

A·I·S·E

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



IMPLEMENTATION OF THE A.I.S.E. CODE OF GOOD ENVIRONMENTAL PRACTICE FOR HOUSEHOLD LAUNDRY DETERGENTS IN EUROPE



- A.I.S.E. 1996/2001 FINAL REPORT -

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**A.I.S.E. Code of good environmental practice for household laundry detergents :
Final reports on 1996/2001 data – Preliminary note :**

IBM¹ has been the independent organisation in charge of the data collection concerning the implementation of the European Commission Recommendation concerning the A.I.S.E. Code of good environmental practice for household laundry detergents (98/480/EC).

The present communication on the final progress made in the implementation of the Code for the years 1996/2001 comes after the publication by PricewaterhouseCoopers of three previous reports, communicated to the European Commission :

- the 1996 baseline report, published end 1996 ;
- the 1997/1998 progress report (incl. update of the 1996 baseline report), published end 1999 ;
- the 1999/2000 progress report published end 2001.

It consists of two documents:

- **The IBM report :**

This is the official report to the European Commission, produced by IBM ; it recalls details on the organisation of company data collection, role of IBM, audit process and lastly, Code data for 1996 and 2001 ; report for these last two years are provided for the three targets on detergent, packaging and poorly-biodegradable organics consumptions ; energy data gathered via external market survey with TaylorNelson Sofres are also provided.

- **The A.I.S.E. report :**

Complementary to the IBM document, this one provides details on market trends from the industry perspective and details on the actions undertaken throughout Europe for the implementation of this project (contacts with Authorities to consumer communication developments towards sustainable consumption activities, partnerships etc).

It is suggested that both documents, since complementary, are consulted in parallel.

¹ IBM recently completed its acquisition of PricewaterhouseCoopers' global management consulting and information technology services business, PwC Consulting.

A.I.S.E. Final Code report 1996-2001

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Section 1 : Introduction

Description of A.I.S.E.

A.I.S.E.: International Association for Soaps, Detergents and Maintenance Products

Industry vision:

"We benefit society by contributing to the sustainable improvement of the quality and comfort of life through hygiene and cleanliness in a free, competitive and innovative way."

A.I.S.E.'s mission:

A.I.S.E.'s mission is to communicate the values embodied in our industry's vision and any related policies to all appropriate stakeholders effectively and objectively, while taking these stakeholders' views into account.

It does this by:

- acting as the voice of the industry in Europe
- working with other organisations as appropriate, ensuring stakeholder dialogue takes place in an atmosphere of trust
- improving the economic and legal environment in which the industry operates.

A.I.S.E. is the official body that represents the soap, detergent and maintenance products industry with European and other international organisations. Its head office is in Brussels, Belgium. Today, A.I.S.E. represents the national associations of 30 countries. Through those, the A.I.S.E. represents around 750 companies, 60% of which are SMEs.

Key priority topics for A.I.S.E. include:

New EU policy on chemicals management; the HERA project on Human and Environmental Risk Assessment; EU legislation on detergents, biocides, substances and preparations, classification and labelling issues; EU enlargement; Industrial and Institutional Products, Promotion of Small and Medium-sized Enterprises and activities in the domain of sustainable development.

Message from the President

Just over five years ago we began our innovative voluntary agreement with the European Commission to reduce the environmental impact of using household laundry detergents.

The Code of Good Environmental Practice for Household Laundry Detergents committed the European detergent industry to challenging targets: to lower the average energy needed per wash; to reduce, on a per capita basis, consumption of our products and their packaging; and to reduce the amount of poorly biodegradable ingredients used per capita. Progress was to be measured through the collection and verification of data by an independent body.

An integral part of the Code was our Washright communication campaign to ensure that consumers receive the information they need to wash as efficiently as possible.

This report tells the story of the implementation of the Code - through the official EC Recommendation (98/480/EC) published in mid 1998 - and gives details of our performance against targets.

We present the facts in a spirit of openness that reflects the way we worked with others along the way. I am particularly pleased that we could share our progress - and get valuable feedback - from our stakeholders, including those in the Commission, Member States and Non-Governmental Organisations. I am proud of our efforts. That we did not meet two of our targets (one by only a narrow margin) is disappointing, but I am impressed at the substantial overall progress that we have made. Most importantly, we have reversed the upward trend in consumption of our products at a time when demographic changes (more, smaller households) are leading to more washes.

At the same time, reformulations have enabled the lowering of average wash temperature (without a loss in effectiveness), helping to save energy and reduce the emission of carbon dioxide. The continuing Washright communications campaign has successfully broadcast tips on how to do the laundry in a more environmentally-friendly way.

Our progress was achieved with co-operation and communal support in what must be one of Europe's most competitive industries. More than 170 companies committed to the Code (working through the 18 National Associations of A.I.S.E.), representing around 90% of the market. We are certainly not usually known for helping each other in our fierce battle for market share. But we have shown that we can work well together for a common purpose - to improve the environment for all.

This spirit remains today as we move forward - through wide consultation - to the next stage in our journey of contributing to sustainable development in a way that will further reduce our impact on the environment and improve the quality of life for everyone.

A handwritten signature in black ink, appearing to read 'J. Seidler', written in a cursive style.

Jürgen Seidler
A.I.S.E. President

Section 2 : Executive summary

In 1996 the European detergent industry - represented by the Association Internationale de la Savonnerie, de la Detergence et des produits d'Entretien (A.I.S.E.) - agreed voluntarily to further reduce the environmental impact of home laundry washing in Western Europe¹.

This was done in the form of a Code of Good Environmental Practice for Household Laundry Detergents, formally adopted in mid 1998 by a European Commission Recommendation (1996 was the baseline year for data). The Code was adopted by more than 170 companies, accounting for around 90% of the market.

The Code had two main objectives:

- To continue environmental progress in the design and marketing of products and packages for household laundry detergents
- To encourage consumers to be more closely involved in reducing environmental impacts, by using the products properly.

Specific reduction targets were set in four areas to achieve the first objective:

- Energy consumption - 5% reduction per wash
- Laundry detergent use - 10% reduction per capita
- Packaging use - 10% reduction per capita
- Poorly biodegradable ingredients - 10% reduction per capita.

The targets covered a five-year period ending on 31 December 2001.

To fulfil the second objective, a communications campaign - called Washright - was designed and funded by the industry. The campaign included consumer information activities and advertising.

Data collection and auditing was done by independent auditors, IBM Business Consulting Services², who reported separately to the European Commission. Energy calculations and data were collected by market survey, conducted by Taylor Nelson Sofres and correlated with energy consumption data provided by CECED³.

¹ The Code covered the 15 members of the European Union plus Iceland, Norway and Switzerland.

² Previously called PricewaterhouseCoopers (PwC).

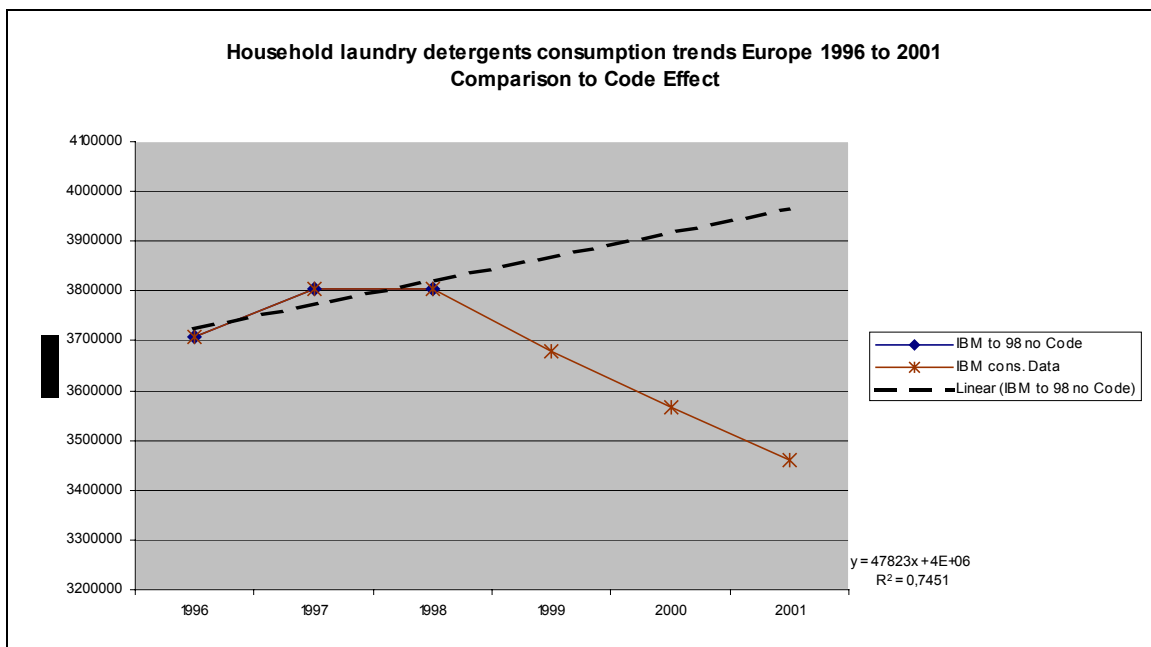
³ CECED: European Committee of Domestic Equipment Manufacturers.

