



A.I.S.E. Charter Newsletter No. 7, November 2009

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



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Status Report/Overview Registrations

97 Manufacturers and Distributors in the Charter so far

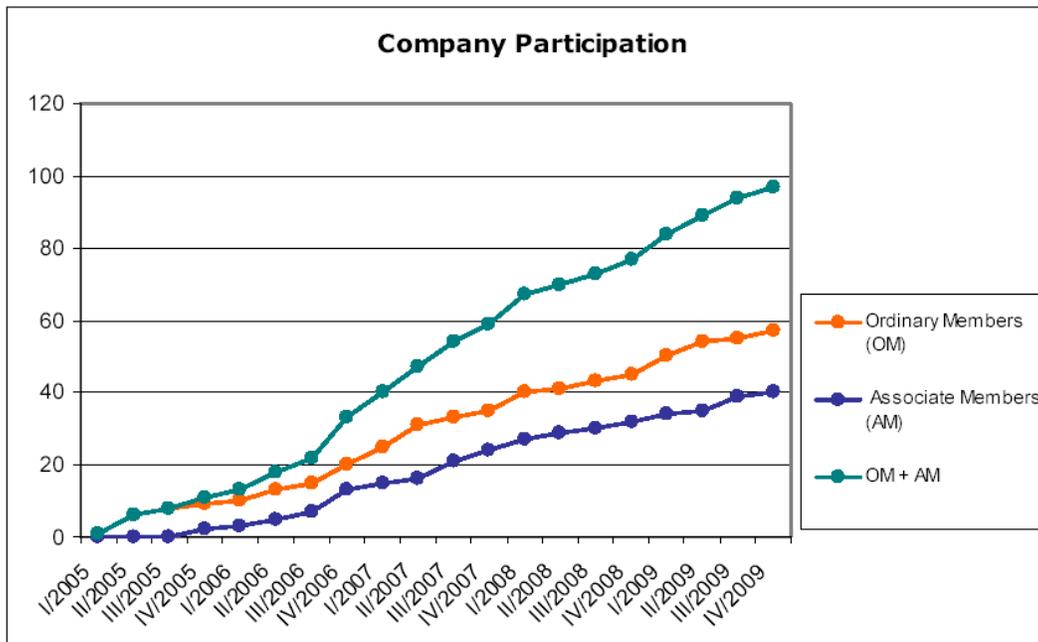
As of November 2009, **57 manufacturers** have officially committed as **ordinary members** to the Charter: Action Pin, Afalin, Amway, AVT, Beromin Chemie, Bolton Manitoba, Brauns Heitmann, Budich International, Colgate Palmolive, Dalli-Werke, Danlind, Deco, Delta pronatura, Domal wittol, Dreco, Dr. Schnell Chemie, Dr. Schumacher, Ecolab, Feucht Hygiene Werk, Francisco Aragon, Gallon-Kosmetik, Global Cosmed, Grupo Forquisa, Helichem, Henkel, I.C.E. FOR, AC Marca, Jeyes, Johnson Diversey, KH Lloreda, KiiltoClean Oy, Luhns, Madel, Mantz airmotions, Mc Bride, Mifa, Nice Pak International, Persan, Procter & Gamble, Productos Codina, Promer, Reckitt Benckiser, Relevi, Saci, Sara Lee, SC Johnson, Senzora, Suavisantes y Plastificantes Bituminosos, Südsalz, Suministros Científicos Técnicos, Sutter, Swif, Thurn Produkte, Unilever,

40 distributors have now signed the **Associate Membership Agreement**: Alco, Aldi Nord, Aldi Süd, Alpheios, Argos Hygiène, Bennet, Burnus, Caprabo, Carrefour, Coldis, Condis, Detailconsult Formule-Management, DM-Drogerie Markt, Dr. Weigert Nederland, Esselunga, Jumbo Supermarkten, Kaiser's Tengelman, Lidl, Marks & Spencer, Mercadona, Miquel Alimentacio Grup, Modelo Continente Hipermercados, Morrisons, Müller, Nisa, O'Lacy, Plus Retail, Powder and Liquid Products Limited, Rewe, Rossmann, Sainsbury's, Scamark, Schlecker, Somerfield, Superunie, Systeme U, Tesco, Universeel, Walter Bösch KG, Wola.

