



THE CHARTER FOR SUSTAINABLE CLEANING UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 9, November 2011

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

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Status Report/Overview Registrations

157 Manufacturers and Distributors in the Charter so far

(72 companies committed to the Charter Update 2010 are highlighted in blue)

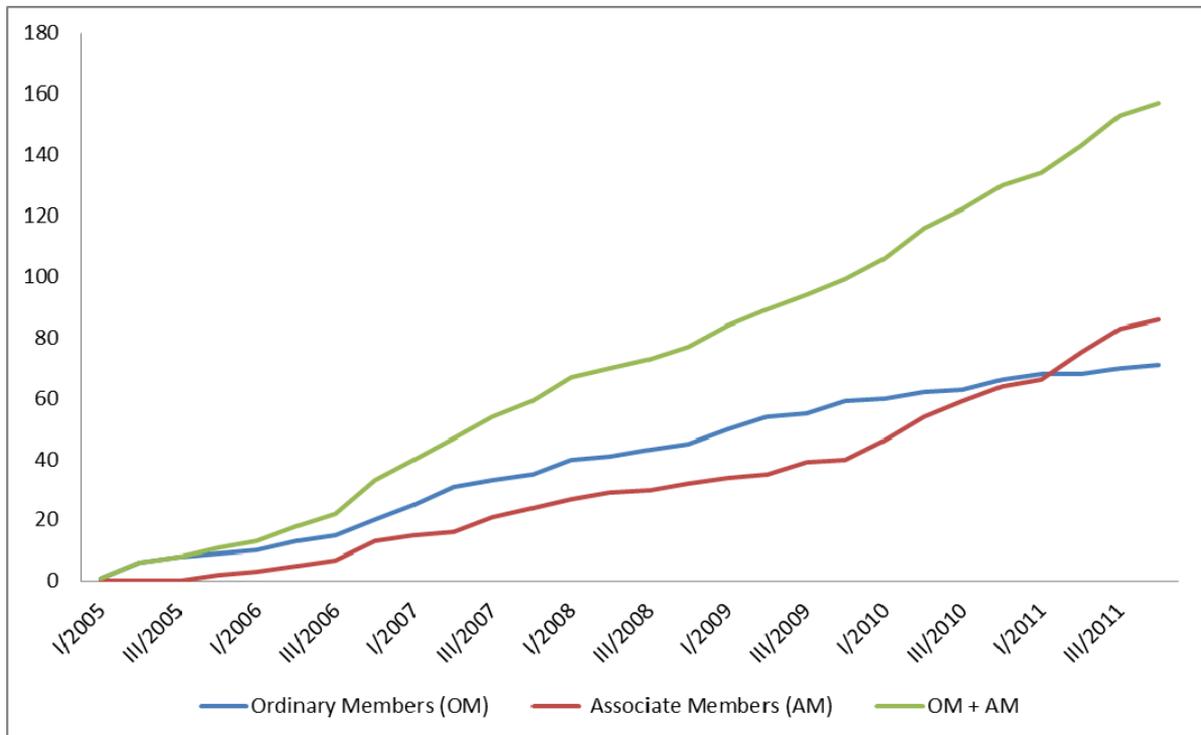
As of November 2011, **71 manufacturers** have officially committed as **ordinary members** to the Charter: Action Pin, Afalin, Albaad, Amway, AVT, **Beromin Chemie**, Bolton Manitoba, Brauns Heitmann, **Buck-Chemie**, **Budich International**, **Colgate Palmolive**, **Dalli-Werke**, Danlind, Deco, **Delta pronatura**, **Diversey**, **Domal wittol**, Donau Kanol, Dreco, **Dr. Schnell Chemie**, Dr. Schumacher, **Ecolab**, Francisco Aragon, Gallon-Kosmetik, Gechem, **Global Cosmed**, Grupo Forquisa, Helichem, **Henkel**, **I.C.E. FOR**, AC Marca, Industria Jabonera Lina, Jeyes , KH Lloreda, KiiltoClean Oy, **Kiter**, **Luhns**, **Madel**, **Mantz airmotions**, **Mc Bride**, **Mellerud Chemie**, Messing & Keppler, Mifa, **Nice Pak International**, **Nicols**, **Persan**, Pizzolotto, **Procter & Gamble**, Productos Codina, Promer, **Reckitt Benckiser**, **Relevi**, **Riem**, **Saci**, Sara Lee, **SC Johnson**, Senzora, Solent Group, **Spectro**, Suavizantes y Plastificantes Bituminosos – SPB, **Südsalz**, Suministros Cientificos Tecnicos, **Sutter**, Swallowfield, Swif, **Thurn Produkte**, **Unilever**, **Van Dam Bodegraven**, **Vandeputte**, **Wareg**, **Werner & Mertz**.