Achievements

The industry met two of the Code's four reduction targets. Two targets were missed.

- Energy consumption - reduced wash temperatures by 6.4% over the period (target: 5%)
- Laundry detergent use - achieved 7.9% reduction (target: 10%)
- Packaging use - achieved 6.7% reduction (target: 10%).
- Poorly biodegradable ingredients - reduced by 23.7% (target: 10%)

There are similar reasons for missing the two targets, set on a per-person basis. Demographic shifts, such as a growth in smaller households that tend to do more washing per capita, and changing habits mean that there are now more people washing more often. As a result, both targets would have been far exceeded if the data were normalised on a per-wash basis.



Still, the Code has led to substantial reductions in the use of materials and the emission of detergents into the environment. The dotted line in the graph above shows the expected consumption trend had the Code not existed. This means that if the industry had done nothing to curb consumption, it would have been substantially higher because of the increase in the number of households. Despite a substantial increase in the number of washes per day, the savings in product and packaging consumption, thanks to the Code, now equals the consumption of the whole Benelux region. This represents a saving of around 250,000 tonnes of detergents and 13,000 tonnes of packaging. Furthermore, product innovation - as a result of the initiative - has led to 23% less poorly biodegradable organic materials in domestic waste water.

Participating companies are continuing their efforts to optimise their formulations and this will lead to further savings.

The Washright campaign (which continues) was successful in providing consumers with information on how to wash more efficiently and help reduce the overall environmental impact of their washing. The campaign has been successful in conveying the message that "every little counts".

Looking to the future

The industry, ever conscious of the need for more transparency about the ingredients used in its products, continues to pursue improvements. For example, it has, with the European federation of chemicals manufacturers (CEFIC), begun the Human and Environmental Risk Assessment (HERA) programme, a voluntary initiative to assess – through a common risk assessment framework - the ingredients used in household cleaning products⁴. It is also - through A.I.S.E. - developing a Sustainable Development Charter to encourage further improvements in the environmental and societal spheres.

⁴ See www.heraproject.com

...as a direct result of the Code

**Improvements in
energy efficiency
have saved enough
energy to power
900,000 European
households
for a year**

(A typical European household uses 20,000 Kwh of energy per year).

Source: see annex 2

Section 3 : The Code - background

In 1996, the European detergent industry decided voluntarily to further reduce the environmental impact of household laundry washing in Western Europe⁵.

This was done through its trade association (Association Internationale de la Savonnerie, de la Detergence et des produits d'Entretien - A.I.S.E.) which developed a Code of Good Environmental Practice for Household Laundry Detergents.

The Code was presented to the European Commission which contracted independent experts to assess it⁶. After consultation with Member States, the Code was formally adopted in mid-1998 by a European Commission Recommendation⁷ (98/480/EC – see annex 1). This was when the project was officially launched, although the baseline year for data was 1996. The Code is a voluntary industry initiative. It followed a successful and continuing co-operation between A.I.S.E. and the European Commission - endorsed by a previous Recommendation - on the labelling of detergents and cleaning products (89/542/EC).

The Code had two main objectives:

- To continue environmental progress in the design and marketing of products and packages for household laundry detergents
- To encourage consumers to be more closely involved in reducing environmental impacts, by using the products properly.

Specific reduction targets were set in four areas to achieve the first objective. The targets, set to be achieved by 31 December 2001, were:

- Energy consumption - 5% reduction per wash
- Laundry detergent use - 10% reduction per capita
- Packaging use - 10% reduction per capita
- Poorly biodegradable ingredients - 10% reduction per capita.

⁵ The Code covered the 15 members of the European Union plus Iceland, Norway and Switzerland.

⁶ An Assessment of the Code of Good Environmental Practice for Household Laundry Detergents. Prepared by P Reynolds (WRC plc, UK) and Lars Lindfors (IVL, Sweden), Feb 1998.

⁷ Recommendations are statements issued by the Council of the European Union or the European Commission that hold considerable guidance value, but are not legally binding.

Analysis of the lifecycle of laundry detergents - from design and manufacture through to use and disposal - shows clearly that the biggest impacts occur in the use and disposal of the products.

This is why the second objective - to encourage consumers to participate – acknowledged that people who use the products have an important role in helping to reduce overall environmental impacts. Laundry habits – such as how much detergent is used, the types of detergents chosen and how hot the water is - influence the overall environmental impact.

This is why the Code included provision for communicating the necessary information to help consumers do their washing as efficiently as possible. A specially-designed communications campaign - called Washright - was developed and funded by the industry. This is described in Section 4.

How the Code was implemented

The Code and the Recommendation were implemented through A.I.S.E.'s National Associations in 18 countries⁸. Conformance with the Code was entirely voluntary and all manufacturers, importers, or others selling household laundry detergents could sign up whether or not they were affiliated to A.I.S.E. or its member associations. The baseline data on the amount of detergent used was extrapolated to include shipment volumes by those companies that chose not to follow the Code. Data was collected, consolidated and audited by an independent auditor, IBM Business Consulting Services⁹, which has produced a separate report to the Commission. This explanatory A.I.S.E. report should be read in parallel with the auditor's report.

More than 170 companies (including multinationals and their subsidiaries) committed to implement the Code. This covers around 90% of the European market.

The Code in context

The Code was established during the European Commission's 5th Action Programme on the Environment. The Programme was the first to actively promote the use of new policy instruments that encouraged improved environmental performance without the need for specific and prescriptive legislation. Agreements between the Commission and industry sectors to

⁸ Although the Code was implemented across greater Europe (the 15 Member States of the European Union plus Iceland, Norway and Switzerland), all data used in this report refers to the 15 EU Member States.

⁹ Previously called PricewaterhouseCoopers (PwC).

reduce environmental impacts voluntarily were seen as the best way to achieve positive results for the environment, while reducing the cost and burden of legislation. The European detergents industry was among a few pioneers in the use of this policy instrument and there were no industry specific Europe-wide precedents from which to learn.

The 5th Action Programme has been superseded by the 6th Action Programme which has retained the spirit of its predecessor by continuing to call for policies that promote sustainable consumption by working with market forces.

...as a direct result of the Code

**Enough
packaging was
saved to
prevent the use
of
about 1,200
domestic waste
trucks**

(typical capacity 12.5 tonnes)

Source: see annex 2

Section 4 : Supporting the Code - The Washright Campaign

While the European detergents industry can largely control the environmental impacts associated with the formulation, manufacture and (to a certain extent) packaging of detergents, it has no direct control of how the product is used.

Lifecycle analysis shows clearly that many of the environmental impacts of detergents are linked to the products' use and disposal. This applies especially to the choices the consumer makes when selecting the wash temperature and the amount of detergent to use (known as the "dose").

The industry, while not in a position to directly control consumer habits, can try and influence washing behaviour by providing information to help people clean their clothes properly with less impact on the environment.

Although the industry had to be the driving force for change, it was clear that the challenging targets could only be met in conjunction with consumers. So it was considered essential that a sustained effort should be made to change some consumers' entrenched clothes-washing habits.

More people needed to use concentrated detergents (dosed correctly) and to select the appropriate temperature for their washing. These actions would benefit the consumer (more efficient cleaning) while contributing to meeting three of the targets: energy, product consumption and packaging.

That this was possible was a result of many years of continuous innovation which led to the development of concentrated powders. These produced the same (and better) cleaning results, while using less product. Smaller containers were needed for concentrates and this meant less packaging. The use of enzymes and bleach activators in detergent formulations, for both concentrated and regular products, made it possible to use much lower wash temperatures.

The significant investment in unit doses in late 1990s improved the efficiency of dosing. By using unit doses, consumers could feel assured that they were putting the right amount of detergent in the machine and were not tempted to add a little extra.

While the industry could offer these more efficient products on the market and promote them through advertising¹⁰, they operated in an open market where the consumer demanded a choice of products, including the old-style large packs of regular washing powders. This is why A.I.S.E. decided to

¹⁰ Tablets and liquid pouches only had wide distribution towards the end of the Code period. Compact powders were available throughout.

support the Code with a (continuing) public awareness campaign that has become known as Washright.

The Washright objectives were to "inform consumers about the benefits of changing their washing habits", in other words, to help consumers use laundry detergents according to instructions and to understand the benefits of changing their washing habits. This would help them benefit fully from innovative new product forms launched before and during the period of the Code.

The Washright campaign tactics were twofold: to harmonise information on the packs and to communicate through the media on behalf of the whole industry. The key focus was to inform consumers of the positive environmental impacts their choices have, especially when they use lower wash temperatures, wash a full load, make effective use of packaging and use the right amount of detergent. This would be done while reassuring consumers that suggested changes in their washing habits would not lower washing performance.

A leading advertising agency was commissioned to develop messages and materials. These were tested with consumers in several European countries. In the spirit of the Code, A.I.S.E. consulted with key consumer groups on plans for the Washright campaign.

