

## WHAT ARE THE PRINCIPLES OF THE CHARTER?

The Charter is based on the following principles:

### Promoting sustainability

It supports and builds on the main aims of European societal and environmental regulatory policies by creating a single unified pro-active strategy promoting sustainability and covering all three pillars—economic, social and environmental.

### Voluntary initiative

It demonstrates the industry's continuing willingness to act voluntarily in the interests of society and the environment by building on the success of past initiatives.

### Continual improvement

It stimulates continual improvement over time by making sustainability a way of thinking in company management systems throughout the EU industry.

### Life-cycle approach

It encourages companies to move towards sustainable product design and production by applying a life-cycle approach based on ISO and similar standards.

### Transparency

The Charter addresses consumers' and other stakeholders' calls for the provision of information via independent verification authorities and published key performance indicators.

### Dialogue

The Industry wants to implement the Charter in a spirit of open dialogue with all interested bodies, both at EU and national levels. The initiative is seen as an evolving one, which will progress with time and feedback.

### Best use – safe use

It promotes safety & eco-efficiency in the end-use of products whilst providing more detailed consumer and user information and guidance on consumption.

### Best practice sharing

It gives individual companies, large, medium and small-sized, equal access to industry expertise on improving eco-efficiency and overall performance, and allows benchmarking against the industry average.

### Innovation and competition

It enshrines the legitimate right of companies to innovate and compete in free market conditions.

## WHAT ARE THE BENEFITS OF THE CHARTER?

By implementing the CSPs in their management systems, the companies will contribute over time to overall improvements in the KPIs.

This means society will see the benefit of better control of chemicals usage; better consumer and customer safety information; savings in energy, water, waste, packaging; and an improved social and economic environment.

A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, is the official representative body of this industry in Europe. Its membership totals 35 National Associations in 31 countries, covering more than 900 companies ranging from small and medium-sized enterprises to large multinationals and active both in the consumer goods market and the professional (industrial and institutional) cleaning market.

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## WHO IS INVOLVED?

The A.I.S.E. and its National Associations are committed to promoting and assisting companies interested in this initiative.

The Charter is open to all companies (whether member or non-member of the A.I.S.E. network), manufacturing, distributing or placing on the market soaps, detergents, maintenance products or cleaning systems, either for household or industrial/institutional use, in one or more of these countries : the EU 25 + Iceland, Norway and Switzerland.

The Charter is relevant both to manufacturing companies, whether large or small, placing products directly on the market and to retailers/distributors wishing to apply the Charter to private label products manufactured by third parties.

## HOW TO FIND OUT MORE?

For companies interested in joining the Charter, or anyone interested in knowing more about this initiative, please consult:

[www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)

E-mail: [info@sustainable-cleaning.com](mailto:info@sustainable-cleaning.com)

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Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien  
International Association for Soaps, Detergents and Maintenance Products

## The A.I.S.E. Charter for Sustainable Cleaning

A common approach for all companies in the soaps, detergents and maintenance products industry in Europe, aiming to promote and demonstrate continual improvement in the industry's sustainability profile.



*Working together for a cleaner Europe*



## WHAT IS THE CHARTER?

The A.I.S.E. Charter for Sustainable Cleaning is a voluntary initiative of the Soaps, Detergents and Maintenance products industry designed to bring benefits for society and the environment.

The Charter is a life-cycle based framework for promoting a common industry approach to sustainability practices and reporting. It covers a wide variety of activities and initiatives ranging from, for example, the human and environmental safety of chemicals and products, eco-efficiency to integrated product policy. Going beyond current legislative requirements, the Charter aims at driving the industry towards continual improvement in sustainability.

Companies participating in the Charter will apply sustainability thinking at all phases of the product life-cycle, from product design, through manufacture, to use and disposal. This means they will not only be active in reducing impacts on the environment but also in guarding the health and well-being of customers and consumers, in operating with high ethical standards and in contributing to economic advancement.

The Charter itself consists of a set of **Charter Sustainability Procedures (CSPs)** which companies implement in their management systems. Companies participating in the Charter agree to be **independently verified** for the **Charter entrance check**. Once the criteria are met, they are entitled to use the **Charter logo**.

The Charter also provides for a set of **Key Performance Indicators (KPIs)** on which companies report their annual progress to the A.I.S.E.. Each year, the A.I.S.E. will produce an annual **sustainability report** for the whole European soaps, detergents and maintenance industry based on companies' input.