86 distributors have now signed the **Associate Membership Agreement**: **Acdoco**, **Alco**, **Aldi Nord**, **Aldi Süd**, Alpheios, Argos Hygiène, Asda, **Asito**, **ASP Cleaning Products**, **A.S. Watson (Kruidvat & Trekpleister)**, Auchan, **Avanti Blue**, **Avodesch**, Bennet, **Boma**, Bon Preu Sau, Burnus, Caprabo, Carrefour, Coldis, Condis, **Coolike**, CPH - Companhia Portuguesa de Hipermercados, Despar Italia Consorzio, **Crai Secom**, Detailconsult Formule-Management, **D.L.P.**, **DM-Drogerie Markt**, Dr. Weigert Nederland, **Esselunga**, **Euriga Trading**, Eurospin Italia, **Ewepo**, Facicom Professional Products, Globus SB-Warenhaus Holding, **Grandi Magazzini e Supermercati il gigante**, **Hyga Tissue + Cosmetics**, **Jannis**, Jumbo Supermarkten, IN'S Mercato, Kaiser's Tengelmann, **Krabeck**, Kaufland, **Leifheit**, Les Coopérateurs de Normandie – Picardie, **Lidl**, **Linz**, **Lombardini Discount**, Marks & Spencer, Mercadona, Migros, Miquel Alimentacio Grup, Modelo Continente Hipermercados, Morrisons, Müller, Musgrave Retail Partners, **Nipa**, Nisa, **Norma**, O'Lacy, **Pam Panorama**, Pantos, Plus Retail, Powder and Liquid Products Limited, Rewe, **Rhima Nederland**, Rossmann, Sainsbury's, Scamark, Schlecker, **Selex Gruppo Commerciale**, Somerfield, Spotless Punch, Stokomani, Superunie, **Sun**, Systeme U, Tegut, Tesco, **Tristar Industries Group**, Universeel, **VAT Onderhouds- en Reinigingsproducten**, Walter Bösch KG, Waschmittelwerk Genthin, Wola, **ZHG (Zentrale Handelsgesellschaft)**.

It is estimated that the 157 companies cover

- About 85% of the overall production in the EU:
- About 90% of household laundry and dishwashing products
- More than 50% of household cleaners, bleach, maintenance products
- About 40% of the Industrial & Institutional market

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



In addition, 91 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

Charter communications campaign

Since 1 July 2011, the two new logos of the Charter update 2010 (see above) can appear on laundry detergents and fabric conditioners on the supermarket shelves in Europe. With a view to raise awareness amongst the consumers on the new Charter logos, to explain what the logos mean and to encourage consumers to change their behaviour to more sustainable cleaning habits, A.I.S.E. has developed a communications campaign and toolkit. Together with two agencies specialised in sustainability communications, A.I.S.E. has worked out a central strategy and provided all A.I.S.E. national associations and Charter member companies with a toolkit, including following template material:

- A '**Getting started section**', incl. a summary introduction, guidelines, and a template implementation plan for national associations
- A **Creative toolkit** - the heart of the creative campaign, incl. key messages, template press material, artwork directions to organise advertising, advertorials, web banners, photographs, Q&A, and additional guidance material.
- **Consumer habits survey material**: this section contains all the results of a broad pan European survey that was run in 23 countries in Europe, including national data supporting the fine tune of PR material. Strict guidelines for use of this material are provided and should be respected.
- **Stakeholder material**, providing various ready to use presentation and other material to use with external stakeholders (e.g. ministries, NGOs).
- **Internal communication material**, providing presentations and other internal material relevant for presentation to industry members.