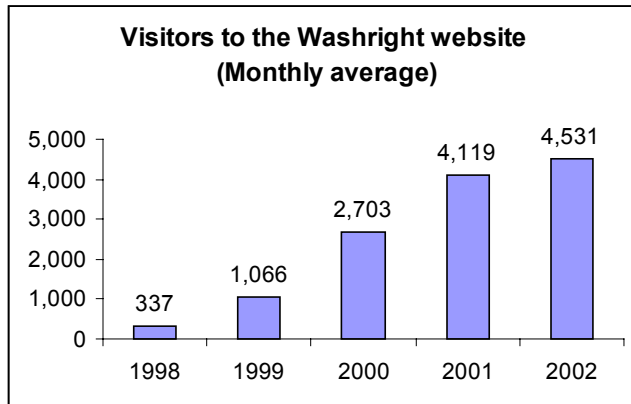
Among a number of positive comments received from important stakeholders, the United Nations Environment Programme (UNEP) said: "We are pleased with this sustainable consumption campaign, organised by an industry sector itself, thereby showing responsibility for the full product life cycle. The Washright campaign will certainly help raise the awareness of consumers in Europe on how simple things like doing the washing can actually be done in a more environmentally friendly way...We hope to see more of such initiatives by industry".

**This pan-European campaign
- which began in 1998 - consisted of:**



- A Washright panel on the detergent packs. Two complementary versions were developed and individual companies could choose to use one or both. The style and content (including recommendations in all European languages) were consistent across different brands (see visuals in annex 3). Most companies committed to the Code now use the Washright panel on their packs.
- A leaflet. This was made available to support any information campaigns organised by National Associations or authorities and consumer institutes.

- A web site. This was launched in 13 languages in October 1998 to provide background for consumers who wanted to know more about the Washright information they received through the media and on the packs. The site was also designed for relevant authorities and the media who wanted to know about the Code.



- Advertising. Standard print advertising material - or templates - were developed and made available for use by National Associations. These could be adapted to suit local conditions. The advertisements emphasised the benefits of lower wash temperatures, appropriate packaging selection and disposal and using a full load of washing.

Television advertising was used later in the campaign, in 2000, 2001 and again in 2002. The use of this medium, while costly, was consistent with the main methods used by the detergents industry to communicate information about its products. The pan-European television campaign was designed to reach at least 70% of European households twice (and be viewed by 800 million people in the first eight weeks). The campaign's estimated value was Euros 10 million each year.

TV material, while developed centrally, was adapted locally to prioritise messages for particular markets. The following media plan was organised by each National Association:

MATERIAL	DURATION AND TIMING FOR USE	ORGANISATION AND BILLING
PHASE 1: 15 seconds industry ad	4 weeks	National Association / Industry (locally)
PHASE 2: Use of 5 second tag-ons in all companies' ads	The next following 4 weeks	Companies (locally)
PHASE 3: Use the Washright T-shirt logo in the brand ads	The next following 8 weeks (minimum)	Companies (locally)

The Washright TV campaign was run in this format in 2000 and 2001, with small adaptations/improvements to the material each time. In 2002, the 15-second campaign (see annex 3) was run and companies were invited to display the T-shirt logo for longer, to increase visibility.

Besides the Washright campaign, which was targeted at consumers, there was a broader communications initiative for the Code that involved all interested stakeholders to ensure that they knew about the Code and the Washright campaign. These included the media, consumers associations and environmental organisations.

Annex 4 recaps all activities undertaken at National Associations' level related to the Code implementation and communication activities in the countries.

While the media helped to broadcast the Washright messages and provide a contextual background for consumers, the National Associations of A.I.S.E. worked in partnership with others to ensure the messages reached the broadest possible audience.

Partnerships included:

Retail trade. Many retailers supported the Code in their own-brand detergents and also helped distribute additional information, such as the Washright leaflet. This was done either by a promotion in the store at peak times (e.g. Belgium and Sweden) or by inserting the leaflet in the in-store magazine (e.g. Switzerland).

Consumer organisations

Some consumer groups and associations (e.g. Germany, Greece, Portugal and Spain) endorsed the campaign, producing joint leaflets and using their networks to spread the message.

Government departments

Official communications channels were used where possible. For example, in the UK government's environment department included the Washright messages in its Going for Green campaign. In the Netherlands the official environmental information body, Milieu Centraal, provided telephone advice for consumers who wanted to know more about washing methods.

Related industries

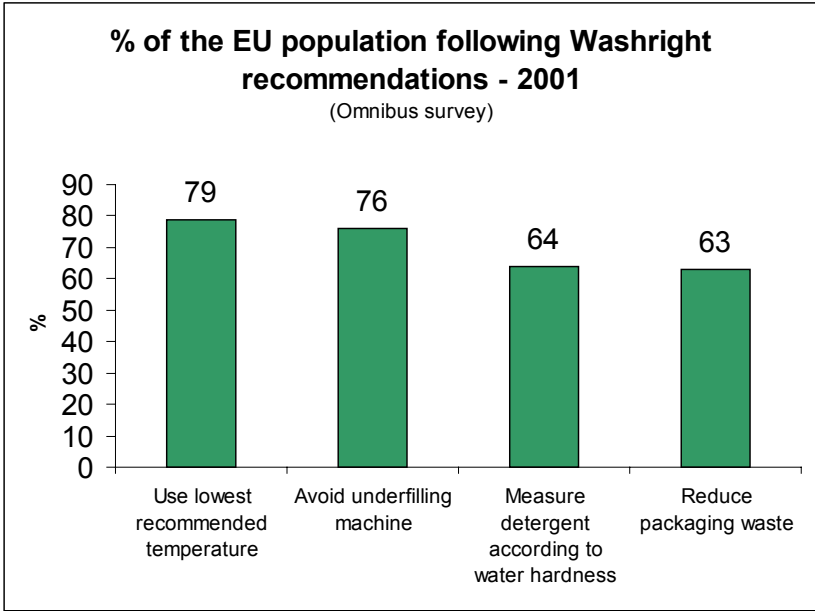
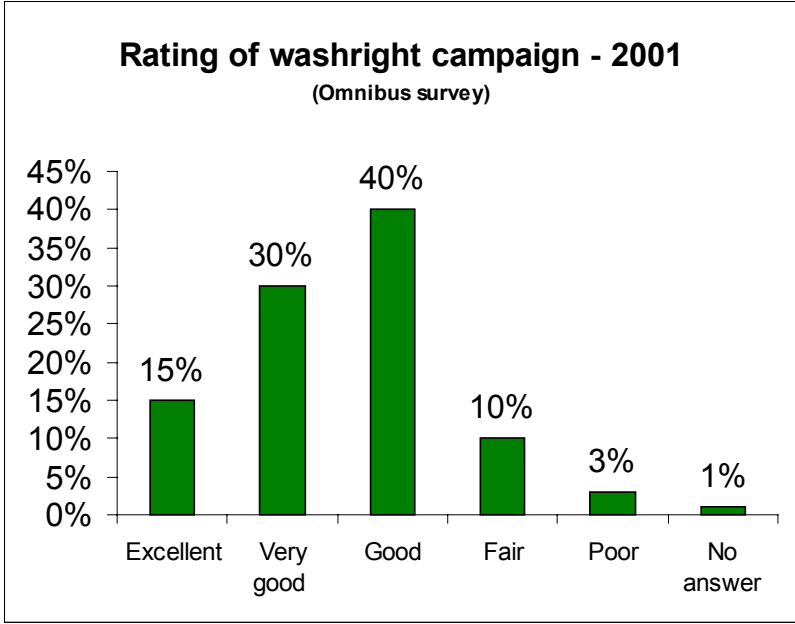
Washing machine manufacturers, energy suppliers and water providers also promoted the Washright messages, for instance through providing water hardness information to consumers.

Besides including the Washright messages on detergent packs, companies marketing detergents also included the messages in their other consumer information channels, such as customer care lines and direct marketing. Information was also included in company annual reports.

The Washright campaign - how it performed

The success of the campaign was tracked and tested by surveys conducted throughout Europe. In summary, survey results show:

- The Washright symbols have been appearing on almost all laundry detergent packs sold across Europe
- Respondents understood the meaning of the Washright symbol, when prompted (Source: Taylor Nelson Sofres)
- After seeing Washright advertisements, the overwhelming majority (81%) of respondents say they are likely to follow the Washright recommendations (Source: AISE omnibus results)
- Most people surveyed rate the Washright initiative good (40%), very good (30%) and excellent (15%), (Source: A.I.S.E. Omnibus results)
- Washright advertising was noticed by 55% of those surveyed (when prompted) and 35% (unprompted), (Source: A.I.S.E. Omnibus results)
- Visits to "washright.com" increased fourfold between 1999 and 2002.