The use of the Charter logo on-pack indicates that the company has successfully passed the CSP entrance check and reports annually on the KPIs. Companies participating in the Charter can be found on the website.



\* Industrial & Institutional

## THE A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING: AN ALL-INDUSTRY FRAMEWORK PROMOTING SUSTAINABILITY ACROSS THE WHOLE PRODUCT LIFE-CYCLE

### CHARTER POLICIES

The Charter is built on three fundamental **policy aims** of the A.I.S.E., covering the economic, social and environmental domains.

**1. ECONOMIC**  
A.I.S.E. aims to encourage sustainable delivery, in free market conditions and based on sound science and ethical standards, of competitively priced household and cleaning industry products that satisfy human needs and bring quality of life.

**2. SOCIAL**  
A.I.S.E. aims to ensure, through a policy of voluntary continual improvement over and above basic legal requirements, that the household and industrial cleaning industry's role in guarding health, hygiene, safety and well-being among consumers and stakeholders is recognised and encouraged by society.

**3. ENVIRONMENTAL**  
A.I.S.E. aims to bring about a voluntary progressive reduction in ecological impact and resource intensity, throughout the life-cycle, of household and cleaning industry products, to a level at least in line with the Earth's estimated carrying capacity.

**INDEPENDENT VERIFIERS**  
from a pool of selected, qualified verifiers per country, will carry out "at random checks" with every participating company.

### CHARTER SUSTAINABILITY PROCEDURES

A.I.S.E. has developed a set of management policies called **Charter Sustainability Procedures (CSPs)**. These CSPs take into account best management practice for different product life-cycle phases as defined in ISO 14000 and similar standards, plus certain other A.I.S.E. schemes and guidelines. When signing up to the Charter, which is voluntary, companies

are asked to implement these CSPs (or recognised equivalent) in their management systems, and demonstrate compliance.\*

CSPs	Life-cycle phase
<ul style="list-style-type: none"> <li><b>Selection and safety evaluation</b></li> <li>Supplier selection</li> <li>Packaging design and selection</li> </ul>	Raw materials (including Chemicals & Packaging)
<ul style="list-style-type: none"> <li><b>Resource use comprising energy use, water use, raw material use, packaging material use</b></li> </ul>	Resource Use
<ul style="list-style-type: none"> <li><b>Occupational health &amp; safety management</b></li> <li><b>Environmental management system</b></li> </ul>	Manufacturing
<ul style="list-style-type: none"> <li>Distribution safety evaluation</li> <li><b>Product recall system</b></li> </ul>	Distribution
<ul style="list-style-type: none"> <li><b>Finished product safety evaluation</b></li> <li>Consumer and user information</li> <li>Product performance &amp; review system</li> </ul>	Product Use & Review

**INDEPENDENT VERIFICATION**  
The objective is to ensure that Charter participants are implementing Charter Sustainability Procedures to the required level.

\*This is the "Charter entrance check".

### INDICATORS

Companies committing to the Charter are asked to report upon a set of **Key Performance Indicators (KPIs)** on an annual basis. KPIs are linked with CSPs and reflect the key aspects of sustainability.

<p><b>ECONOMIC</b></p> <ul style="list-style-type: none"> <li>Number of participating companies</li> <li>Manufacturing sites + Production covered</li> </ul>
<p><b>SOCIAL</b></p> <ul style="list-style-type: none"> <li>Chemicals safety</li> <li>Accident frequency rate</li> <li>Consumer and customer safety</li> <li>Best and safe use information on pack</li> </ul>
<p><b>ENVIRONMENTAL</b></p> <ul style="list-style-type: none"> <li>Consumed energy</li> <li>CO2 emitted</li> <li>Water consumed</li> <li>Waste (total and hazardous)</li> <li>Poorly Biodegradable Organics used</li> <li>Packaging used</li> </ul>

**INDEPENDENT VERIFICATION**  
The objective is to ensure that participants have correctly calculated the data.

### OUTPUT

Overall industry progress will be detailed in a published annual A.I.S.E. Sustainability report.

**CHARTER COMMUNICATION**

**COMPANIES**

- On pack logo
- Websites
- Other materials

**A.I.S.E./NATIONAL ASSOCIATIONS**

- Stakeholders
- Media
- Website

**A.I.S.E. ANNUAL SUSTAINABILITY REPORT**

Aggregation of indicator data at A.I.S.E. level

**VERIFIERS' REPORT TO A.I.S.E.**