



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

# THE A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING

The A.I.S.E Charter for Sustainable Cleaning is a common, voluntary approach of the soaps, detergents and maintenance products industry, aiming to promote and demonstrate continual improvement in the industry's sustainability profile.

- The Charter consists of two main components:
- A set of 'sustainability procedures' based on ISO 14000 and other standards which apply to the design, raw material use, manufacture and consumer use of products. Companies adopting these or equivalent practices in their management systems can become members of the Charter.
  - An annual report by A.I.S.E detailing the industry's progress against 10 key performance indicators. To make this possible, each company committing to the Charter agrees to contribute an annual data report.

The project, which is designed to go beyond basic legal requirements, includes independent verification at key stages.

The A.I.S.E. Charter for Sustainable Cleaning will help to establish sustainability as a priority in all parts of Europe, and will demonstrate the industry's overall year-on-year improvement in sustainability performance.



## WHAT DOES THE CHARTER MEAN FOR CONSUMERS?



The use of the registered Charter logo (and its alternatives) is granted only to those companies having officially committed to the Charter for Sustainable Cleaning and subject to licencing conditions provided by A.I.S.E. Consumers and professional users can trust that Charter companies are fully committed to safeguarding people's health and the environment.

If you see the Charter logo on a product, it means the product has been manufactured giving priority to improvements in people's safety, to environmental friendliness, and to other key aspects of sustainability, without compromising product performance. The Charter logo allows you to recognize when a manufacturer has been independently verified as meeting accepted sustainability standards and is voluntarily committed to delivering continual improvements.

The improvements will occur at all stages of the product life-cycle, from product specification, through manufacturing, to end-use and disposal. For example, safety improvements will come from selection of properly risk-assessed raw materials, adopting best practice in manufacturing systems, and increasing the use of on-pack guidance for consumers. Examples of environmental improvements would be reducing use of resources, creating less waste, emitting less CO-2.

### MAIN CHARTER LOGO AND ITS ALTERNATIVES, ACCORDING TO RELEVANT PRODUCT CATEGORY



Laundry



Dish



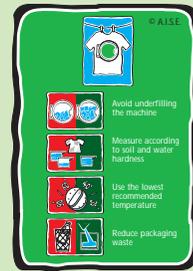
Cleaning



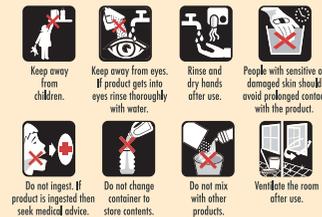
Industrial & Institutional floor applications

The industry, while not in a position to directly control consumers' or users habits, believes it should try to influence behaviour by providing information to help get the best cleaning results and best product performance. In this spirit, the Charter specifically encourages members to use icons developed by A.I.S.E for consistent Europe-wide advice to consumers on how to use the products safely (see table *Safe Behaviour Tips*) and in a way that reduces harm to the environment (see *Washright Panel*).

### WASHRIGHT PANEL (for laundry detergents)



### SAVE BEHAVIOUR TIPS (for any relevant product)



Transfer refill content in the original container only.

  A.I.S.E.

## HOW TO FIND OUT MORE?

The A.I.S.E Charter for Sustainable Cleaning is being initiated and coordinated by the A.I.S.E Secretariat and its network of National Associations in the different countries. For companies interested in joining the Charter, or anyone interested in this initiative, please consult:

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

### A.I.S.E.

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 33 National Associations in 30 countries, covering more than 900 companies ranging from small and medium-sized enterprises to large multinationals, active in the industrial and institutional (I&I) and/or the consumer goods markets.