FACT PAGE

...as a direct result of the Code

**The
detergent
saved
(250,000 tonnes)
would fill
a line of trucks
from Brussels
to Barcelona**

(1,100 kms)

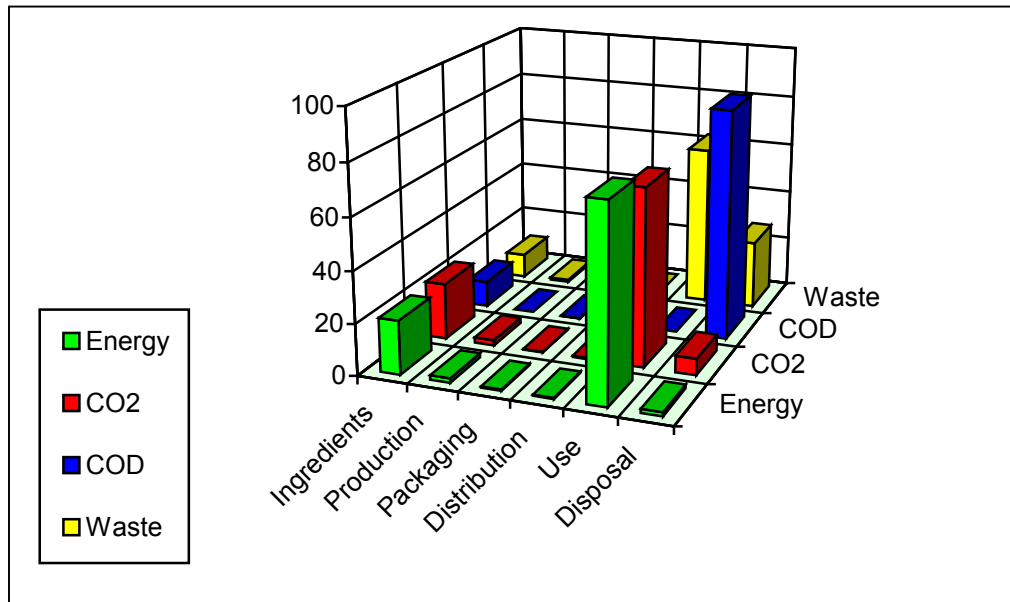
Source: see annex 2

Section 5 : The Code – Targets

A.I.S.E. - to meet its goals - agreed on a set of the most significant environmental parameters against which progress could be measured.

The starting point was an objective evaluation of the most significant impacts associated with laundry detergents, using Life Cycle Analysis.

Life Cycle Analysis of Compact Fabric washing powder & main wash process (source AISE LCA Task Force)



Note - COD: Chemical Oxygen Demand

As the graph shows, Life Cycle Analysis indicates that emissions are particularly high during the use and disposal phases of household laundry detergents. Any reduction in consumption volumes and wash temperatures would reduce the impacts of production and transport energy, packaging and solid waste - and therefore overall environmental impacts. This underlines the need to encourage sustainable design as well as consumption.

The analysis led to the choice of four parameters: energy consumed during the wash; consumption of detergents; the weight of packaging used; the amount of poorly biodegradable ingredients used.

It was thought the best way to reduce the environmental impacts in each parameter would be to set reduction targets and then allow competitive market forces to work. The targets had to be both specific and aspirational because much depended on industry persuading consumers to change their washing habits to help meet the consumption and temperature targets (see Section 4).

The parameters in detail

Energy

Heating water for washing is an issue because it uses energy – mainly electricity. Fuels used to generate electricity in Europe vary according to region, but most are derived from fossil fuels which emit carbon dioxide when burnt. The concentration of carbon dioxide in the atmosphere is of concern because of its contribution to climate change, which is considered to be among the most pressing global environmental concerns.

Studies¹¹ showed that between 1973 and 1993, consumers had dramatically reduced the average temperature of their wash. This was made possible primarily by new detergent formulations which reduced the need for boil washing. Since 1993, the average wash temperature had been slightly below 50 degrees C and had begun to plateau.

A target of 5% reduction in energy use per wash was set. Reaching this target depended on persuading consumers to reduce further their wash temperatures.

Because no common industry data existed, a respected market research company, Taylor Nelson Sofres, was commissioned to research consumer washing habits in November 1997 and establish a benchmark for washing temperatures used. The research was repeated in November 2001, thus measuring the change over a four-year period. Average electricity consumption of the washing machines in each country was supplied by manufacturers (through CECED¹²) and correlated with the above data to obtain the total average energy consumption per wash (see Annex 5).

Detergent Consumption

Detergents are chemical formulations containing many different ingredients. When used, they are mixed with water and after washing, emitted to sewage systems. This means that any reduction in the volume used (for a similar chemical formulation) would also contribute to reducing the overall impact on the environment, especially in water courses.

There are three main factors that influence the consumption of detergents in Western Europe: formulation, washing habits (sociological) and demographic shifts.

Since the early 1990s manufacturers had begun to make concentrated products designed to be used in much smaller doses. But because consumers had been used to regular washing powders, it took some time for

¹¹ See page 21 of the WRc report. An Assessment of the Code of Good Environmental Practice for Household Laundry Detergents. Prepared by P Reynolds (WRc plc, UK) and Lars Lindfors (IVL, Sweden), Feb 1998.

¹² European Committee of Domestic Equipment Manufacturers.

them to change their habits and adjust to the much smaller quantities needed. Still, regular detergents remained popular in some regions of Europe.

There has also been a demographic shift towards more single-person households and more homes with fewer people living in them, which tend to do more washing per capita. Nevertheless, a challenging target of a 10% reduction in consumption per capita was set.

Packaging consumption

European legislation sets recovery targets for packaging and Member States have been directed to set up programmes that encourage the prevention of excess packaging.

Packaging plays many vital roles. Its first functional purpose is to hold/carry the product in volumes matching people's expectations. It protects consumers from exposure to the product and carries information on safety and correct usage. It also protects the product from spilling and damage, which saves waste. Packaging also helps convey marketing information and has played an important role in conveying environmental messages (see Washright campaign, Section 4).

But packaging remains an environmental issue because it consumes resources and contributes to household waste and litter.

Packaging is a cost and it is in the business interests of companies to optimise its use. The industry has made considerable progress in using less raw materials, while retaining the integrity of packaging (lightweighting). The introduction of concentrates has also reduced the amounts of packaging needed, as has the use of refills.

But for all the same sociological and demographic reasons mentioned before, the total volumes of packaging used began to plateau in the early 1990s.

For packaging consumption, the same target was chosen: 10% reduction per capita.

Biodegradability

Biodegradability is the natural process whereby organic materials (i.e. those containing carbon) are broken down into carbon dioxide, water and salts by micro-organisms (or bacteria)¹³. Micro-organisms are found in abundance in sewage treatment works, soil and waterways.

¹³ Detergents are composed both of inorganic and organic materials. The concept of biodegradability does not apply to inorganic ingredients because they do not contain carbon so are not broken down by bacteria.

Most organic ingredients degrade rapidly in the environment and do not accumulate. There are, however, some ingredients that degrade more slowly - known as poorly biodegradable organic materials (PBOs)¹⁴ - which are more persistent in the environment.

These ingredients are present in laundry detergents in small quantities. They are used because they contribute significantly to a better end-result and help to concentrate the formulae, increasing efficiency.

A.I.S.E. and the detergent industry wanted to encourage and stimulate research and development into alternative ingredients with a faster biodegradability. So they set a 10% reduction target in the total quantity of these poorly biodegradable organic materials used per capita.

The Challenge

Independent consultants¹⁵, commissioned by the European Commission to assess the validity of the Code, underlined the challenge of meeting reduction targets, especially where market, sociological and demographic trends conspired to work against further reductions in consumption and energy use. The consultants made these points:

“Studies of consumer behaviour from 1973 to date [1998], show that the incidence of pre-washing and boil washing has greatly reduced. The reduction in pre-washing has contributed to the reduction in consumption of products on a per wash basis, whilst the reduction in the number of boil washes contributes to a very large reduction in the average wash temperature across Europe.

“However, analysis of the last three years [data] from trade members has shown a 3.5% increase in household laundry product consumption. Furthermore... energy usage from laundry products indicates that the trend has recently plateaued. These two factors emphasise the potential difficulty of meeting the proposed reduction targets for energy and product consumption within a five year timeframe.”

Despite this, the industry took up the challenge to influence production and consumption patterns in an open and highly competitive market.

Clearly, manufacturers have the ability to further improve the efficiency of their manufacturing operations - and thereby reduce the environmental

¹⁴ Poorly biodegradable organic ingredients are those that fail to biodegrade by more than 70% in SCAS or Sahn Wellens biodegradability tests as defined under C.12. and C.9 of Annex V to Directive 67/548/EEC (OJ 196, 16. 8. 1967,p.1), as last amended by Directive 92/32/EEC (OJ L 154.5.6.1992).

¹⁵ An Assessment of the Code of Good Environmental Practice for Household Laundry Detergents. Prepared by P Reynolds (WRc plc, UK) and Lars Lindfors (IVL, Sweden), Feb 1998.

impact. This applies to the formulations and the design of packaging too. But as lifecycle analysis shows, by far the greatest environmental impact occurs when people use detergents and is affected by, for example the quantity of detergent they use per wash, and the temperatures they wash at.

In addition, there has been a marked increase in prosperity and a shift towards more and smaller households across Europe, which tend to do more washing per capita. While the detergent industry has a degree of influence on the market (by the products it offers and the information it can convey to consumers), it has no control of demographic shifts.

This is why the targets - normalised per capita for all except energy use - represented a considerable challenge for the industry. The following Section 6 provides a summary of performance against targets.