It is estimated that the 97 companies cover

- approx 80% 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, 61 companies (from Belgium, Canada, the Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, and the UK) are in the Charter training area, preparing for the Charter Entrance Check.

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News and Info

Upgrade from Charter 2005 to Charter 2010

A.I.S.E. and its members have been in active dialogue with stakeholders at EU and national levels and support for our industry's work has been strongly expressed since its release in 2005. From the outset, the Charter has been developed as a living scheme, with a commitment to update it regularly. The A.I.S.E. vision is, through regular upgrades of the Charter, to aim at constantly offering the most advanced sustainability assurance scheme for promoting best practices within the industry, using LCA and scientific data as a basis.

A.I.S.E is proposing to launch in 2010 an upgraded version of this broad industry scheme, based on stakeholders and members input. An inherent principle of the proposed Charter upgrade is the proposed addition of a "product dimension" for the industry, which should be ambitious but reasonably achievable by all. Current rights and obligations under the Charter 2005 are not proposed to be changed but the main idea is that progressively companies would be migrating from the current scheme to the upgraded 2010 version.

Work on the first major update has been given added urgency by the publication in July 2008 of the EU Commission's own Sustainable Consumption and Production/Sustainable Industrial Policy Action Plan. Therefore, as well as reviewing the current operation of the Charter it was felt important to ensure that through this upgrade, industry should continue to engage constructively with EU and National stakeholders, in line with the EU Commission's Action Plan objectives.

The A.I.S.E. Board at its October 2009 meeting approved the overall principles of the Charter 2010, confirming also its intention to announce its overall principles on the occasion of the A.I.S.E. Information Day on 2nd December 2009, for roll-out from 2010 onwards. Against this background, we have been asking companies committed in Charter 2005 and other members of the industry and the Charter verifiers to provide us with their views on the Charter 2010 specifics. At the following web address

http://www.sustainable-cleaning.com/en.charter_2010_consultation.orb

the necessary material on the Charter 2010 proposal and details can be downloaded, including a questionnaire to complete and return to the A.I.S.E. Secretariat by **12 November 2009**. Companies are asked to reply directly to A.I.S.E.; alternatively, should they prefer to respond via their National Association (who would aggregate and report to A.I.S.E.) they may do so. All reactions which will be analysed in the A.I.S.E. Sustainability Steering Group on 13 November 2009.

A.I.S.E. 6th Information Day

At A.I.S.E.'s 6th Information Day - 'Sustainability across the cleaning system: best practices and latest developments' - we will aim to share progress on our various sustainability initiatives including the Charter for Sustainable Cleaning.

Representatives from the European Institutions, NGOs, Trade Bodies, Permanent Representations, Academia, Media, and industry have been invited to attend the event.

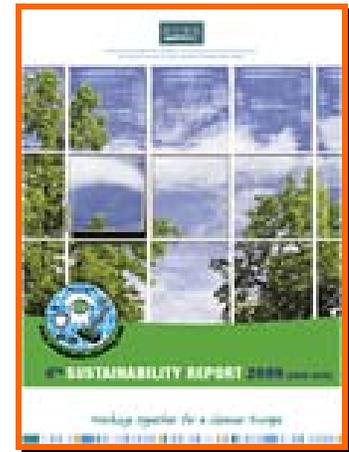
[Click here for more information](#)

4th A.I.S.E. Sustainability Report published

In July 2009, A.I.S.E. has launched its 4th [Sustainability Report \(please click here to access the report\)](#). The performance data published is based on the fiscal year that ended in 2008. This data has been supplied by 45 companies compared to 33 companies in 2007, 19 in 2006 and 8 in 2005; the total output tonnage covered increased from 10.5 to 11.1 billion tonnes.

