntary initiatives. Representatives from the European Institutions, NGOs, Trade Bodies, Permanent Representations, Academia, Media, and industry visited and participated in this 2nd edition of the EUSEW.

Several A.I.S.E. delegations have recently met with European Commission's representatives from DG Enterprise and DG Environment to update them on our voluntary initiatives and the Charter in particular. In addition, a meeting with Eurocommerce, the European association of the retail, wholesale and international trade sectors in Europe took place. The A.I.S.E. initiatives were very well received; especially the fact that a great number of companies have committed to the Charter is well appreciated.

[Back to top](#)

Conferences and Workshops

On 19 February 2008, ADELMA, the Spanish industry association for detergents and maintenance products, organised a conference where the Charter was presented to national stakeholders, member companies and the media (see articles on top).

[Back to top](#)

Project development – Useful information

Accredited Verifiers for the Entrance Check

AENOR, BVQI, Certiquality, DQS, Dr. Willi Bethäuser Umweltgutachter, DS Certificering, Happy Note, Lloyd's Register, Quality Masters, SGS, SD3, Umweltgutachter Henning von Knobelsdorff and URS Verification.

A.I.S.E. is going to organise a verifier's workshop on the additional CSP Check by mid 2008.

Charter Documents

The latest status of Charter materials is available via the <http://www.sustainable-cleaning.com/en.home orb> website; 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.

[Back to top](#)

Charter Contact Persons

For questions or feedback, please contact:

Sascha Nissen: Internal Communication and Extranet Management: sascha.nissen@aise.eu; Tel: +32 2 679 62 65

Valérie Séjourné: Charter External Communication: 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 60

Fax: +32 (0) 2 679 62 79

www.aise.eu

www.sustainable-cleaning.com

Working together for a cleaner Europe