...as a direct result of the Code

**There are
23% less
poorly
biodegradable
organic
materials in
domestic waste
water in Europe**

Source: see annex 2

Section 6 : The Code - Performance

Our progress

The detergent industry is continually developing new products that help people reduce the environmental impact of home laundering.

For example, over the past 30 years, improvements to fabric detergents have enabled consumers to:

- Halve the amount of water used per wash
- Cut the amount of detergent used per wash by about a third
- Reduce average wash temperatures by 20%.

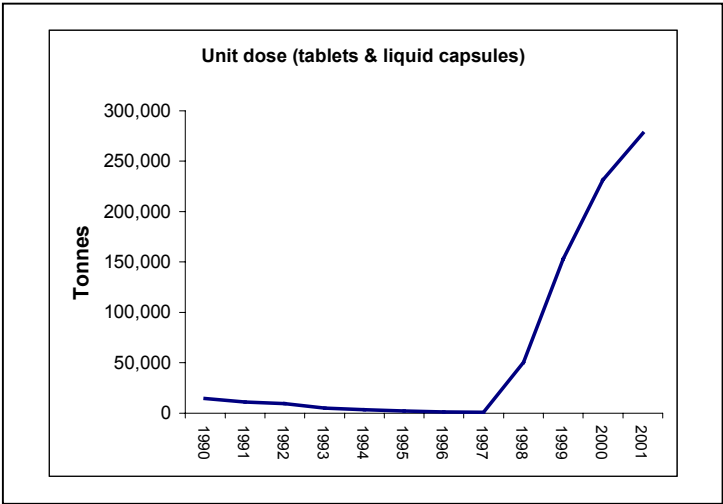
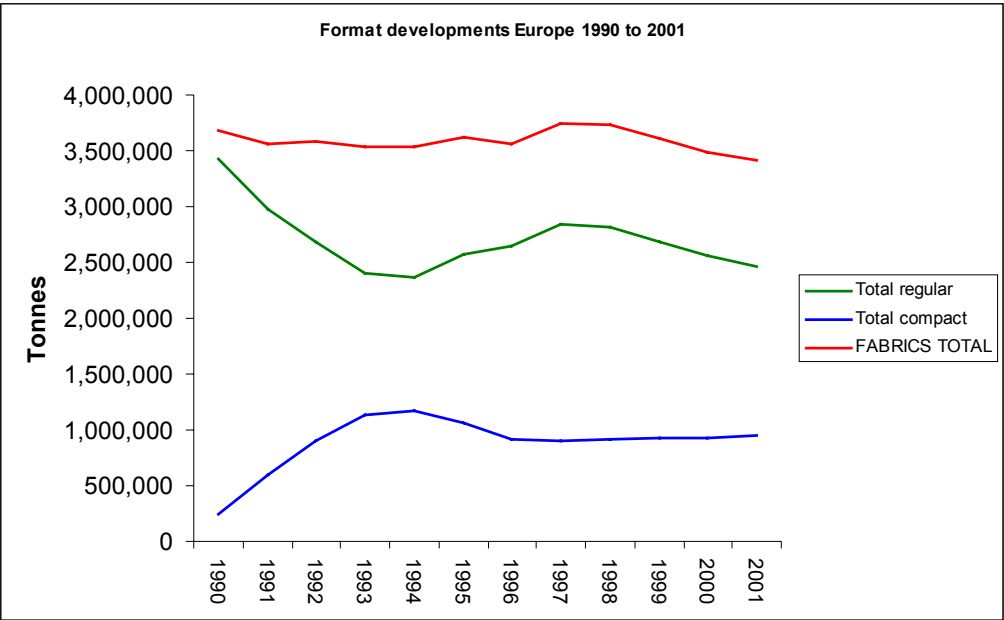
Since the 1980s, rapid progress has been made in developing and marketing detergents that help consumers further reduce the temperature of their wash, reduce the amount of packaging that goes to waste and improve the efficiency of dosing (See Annex 6 - Developments in laundry detergents, 1950-2000).

- **Concentration of products and development of unit doses**

Success at reducing the dose used per wash has been achieved by concentrating the formulation. This has helped reduce the amount of chemicals emitted to waste water and cut the amount of transport and packaging needed (packs of concentrates are lighter and smaller than regular products).

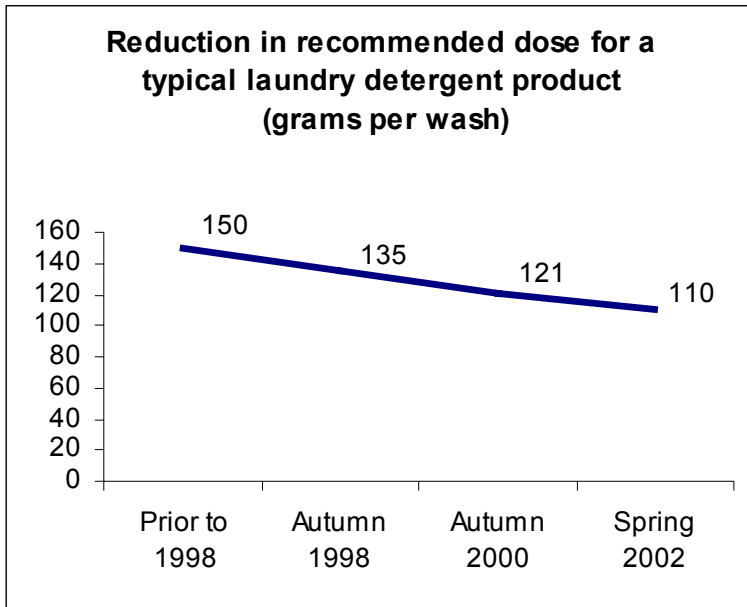
Most recently detergent has become available in unit doses, such as tablets and pouches (or liquid capsules). Tablets are made from compacted powders and pouches from concentrated liquids. These product forms have helped consumers dose their washes in the most efficient way.

The graphs below show the decline in the volume of detergent sold in regular and compact formats, while unit dose versions (e.g. tablets) are on the increase.



- **Reduction of recommended dose for regular products**

Since the Code was implemented, particular efforts have been made to reduce the amount of detergent needed to wash efficiently. One of the most relevant examples relates to a series of weight reductions that were achieved by individual companies on regular products. This graph shows the reduction since 1998 in the dose needed per wash, using a specific regular product produced by one of our members.



Achievements against targets

The European detergent industry exceeded two of the Code's targets (energy use and poorly biodegradable ingredients) but missed the targets on consumption and packaging. These graphs show the performance from 1996-2001 and explanations for why targets were missed. The baseline year for data comparison is 1996.

Targets were set on a per person (per capita) basis. Because of demographic changes that started before the Code was applied and developed during the time of the Code's application, we show data normalised on a per-wash basis as a comparison. The graphs are for illustrative purposes only

A note on the data

1. Data reported hereafter covers the 15 member states of the European Union (rather than the 18 European countries - member states plus Iceland, Norway and Switzerland - that adopted the Code).
2. Data used in the consumption, packaging and biodegradables charts were collected from participating companies and audited by IBM Business Consulting Services¹⁶. Data has been extrapolated to take into account the volumes sold by non-participating companies.
3. Data used in the energy consumption charts was collected by Taylor Nelson Sofres, by sample interviews. This was correlated to electricity consumption data, gathered by the washing machine manufacturers through their trade organisation CECED. See Annex 5 for an explanation of the energy calculations.
4. Population data is from Eurostat.

Supplementary information on performance

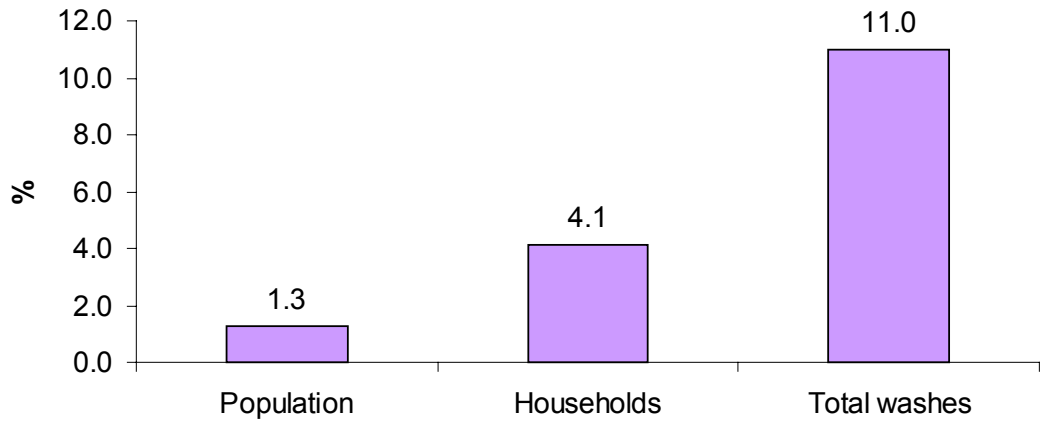
Demographic changes that started before the Code was introduced, and which continue today, have made it more difficult to meet the targets. The most influential has been the trend towards more households with fewer people in them. A greater number of small households leads to more washing.