In the Charter's first three full years of operation (2006-2008), verified returns from companies demonstrate how their voluntary commitment to continual improvement has yielded positive results across all Europe:

- Chemicals subject to HERA risk assessment: +10%
- Use of poorly bio-degradable organics: -13%
- Energy consumed per tonne of production: -4%
- CO2 emitted per tonne of production: -4%
- Packaging per tonne of production: -9%
- Products with at least two safe use icons: +22%



For all details on KPI progress, please see pages 12 – 17 of the report.

Additional CSP Check for Charter member companies

Companies that have been participating in the Charter for three years 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. All documentation concerning the additional CSP Check can be downloaded from the [documentation section of the Charter website](#). So far, all 11 companies who performed their additional CSP Check passed it successfully.

Charter in guidebook of the German Council for Sustainable Development

The German Council for Sustainable Development (Rat für nachhaltige Entwicklung), that among other things provides recommendations to the German government on its sustainability strategy has published a guidebook in order to inform consumers on how to best behave in a sustainable way. In this context also products with Charter logo are recommended.

[Click here for the guidebook.](#)

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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, e.g. via a pan-European communication campaign (targeting media and stakeholders on national and European level).

Please find below related articles that have been published since the last edition of our newsletter.

- [Fuer Sie: Bewusst einkaufen, May 2009](#)
- [Professioneel schoonmaken: Duurzaam in de praktijk, March 2009](#)
- [Hauser modernisieren: Nachhaltigkeit beim Waschen, June-August 2008](#)
- [Schweizer Familie: Wie traegt die Charter zum nachhaltigen Waschen und Reinigen bei, June 2008](#)
- [Facility Services: Nachhaltige Wasch- und Reinigungsmittel, June 2008](#)



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

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Stakeholder contacts

A.I.S.E. delegations met with representatives of the European Commission (DG Environment, DG Enterprise), industry associations, the trade (Eurocommerce, ERRT) and other stakeholders in order to inform them on this year's KPI reporting results and Charter 2010. These contacts confirm the fact that A.I.S.E.'s proactive work and great coverage of the industry via the Charter is well appreciated and recognised. Further proposal concerning the upgrade are also being welcomed, as it is well understood that such upgrades fit perfectly well in the overall spirit of the Action Plan of the European Commission launched in July 2008; it addresses well the objectives of integrated approach to cover production requirements, product-related criteria, and finally end user guidance.

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Conferences and Workshops

On 3 March 2009, Susanne Zänker, Director General of A.I.S.E., was invited as guest speaker to the launch of the Retail Forum in Brussels, where she presented the Charter as one initiative to deliver further sustainability improvements.

Workshops on Charter 2010 were organised in France (11-12 March 2009), Germany (12 May 2009) and Spain (25 May 2009). It is foreseen to organise further workshops in other countries that are covered by the Charter.

On the 2nd Annual Cleaning Products Europe conference from 29 September - 1 October in Brussels organised by PIRA, A.I.S.E.'s Communications Director Valérie Séjourné informed the audience on A.I.S.E. voluntary initiatives, including the Charter.

At the SEPAWA congress from 14 - 16 October in Würzburg, Germany the Charter was presented at the accompanying exhibition.

On 22nd October 2010, a workshop took place with Spanish members of the detergent industry. V Séjourné presented the Charter and other A.I.S.E sustainability initiatives in the presence of several representatives from the Ministry of the

environment; this was very well received as proactive initiative addressing the sustainable production and consumption agendas.

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Project development – Useful information

Accredited Verifiers for the Entrance Check

Aenor, BVQI, Certiquality, Dr. W. Bethäuser, DS Certificering, Happy Note, JJD Consultant, Lloyd's Register, OFC, Quality Masters, SGS, Two Tomorrows group (the Two Tomorrows group of companies was formed in January 2009 following the merger between Csrnetwork and SD3.), Umweltgutachter H. von Knobelsdorff, URS Verification.

Charter Documents

The latest status of Charter materials (eg guidelines on the additional CSP check) 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.

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Charter Contact Persons

For questions or feedback, please contact:

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