A.I.S.E.  
Square Marie-Louise, 49  
B - 1000 BRUSSELS  
Tel: 32 2 230 83 71  
Fax: 32 2 230 82 88  
E-mail: [aise.main@aise-net.org](mailto:aise.main@aise-net.org)  
Website: [www.aise-net.org](http://www.aise-net.org)

Working together for a cleaner Europe

### Specific, direct links :

- List of companies committed to the Charter:  
[http://www.sustainable-cleaning.com/en/publicarea\\_companyparticipation.orb](http://www.sustainable-cleaning.com/en/publicarea_companyparticipation.orb)
- Access the Charter training area for interested companies and admission process:  
[http://www.sustainable-cleaning.com/en/publicarea\\_howtocommit.orb](http://www.sustainable-cleaning.com/en/publicarea_howtocommit.orb)
- Charter documentation (to obtain the details of the CSPs, KPIs and other information):  
[http://www.sustainable-cleaning.com/en/trainingarea\\_documentation.orb](http://www.sustainable-cleaning.com/en/trainingarea_documentation.orb)
- List of accepted verifiers and procedures:  
[http://www.sustainable-cleaning.com/en/publicarea\\_panelofverifiers.orb](http://www.sustainable-cleaning.com/en/publicarea_panelofverifiers.orb)
- Sustainability report:  
[http://www.sustainable-cleaning.com/en/publicarea\\_sustainabilityreport.orb](http://www.sustainable-cleaning.com/en/publicarea_sustainabilityreport.orb)
- Consumer information (available in all EU languages):  
<http://www.sustainable-cleaning.com/>

Alternatively, you may contact the A.I.S.E. Secretariat directly or one of its National Associations in the countries concerned by the Charter project (see [www.aise-net.org](http://www.aise-net.org)).

### The Charter, in a few words:

- Voluntary industry initiative
- Life-cycle approach
- Tailored to the detergents industry
- Best practice sharing
- Dialogue with interested bodies
- Procedures and reporting
- Consumer and user information
- Transparency
- Continual improvement in sustainability

## GLOSSARY

**A.I.S.E.:** Association Internationale de la Savonnerie, de la D tergence et des Produits d'Entretien (International Association for Soaps, Detergents and Maintenance Products)

**CO-2:** Carbon dioxide

**CSPs:** Charter Sustainability Procedures

**EU:** European Union

**GJ:** Giga Joule

**HERA:** Human and Environmental Risk Assessment on ingredients of household cleaning products

**HH:** Household

**ISO:** International Standards Organization

**I&I:** Industrial and Institutional

**KPIs:** Key Performance Indicators

**LCA:** Life Cycle Analysis

**m.u.:** millions of units

**PBOs:** Poorly Biodegradable Organics

**SKUs:** Stock Keeping Units

## HOW WILL THE CHARTER BRING ABOUT CONTINUAL IMPROVEMENT ?

The Charter requires companies to have systems in place for continual assessment and review of sustainability performance at every important stage of the product life-cycle, including for example raw material selection, chemical safety, resource use, occupational health and safety, and provision of advice to consumers on best and safe use. The fact of doing regular assessment and review, and ensuring proper information handling and training, should automatically stimulate and bring about improvement.

In order to demonstrate how the industry is improving, the A.I.S.E. will report regularly on the sustainability performance of the industry across Europe (EU 25 + Norway, Iceland, Switzerland). Each year, A.I.S.E. will provide the public and all interested bodies with a Sustainability report based on aggregated data for 10 Key Performance Indicators grouped according to their economic, environmental or social importance (see Table *Detailed overview of key performance indicators*), using the data from individual company members of the Charter.

The first report, to be published in 2006, will provide a set of benchmark figures based on data for company financial years ending during 2005. Progress against each of these indicators will then be communicated in the subsequent editions of the Annual A.I.S.E. Sustainability reports, including explanatory notes for the trends observed, best-practice examples and case studies. This will enable stakeholders to assess the progress of the industry whilst individual companies will be able to evaluate their own performance against the industry average.

The A.I.S.E. will implement the Charter in a spirit of ongoing and open dialogue with all interested bodies, both at EU and national level. The initiative will evolve with time as experience develops and feedback is obtained.

## HOW DOES THE CHARTER OPERATE?

1. The A.I.S.E. has developed a set of reference practices called **Charter Sustainability Procedures (CSPs)**, to be used by companies as benchmarks for good sustainability practice in factory management and product design. These CSPs take into account best management practice for the different product life-cycle phases as defined in ISO 14000 (primarily concerned with "environmental management") and similar standards, plus certain other schemes and guidelines specific to the industry.

2. Before signing up to the voluntary Charter scheme, companies must demonstrate to an **independent verifier** that they are able to implement and work with these CSPs (or equivalent) in their management systems. The independent external verifier, which must be an official certifying body under European Accreditation, visits the company to certify that the required processes are in place and are applied. This is called the **"Charter Entrance Check"**.