The number of washes has further increased because there is a greater range of fabrics and special washing programmes designed for them (eg colours and delicates). In addition, there has been a decline in dry-cleaning and more items are worn only once between washes.

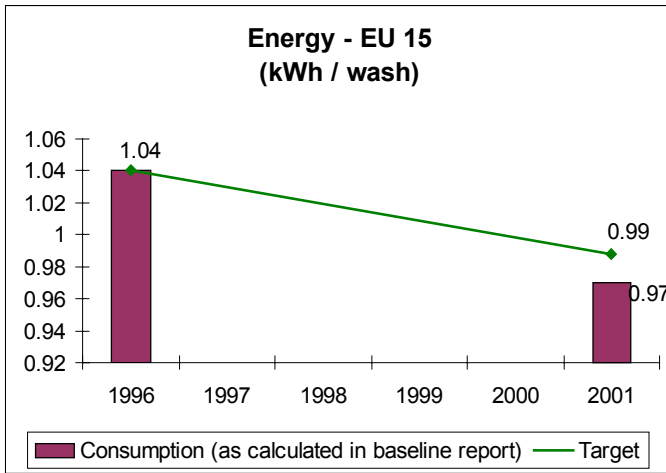
See data on detailed evolution on total population, number of households and numbers of washes in Annex 7.

¹⁶ Previously called PricewaterhouseCoopers (PwC).

Percentage increases in population, number of households and washes between 1996-2001 (EU 15)



Energy



Achieved per wash
6.3% reduction since 1996

Target per wash
5% reduction since 1996

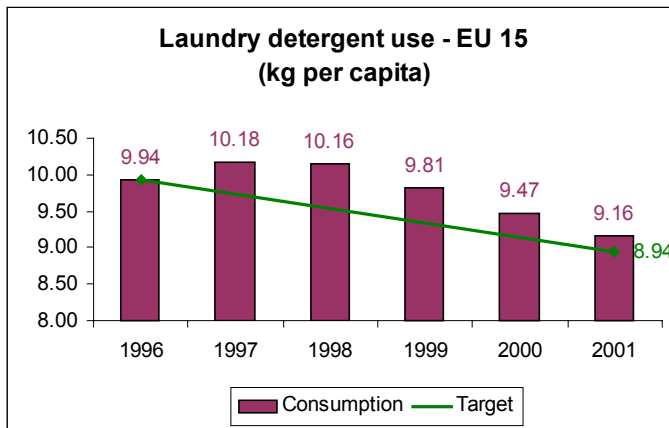
We achieved a 6.3% reduction, hence the energy target was exceeded by 1.3 percentage points. This is due to a reduction in wash temperatures.

Changes in the formulation of laundry detergents have enabled consumers to lower the temperature needed to clean effectively. The average wash temperature across Europe was 46°C in 2002 (48°C in 1997), although there was some variation between countries.

Energy is a key theme of the Washright communication campaign that encourages consumers to use the lowest recommended temperature and helps them to understand the environmental and financial savings that this action brings. The success of the campaign is persuading consumers to reduce their wash temperatures which is reflected in the energy savings shown here. (See Section 4 for more information on Washright).

The energy calculation is based on data for the average wash temperature (collected by Taylor Nelson Sofres through a market survey) as well as data on the energy consumption per wash cycle (provided by European Committee of Domestic Equipment Manufacturers - CECED). See annex 5 for details of the energy calculation.

Target: Laundry detergent use

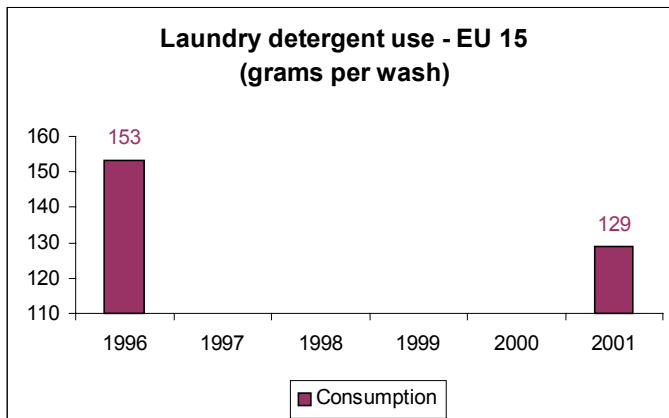


Achieved per capita

7.9% reduction since 1996

Target per capita

10% reduction since 1996



Achieved per wash

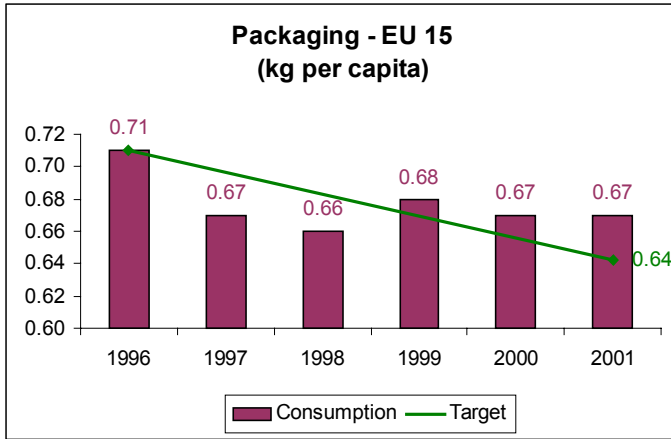
16% reduction since 1996

We achieved a 7.9% reduction per capita in laundry detergent use, missing the target by 2.1 percentage points. Possible reasons for this include a greater than expected decline in the use of compact detergents as well as demographic shifts which led to an increase in the number of single-person households and more homes with fewer people. The composition of the wash is also changing, with more coloured clothes being worn, more clothes being washed (rather than dry-cleaned) and more items being worn only once between washes.

These shifts have led to more washes overall per capita. If the same data were normalised according to the number of washes (as opposed to the number of people), then consumption would have reduced by 16%.

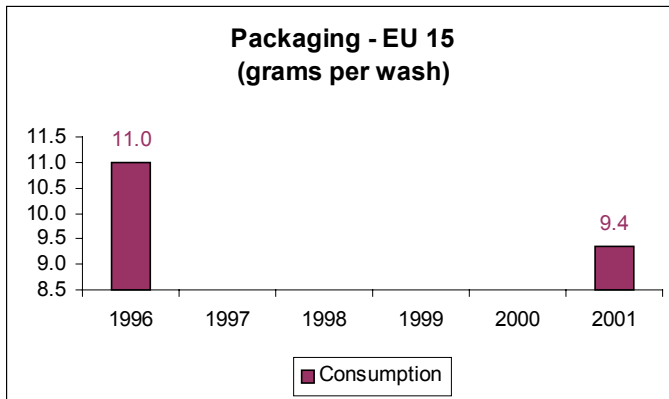
The total amount of detergent saved between 1996-2001 as a result of the Code was 250,000 tonnes. This saving - put another way - kept nearly 17,000 trucks off the road and saved fuel equivalent to nearly 3,000 tonnes of crude oil. Further take up of unit dose product forms (e.g. tablets and pouches) could accelerate the trend towards lower overall consumption.

Target: Packaging



Achieved per capita
6.7% reduction since 1996

Target per capita
10% reduction since 1996



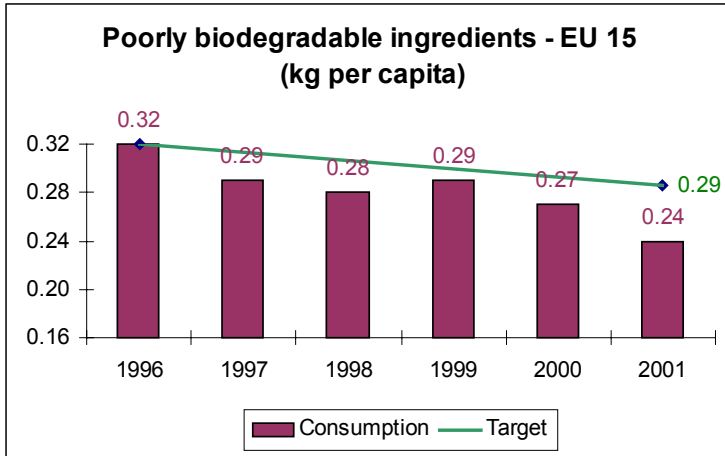
Achieved per wash
14.9% reduction since 1996

We achieved a 6.7% reduction, missing the target by 3.3 percentage points. Possible reasons for this - similar to those mentioned for consumption - include a greater than expected decline in the use of compact detergents, as well as demographic shifts which led to an increase in the number of single-person households and more homes with fewer people. This shift has led to more washing. Furthermore, there was an increase in the use of liquid detergent products (which require more transport packaging than powders).

Historically, powders have been sold in carton boxes. Refill bags were introduced in the mid-90s and by 1996 all major compact products were sold in this way. But neither consumers nor the trade liked the refills because they found them difficult to handle. Consequently, cartons were reintroduced. These were made lighter than the originals and contained at least 70% recycled fibres. Bigger packs would lead to a more efficient use of packaging, but consumers tend to like smaller packs (for reasons of price, handling, available storage space etc). Consumer demand defines what is available in the market.