Creative concept - Step One: Build awareness of the logo



Creative concept - Step Two: Create behaviour change



Targeting concerned consumers, retailers and stakeholders on EU and national level, it is foreseen that communication activities will be mainly run by national associations and companies committed to the Charter (at national level), and A.I.S.E. (at EU level). **National associations** have been encouraged to lead the development of the communication plan including budget planning with their local Board (preferably by autumn 2011), organise stakeholder promotion, translate the material and lead central media activities. **Companies committed to the Charter Update 2010** should support the national associations in drafting and executing the communication plan and should seek as many opportunities to use the campaign elements on forthcoming communication activities planned by brands or corporate schemes (e.g. web banners, direct marketing, retail activities).

The complete toolkit is available to all A.I.S.E. national associations and companies committed to the Charter Update 2010 via a password protected section on the [technical Charter website](#).

A.I.S.E. Charter best practice workshop

A.I.S.E. is organising a Charter best practice workshop on **Wednesday, 30 November 2011 in Brussels** – start: 10.45h. Purpose of this workshop is the presentation of case studies by Charter member companies in order to share best practice especially on CSP and KPI performance. [The programme of the workshop can be found here via web \(please click\)](#)

The workshop is open to all companies, whether member or non-member of A.I.S.E., especially targeting

- Charter member companies (ordinary and associate)
- Companies in the Charter training area preparing for the Charter Entrance check
- Companies interested in the Charter
- Charter verifiers
- Staff of A.I.S.E.'s national member associations.

Please send an email to sascha.nissen@aise.eu in order to register.

This workshop will be followed by the 8th A.I.S.E. Information Day on the topic *“Resource efficiency, green economy and SCP: What can industry bring ahead of RIO +20?”* We close the day with a cocktail reception at the same venue.

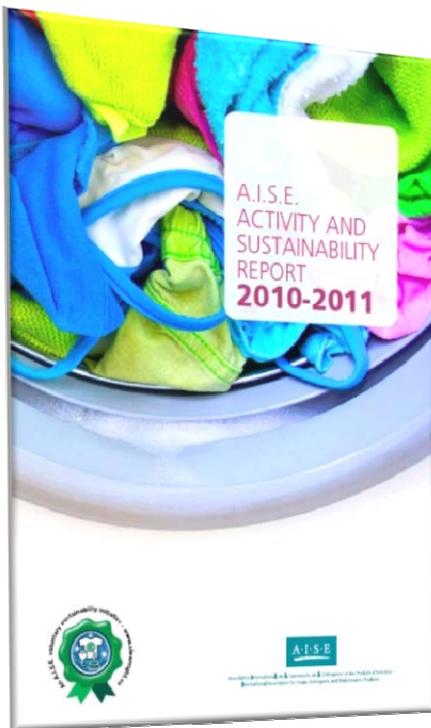
To register for the Information Day and cocktail, please visit the event website: www.aise.eu/infoday2011. Further information and the programme of the Information Day can be also found on this website.

Charter Advanced Sustainability Profile (ASP) development

Work on the ‘Advanced Sustainability Profiles’ (ASPs) is progressing: criteria for automatic dishwashing products is subject to an industry consultation, organised in October 2011 after Board approval till 30 November 2011. You can find the relevant consultation documents at the following web address: www.sustainable-cleaning.com/en.charter_2010_consultation orb. Various task forces are busy developing criteria for main hard surface cleaners, manual dish washing detergents, air fresheners and professional products due in the course of 2012.

A.I.S.E. Activity and Sustainability Report 2010-2011 available

The A.I.S.E. Activity and Sustainability Report 2010-2011 provides an overview of A.I.S.E.'s 2010 to mid-2011 achievements in regulatory affairs and in voluntary activities, as well as the 2010 market value. The section on the Sustainability Report focuses on developments achieved with regards to the A.I.S.E. Charter for Sustainable Cleaning, and reports progress on the 2010 KPI reporting. [You can download the report from the Charter website](#)



2011 KPI HIGHLIGHTS

Charter participation

The total production tonnage directly covered by the Charter was 11.6 million tonnes, or 98% of total production, up by 4% against 2009

Energy consumption

Total energy consumed per tonne of production fell by -7.8%, taking the total decline over five years to approx 13%.