3. Once a company has successfully been verified and commits to the Charter (by signing the commitment letter and the Charter licence), it is required to report to the A.I.S.E. on a set of 10 **Key Performance Indicators (KPIs)** on an annual basis. The KPIs are indirectly linked with the CSPs and enable the key aspects of sustainability in the soaps and detergent industry to be measured. External verification will ensure that participants have correctly calculated the data.

4. The A.I.S.E. will then aggregate the KPI data submitted by individual companies and publish an **Annual Sustainability report**.



## TO WHOM DOES THE CHARTER APPLY?

The Charter is open to any company:

- manufacturing or placing on the market soaps, detergents, maintenance products or cleaning systems,
- either for household or industrial/institutional use,
- in one or more of the 25 EU countries + Iceland, Norway and Switzerland,
- irrespective of whether the company is a member of one of the A.I.S.E. National Associations.

The Charter is relevant to both:

- manufacturing companies, whether large or small, placing products directly on the market or supplying retailers/distributors,
- retailers/distributors placing detergent products on the market under their own (private) label, which have been manufactured by third parties.

A detailed explanation of the basis for becoming a member, and a current list of companies committed to the A.I.S.E. Charter is given on the Charter website.

## EXTERNAL VERIFICATION:

Companies that want to join the Charter for Sustainable Cleaning need to pass the Charter Entrance Check. This check is performed on-site by an independent approved verifier, specifically accredited to do this job. This guarantees that all applicant companies are individually assessed on the same basis by a neutral, professional auditing body.

"Accepted verifiers" able to perform the A.I.S.E. Charter Entrance Check need to be officially accredited by national accreditation services for the purpose of verification of ISO 14000 and/or similar sustainability standards.

## THE A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING: A SET OF PROCEDURES TO BE IMPLEMENTED DURING EACH PHASE OF THE PRODUCT'S LIFE-CYCLE, WITH DIRECT IMPACT ON ASSOCIATED PERFORMANCE INDICATORS, LEADING TO IMPROVED ECONOMIC, SOCIAL AND ENVIRONMENTAL SUSTAINABILITY.

Relevant life-cycle phase	Charter Sustainability Procedures (CSPs)	Charter Key Performance Indicators (KPIs)
<b>Overall sustainability</b>	<b>Overall sustainability policy</b>	<b>Participating companies</b>
<b>1 Raw materials, incl. chemicals and packaging</b>	<b>Raw material selection, including safety evaluation of raw materials*</b>	<b>Chemicals safety evaluation</b> <b>Poorly Biodegradable Organics (PBOs) used</b>
	<b>Raw material and packaging supplier selection</b>	<b>Chemicals safety evaluation</b>
	<b>Packaging design and selection</b>	<b>Packaging used</b>
<b>2 Resource use</b>	<b>Energy use</b>	<b>Consumed energy and CO-2 emitted</b>
	<b>Water use</b>	<b>Consumed water</b>
	<b>Raw material use</b>	<b>Waste</b>
<b>3 Manufacturing</b>	<b>Occupational health &amp; safety*</b>	<b>Occupational health and safety</b>
	<b>Manufacturing environmental management system*</b>	<b>Waste</b>
	<b>Distribution safety evaluation</b>	<b>Consumer and customer safety</b>
<b>4 Distribution</b>	<b>Product recall system*</b>	<b>Consumer and customer safety</b>
	<b>Finished product safety evaluation*</b>	<b>Consumer and customer safety</b>
	<b>Consumer and user information</b>	<b>Consumer and user information</b>
<b>5 Product use and review</b>	<b>Product performance and review system</b>	<b>Consumer and customer safety</b> <b>Consumer and user information</b>

\* The CSPs marked in **bold** above must be effective for at least 50% of a company's output at the time of the Entrance Check in order for that company to become an official Charter participant. Within three years of entry the other CSPs must be implemented and 75% of output covered.

For details of the CSPs and the KPIs, please feel free to download the documents accessible via the Charter website.