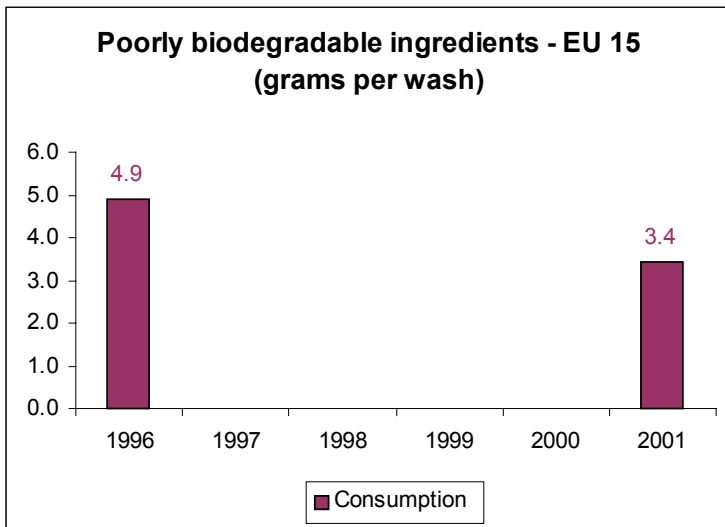
If the same data were normalised according to the number of washes (as opposed to the number of people), it would show that consumption of packaging per wash has reduced by 14.9%.

Poorly biodegradable ingredients



Achieved per capita
23.7% reduction since 1996

Target per capita
10% reduction since 1996



Achieved per wash
30.4% reduction since 1996

We achieved a 23.7% reduction, exceeding the target by 13.7 percentage points. The reduction would have been 30.4 percentage points if the data were normalised per wash. The Code succeeded in stimulating research into ingredients that achieve the same and better results but which also biodegrade more rapidly.

...as a direct result of the Code

**Improvements in energy efficiency
have saved enough energy to power
900,000 European households for a
year**

(A typical European household uses about 20,000 Kwh of energy per year).

*

**The detergent saved
(250,000 tonnes)
would fill a line of trucks
stretching from Brussels to Barcelona**

*

**Enough packaging was saved to
prevent the use of
over 1,200 domestic waste trucks**
(typical capacity 12.5 tonnes)

*

**There are
23% less poorly biodegradable
organic materials in
domestic waste water in Europe**

Section 7 : The future

Our industry made significant advances during the years that the Code was in operation. Our achievements demonstrate our commitment to voluntarily reducing the environmental impact of our products and evidence of the improvement we have made is clearly shown in this report.

A.I.S.E. is also preparing a sustainable development charter to which members of our industry can sign up and in this way continue improving the environmental performance of their products and processes.

This A.I.S.E. Charter aims to implement on behalf of its members (and in addition to any individual company initiatives), a transparent and active sustainable development programme. This will include appropriate indicators showing how we contribute to the aim of ensuring a better quality of life for everyone now and in the future.

The Charter consists of two elements:

1. The Charter itself, which will be open to all A.I.S.E. members, who include National Associations of detergent and cleaning product manufacturers.
2. An A.I.S.E. Sustainable Development Programme which aims to, first, identify the key issues and opportunities related to sustainable development and second, to provide sustainable development tools to support those companies committing to the Charter.

The programme will be developed with stakeholder input and the participation of AISE staff, National Associations and relevant experts. Activities are expected to cover the design of products (product safety assurance, guidelines on chemicals management, consumer product information), well-being and sustainable use of products (providing tips on good use of products and hygiene practices) and sustainable professional and cleaning solutions (covering public procurement activities, purchase and use criteria for total systems and services).

The basis for a sustainable use of chemicals is to ensure that they are safe to use and do not harm the environment. This is why AISE initiated a major voluntary programme in 1999 to assess the potential risks associated with the ingredients used in household cleaning products (pre-empting the European Commission White Paper on chemicals management).

The project - called the Human and Environmental Risk Assessment (HERA) - provides a common risk assessment framework for the ingredients used by the household cleaning products industry. The framework has been developed jointly by A.I.S.E. and Cefic, the European federation representing the makers of chemical ingredients. HERA delivers evaluated safety

information on the ingredients used in these products in an effective and transparent way (more on www.heraproject.com).

A.I.S.E.'s two major commitments - HERA and the Charter - will build on the achievements we made under the Code of Good Environmental Practice and take us forward in our journey to contribute to a sustainable future.

Annexes

Contents

1. Text of Recommendation (98/480/EC)
2. Fact Pages: how the calculations were made
3. Washright: selection of communications materials
4. List of activities by country
5. Explanation of the energy calculations
6. Developments in household laundry detergents, 1950-2000
7. Demographic and wash changes, 1996-2001

Annex 1 : Text of Recommendation (98/480/EC)

COMMISSION RECOMMENDATION
of 22 July 1998
concerning good environmental practice for household laundry detergents
(notified under document number C(1998) 2163)
(98/480/EC)

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community, and in particular Article 155, second indent, thereof,

Whereas detergents and cleaning products are already subject to certain Community provisions concerning the manufacture, proper handling, usage and labelling, in particular with reference to Council Directive 73/404/EEC of 22 November 1973 on the approximation of the laws of the Member States relating to detergents⁽¹⁾, as last amended by Directive 86/94/EEC⁽²⁾, and Commission Recommendation 89/542/EEC of 13 September 1989 for the labelling of detergents and cleaning products⁽³⁾;

Whereas Council Directive 88/379/EEC of 7 June 1988 on the approximation of the laws, regulations and administrative provisions of the Member States relating to the classification, packaging and labelling of dangerous preparations⁽⁴⁾, as last amended by Directive 96/65/EC⁽⁵⁾, shall apply to detergents classified as dangerous within the meaning of Article 3 of the abovementioned Directive;

Whereas the actions envisaged in this recommendation are without prejudice to the requirements set out in European Parliament and Council Directive 94/62/EC of 20 December 1994 on packaging and packaging waste⁽⁶⁾;

Whereas separate Community requirements apply to cosmetic products, which are not covered by this recommendation;

Whereas the ecological criteria for the award of the Community eco-label to laundry detergents established by Commission Decision 95/365/EC⁽⁷⁾ are different from the present recommendation, so manufacturers should give due consideration to applying for the European Community eco-label in addition to complying with this recommendation;

Whereas the Commission has established guidelines for the effective use of environmental agreements in a communication to the Council and the European Parliament⁽⁸⁾; whereas the Council and the European Parlia-

ment, in their resolutions of 17 July 1997 and of 7 October 1997 on environmental agreements, have recognised that such agreements may be a valuable instrument to make optimum use of industry's own responsibility⁽⁹⁾;

Whereas the Commission considers that, in order to enhance the effectiveness and to guarantee the transparency and credibility of this industry commitment recognised by the Commission through a Commission recommendation, all the interested parties are to be consulted on the recommendation and in particular on its implementation and the results achieved;

Whereas the reduction of washing temperatures would decrease energy consumption and thus decrease CO₂ emissions;

Whereas reducing the consumption of detergents and their packaging is likely to lower the general environmental impact related to detergents;

Whereas the reduction of the poorly biodegradable ingredients in detergents will reduce the effects of detergents on the environment;

Whereas industry elaborated a code of conduct in order to improve the information available to consumers to ensure proper usage and in particular the dosing of detergents by more detailed labelling, educational advertising and other programmes aimed at increasing consumer awareness, to save resources and to bring about a direct positive impact on water quality and on the environment in general;

Whereas there are, within each Member State, national associations which represent the great majority of the undertakings in the detergents and cleaning products industry in that Member State, each of which is a member of the AISE (Association internationale de la savonnerie, de la détergence et des produits d'entretien) and which have committed themselves to implement this Commission recommendation;

Whereas the AISE, which represents over 90 % of the detergent and cleaning product industries in the Community, has committed itself to ensure compliance with this recommendation in cooperation with the national associations;

⁽⁹⁾ OJ C 286, 22. 9. 1997, p. 254 and OJ C 321, 22. 10. 1997, p. 6.

⁽¹⁾ OJ L 347, 17. 12. 1973, p. 51.

⁽²⁾ OJ L 80, 25. 3. 1986, p. 51.

⁽³⁾ OJ L 291, 10. 10. 1989, p. 55.

⁽⁴⁾ OJ L 187, 16. 7. 1988, p. 14.

⁽⁵⁾ OJ L 265, 18. 10. 1996, p. 15.

⁽⁶⁾ OJ L 365, 31. 12. 1994, p. 10.

⁽⁷⁾ OJ L 217, 13. 9. 1995, p. 14.

⁽⁸⁾ COM(96) 561 final of 27 November 1996.

Whereas non-AISE members who are selling, marketing or producing household laundry detergents within the European Community and the European Economic Area may also participate in this undertaking;

Whereas the results achieved under this recommendation should be communicated to the European Parliament, to the Council and to the public, in line with the Commission communication on environmental agreements;

Whereas the implementation of this Commission recommendation should be assured on the one hand by the undertaking to the Commission by the AISE to ensure compliance with the provisions of this recommendation and on the other hand by the national associations who will cooperate with the authorities of the Member States in order to ensure the implementation of these provisions;

Whereas this recommendation should be implemented as soon as possible in order to reduce the environmental impact related to the use of household detergents;

Whereas further efforts by producers and consumers will be necessary to achieve sustainable development,

HEREBY RECOMMENDS:

Article 1

For the purpose of this recommendation 'household laundry detergents' means products sold to the general public which are intended for washing domestic laundry.