CO₂ emissions

Emissions of CO₂ declined by -5.5% per tonne of production, taking the total decline over five years to approx 14%

On-pack consumer advice

The number of consumer packs carrying at least two voluntary standard safe use icons rose to 60% of all products sold by Charter Members

Careline services

The number of consumer advice lines offered in the Charter area rose to 613, an increase of +13%.

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Other Communication

The Charter on www.cleanright.eu

Available in 25 languages and reaching out to approximately 500 million consumers in Europe, Cleanright is a joint initiative of A.I.S.E. and Cefic, which represents the chemicals industry in Europe. On this site, you will find a wide range of useful information on detergents, cleaners and maintenance products for use in the home. A Charter tab is now featured on the Cleanright homepage, which links to the Charter consumer page. Find out more on www.cleanright.eu.

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, and led to the publication of various articles.

Please find below a selection of related articles that have been published recently.

- [La Mia Notizia: Etichette sui detersivi? Assocasa spiega come leggerle e lancia il nuovo 'Charter per una pulizia sostenibile'](#) e, September 2011
- [Laura: Neues Siegel fuer Waschmittel - Der feine Unterscheid](#), August 2011
- [Bravacasa: Pulito senza rischi \(per noi e l'ambiente\)](#), July 2011
- [GSA - Il Giornale dei Servizi Ambientali: Assocasa spiega vantaggi e opportunita](#), May 2011
- [L'Eco di Bergamo: Sviluppo sostenibile - La sfida da vincere](#), May 2011
- [Il Sole 24 Ore: Case ben pulite e famiglie piu sicure](#), May 2011



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 and other stakeholders in order to inform them on the Charter Update 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. It is well understood that updates of the Charter fit well in the overall spirit of the SCP/SIP Action Plan on Sustainable Consumption and Production/Sustainable Industrial Policy of the European Commission; the Charter addresses well the objectives of integrated approach to cover production requirements, product-related criteria, and finally end user guidance.

SCP/SIP Action Plan

Following the publication mid 2008 of the SCP/SIP Action Plan, the European Commission has started to work on the update of this Plan which is due to be published in 2012. As a start and given the important role that can be played by industry on this topic, the European Commission has initiated a number of consultations with various stakeholders. The A.I.S.E. sector was selected to that end and a series of workshops have been held since early 2011 between A.I.S.E. and DG Environment using household laundry detergents as pilot products. At these workshops, industry has shared and discussed work on A.I.S.E. voluntary industry initiatives and the Charter in particular. Overall the European Commission has recognised industry's efforts and work in proactively addressing the sustainability agenda – (initiatives such as the Charter, the LSP projects or the Washright campaigns were mentioned to name a few). **Progress on this exercise and drafting of the new Action Plan will be shared on the occasion of the A.I.S.E. Information Day on 30 November 2011 (see above for further info and registration).** A.I.S.E. will continue to interact closely with the relevant stakeholders on the update of this Action Plan.

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Conferences and Workshops

On 7 June at the 8th World Surfactant Congress and Business Convention, CESIO 2011, in Vienna, A.I.S.E.'s Sustainability and Communications Manager Sascha Nissen gave a talk on "Driving proactively the sustainability agenda for the detergents and maintenance products Industry: The new A.I.S.E. Charter for sustainable cleaning and Its product dimension".

A.I.S.E.'s Sustainability and Communications Director Valérie Séjourné introduced the Charter and other A.I.S.E sustainability projects at the World Resources Forum Davos, 19 till 21 September 2011, with good feedback from the audience.

At the 58th SEPAWA Congress in Fulda/Germany from 12 till 14 October, the Charter was presented at the A.I.S.E. stand.

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Project development – Useful information

Accredited Verifiers for the Entrance Check

Aenor, Bureau Veritas Certification, Certiquality, DNV, DQS, Dr. W. Bethäuser, DS Certificering, Happy Note, JJD Consultant, Lloyd's Register, OFC, Quality Masters, SGS, TUEV Austria Deutschland GmbH, Two Tomorrows group, Umweltgutachter H. von Knobelsdorff, URS Verification.

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.

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Charter Contact Persons

For questions or feedback, please contact:

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