A.I.S.E. will report, in an aggregated way for EU 25 + Iceland, Norway and Switzerland, for companies participating in the Charter:

**NB: KPIs will be reported either:**

- For All: when applicable to the whole A.I.S.E. market, both for consumer goods and the Industrial & Institutional market.
- For HH: when applicable only to the household goods market
- For I&I: when applicable only for the Industrial & Institutional market.

## DETAILED OVERVIEW OF KEY PERFORMANCE INDICATORS

HH	I&I	KPI
x	x	<b>KPI 1: PARTICIPATING COMPANIES</b> a) the total number of manufacturing sites (in the Charter area); b) the number of manufacturing sites covered by the Charter report; c) the total production, in tonnes (in the Charter area); d) the production covered by the Charter report, in tonnes, with a. a minimum of 50% by the end of the first reporting year; b. a minimum of 75% by the end of the third reporting year and c. a final objective of 100% coverage; e) the total number of product units sold (SKUs – stock keeping units, in million units) a. in total / b. on the markets of the Charter area
x	x	
x	x	
x	x	
x	x	
x	x	<b>KPI 2: CHEMICALS SAFETY EVALUATION</b> a) the total amount of chemical raw materials used, in tonnes; b) the total amount of chemical raw materials covered by HERA risk assessments, in tonnes; c) the total amount of product in tonnes delivered per company and per year for use under controlled dosing.
x	x	<b>KPI 3: OCCUPATIONAL HEALTH AND SAFETY</b> a) Accident Frequency Rate: number of accidents / 100,000 working hours
x	x	<b>KPI 4: CONSUMER AND CUSTOMER SAFETY</b> a) Names of all countries where a care line service is offered; b) Names of all countries where products are on the market; c) total number of consumer contacts per million product units sold (SKUs, Charter area); d) The percentage of safety-related contacts within the total number of consumer contacts, classifying these contacts into two groups: a. Calls related to real or perceived health problems, reported as being linked to the use of the product (e.g. exposure to skin or eyes or oral exposure); b. Inquiries (e.g. general or more specific questions related to the safety of the product, such as the presence of a certain ingredient to which the consumer may be allergic); c. The recorded number of equivalent customer-persons trained in sessions (partly or totally) devoted to safe handling and use of products and systems (equipment) delivered annually by company, whatever the application (the evolution of this number will be explained taking into consideration market evolution and societal factors).
x	x	
x	x	
x	x	
x	x	
x	x	<b>KPI 5: CONSUMER AND USER INFORMATION</b> a) Safety advice = Number of consumer product units sold in the Charter Area, using two icons/sentences, expressed as millions of units (m.u.); = Number of consumer product units sold in the Charter Area carrying more than two icons/sentences, expressed as millions of units (m.u.); b) Best use advice = Total number of household washing machine laundry detergents units sold in the Charter area expressed as millions of units (m.u.); = Number of household washing machine laundry detergent units expressed as m.u. sold in the Charter Area carrying the Washright panel expressed as millions of units (m.u.); a) the total number of stock keeping units (SKUs) for products used in the two sub-sectors b) the number of SKUs showing one or more A.I.S.E. pictograms
x	x	<b>KPI 6: POORLY BIODEGRADABLE ORGANICS (PBO'S) USED</b> a) the purchased quantities of chemicals (according to the Charter PBO-list), in tonnes
x	x	<b>KPI 7: CONSUMED ENERGY AND CO-2 EMITTED</b> a) the amount of energy consumed per annum expressed in GJ per tonne of total production; b) The amount of CO-2 emitted per annum expressed in kg of CO-2 per tonne of total production
x	x	
x	x	<b>KPI 8: CONSUMED WATER</b> a) the amount of water (potable and non potable) consumed per annum expressed in m3 of water per tonne of total production.
x	x	<b>KPI 9: WASTE – Off Site, For Disposal (Total Waste - Hazardous plus Non Hazardous)</b> a) the total amount of waste (hazardous and non hazardous) produced per annum expressed in kilograms of waste per tonne of the total site(s) production b) the amount of hazardous waste produced in kilograms of waste per tonne of the total site(s) production.
x	x	
x	x	<b>KPI 10: PACKAGING USED</b> a) the total amount of packaging material in tonnes purchased per year b) the use of refillable containers: total amount, in tonnes, of products delivered in refillable containers per year.
x	x	

## A.I.S.E. SUSTAINABILITY REPORT