Article 2

The total amount of energy used per wash cycle for the product group as defined in Article 1 should be reduced by 5 % by the year 2002 compared with 1996.

Article 3

The consumption per capita in the European Community of the product group as defined in Article 1 should be reduced by 10 % by the year 2002 compared with 1996.

Article 4

The consumption per capita of the primary and secondary packaging of the product group as defined in Article 1 should be reduced by 10 % by the year 2002 compared with 1996.

Article 5

The content of all poorly biodegradable organic ingredients, as defined in the Annex should be decreased by 10 % for the product group as defined in Article 1 by the year 2002 compared with 1996.

Article 6

Without prejudice to Council Directive 84/450/EEC⁽¹⁾ concerning misleading advertising, consumers should be provided with information designed to encourage the correct use of household laundry detergents.

Article 7

In order to monitor the progress of this recommendation, statistics will be collected in the Member States. The collected statistics should be reported to the Commission and respectively to the national authorities. The information and the data to be collected as well as the process for data collection and verification are defined in the Annex.

The national associations of the AISE and the AISE itself will provide for an outside organisation to collect and process statistics.

Article 8

For the purpose of the implementation of this recommendation, the national authorities should cooperate with the national members of the AISE.

Article 9

Every two years, until the goals set by the recommendation are reached, the Commission will hold consultations with the Member States, the AISE and Consumer Committee⁽²⁾ on the state of implementation of this recommendation. The Commission will inform the Council and the European Parliament accordingly and make the information publicly available.

Done at Brussels, 22 July 1998.

For the Commission

Martin BANGEMANN

Member of the Commission

⁽¹⁾ OJ L 250, 19. 9. 1984, p. 17, Directive as last amended by Directive 97/55/EC of the European Parliament and of the Council of 6 October 1997, OJ L 290, 23. 10. 1997, p. 18.

⁽²⁾ OJ L 162, 13. 7. 1995, p. 37.

ANNEX

The AISE and its national member associations will collect all necessary data and monitor the implementation of this recommendation. For this purpose the national member associations of AISE may cooperate with the national authorities. The reference basis for the implementation of the aims of this recommendation is the year 1996.

The following data will be collected for each national market:

Product consumption

The companies will provide the total detergent consumption (in tonnes/year) of household laundry detergents (solid and liquid) for each calendar year. Consumption means the tonnes of detergent sold on each national market.

Packaging consumption

The companies will provide the total consumption (in tonnes/year) of packaging associated with the abovementioned detergent consumption for each calendar year. Consumption means the tonnes of packaging used on each national market.

Poorly biodegradable organic ingredients

The companies will provide the total consumption of poorly biodegradable organic ingredients ⁽¹⁾ (in tonnes/year) associated with the abovementioned detergent consumption (solid and liquid) for each calendar year. Consumption means the tonnes of poorly biodegradable organics in detergents sold on each national market.

Energy consumption

The reduction of energy consumption per wash load will be defined on the basis of the change of temperature distribution of wash cycles. The AISE will set up appropriate and representative habit studies on a European basis in order to find the temperature profile for each Member State.

The statistics will be collected in Member States to be reported through the AISE to the Commission every second year, except on energy consumption which will be provided only for 1996 and again in the year 2002. The first report with the data for the reference basis of 1996 will be presented to the Commission in September 1998.

The first progress report covering 1997 and 1998 will be presented to the Commission in September 1999. The reports to the Commission will include the data for each Member State and the average data for the EU.

The compliance with the aims of this recommendation will be judged by the weighted average data for the EU.

With the first report the AISE will present to the Commission a list of companies implementing the recommendation in each Member State.

The collection and verification of data will be executed by an independent body with suitable expertise. Confidentiality of the data of individual companies shall be guaranteed by the independent body.

⁽¹⁾ Poorly biodegradable organic ingredients are those which fail to biodegrade by more than 70 % in SCAS or Zahn Wellens biodegradability test as defined under C.12. and C.9 of Annex V to Directive 67/548/EEC (OJ 196, 16. 8. 1967, p. 1), as last amended by Directive 92/32/EEC (OJ L 154, 5. 6. 1992).

Annex 2 : Fact Pages: how the calculations were made

Annex 2

These fact pages are meant for illustration only - to put the savings into everyday language. This chart shows the basis for the statements made, as well as additional illustrations.


Code Achievements


TOTAL SAVING:	SAVING EQUIVALENT TO:
<p>Energy saving: 18,844,800,000 Kwh</p> <p>Improvements in energy efficiency mean that 0.97 Kwh were used per wash in 2001 compared with 1.04 Kwh per wash in 1996. In 2001, there were 2,692,128 (10⁵) washes. Without improvements in energy efficiency, the total amount of energy used would have been 2,799,813 (10⁵) Kwh. The actual use was 2,611,365 (10⁵) Kwh - a saving of 18,844 (10⁵) Kwh.</p>	<p>Enough energy to power 900,000 European households for a year Typical European household uses 20,000 Kwh per year. Source = European Environment Agency: average energy consumption per dwelling has been roughly stable since 1991, at between 1.75 and 1.8 tonnes of oil equivalent.</p>
<p>Product saving: 250,000 tonnes / 400,000 m³</p> <p>In 2001 a total of 3,459,484 tonnes of product was used compared to 3,708,587 tonnes in 1996, saving 249,103 tonnes</p>	<p>1,100 Km (700 miles) "truck convoy" Can also be expressed in distance between relevant cities e.g. Brussels to Barcelona, Rome, Budapest or Oslo. Assumes 22t per tuck, driving at 100 kph and safe separation – 100m road space per truck, almost 12,000 trucks.</p> <p>200 Olympic Swimming Pools Typical Olympic Pool = 50x20x2m = 2,000m³.</p> <p>Total annual consumption of the whole of BENELUX (applies to product AND packaging)</p>
<p>Packaging saving: 15, 000 tonnes</p> <p>In 2001 a total of 251,342 tonnes of product was used compared to 266,138 tonnes in 1996, saving 14,796 tonnes.</p>	<p>Enough to fill about 1,200 garbage trucks Typical capacity 12.5 tonnes</p> <p>Total consumption of the whole of BENELUX Based on total Fab Clean packaging used in BENELUX</p>
<p>Reduction in PBO emissions: 27,000 tonnes</p> <p>In 2001 a total of 91,662 tonnes of product was used compared to 118,560 tonnes in 1996, saving 26,898 tonnes.</p>	<p>Total annual German PBO emissions Also equivalent to total French plus UK contributions.</p>


Annex 3 : Washright : selection of communications material





www.washright.com



 *Avoid underfilling the machine*

 *Measure according to soil and water hardness*

 *Use the lowest recommended temperature*

 *Reduce packaging waste*

www.washright.com











www.washright.com




Undgå halvtomme maskiner



Dosér efter hvor snavset tøjet er og vandets hårdhed



Anvend laveste anbefalede vasketemperatur



Reducér emballageforbruget

Danish




Was niet met een halfvolle trommel



Doseer volgens vuilgraad en waterhardheid



Gebruik de laagst aanbevolen temperatuur



Verminder verpakkingsafval

Dutch




Vältä vajaatäyttöä



Annostele ikaisuusasteen ja veden kovuuden mukaan



Käytä alinta suositeltua lämpötilaa



Vähennä pakkausjätettä

Finnish




Eviter de sous-remplir la machine



Doser selon la salissure et la dureté de l'eau





Utiliser la température recommandée la plus basse




Réduire les déchets dus aux emballages


French


Vermeiden Sie ein Unterfüllen der Waschmaschine



Dosieren Sie gemäß Verschmutzung und Wasserhärtebereich



Verwenden Sie die niedrigste empfohlene Wassertemperatur



Verringern Sie Verpackungs-Abfall

German




Αποφύγετε να πλένετε αν το πλυντήριο δεν είναι γεμάτο



Χρησιμοποιείστε τη σωστή δόση ανάλογα με το πόσο λερωμένα είναι τα ρούχα και την σκληρότητα του νερού



Χρησιμοποιείστε την χαμηλότερη προτεινόμενη θερμοκρασία



Μειώστε τα απόβλητα συσκευασίας

Greek



Förðist að setja of litlir í vélina

Notið meira þvottaefni ef fatnaður er mjög óhreinn

Notið lægsta hitastig sem mælt er með

Dragið úr umbúðanotkun

Icelandic



Non caricare la lavatrice con pochi capi

Dosare in base allo sporco e alla durezza dell'acqua

Usare la piu' bassa temperatura consigliata

Ridurre lo spreco di materiale da imballaggio

Italian



Unngá halvfyll maskin með tøy

Doserið ríktig í forhold til skittenhetsgrad og vannets hardhet

Vaskið við lævst anbefalt vasketemperatur

Reduserið affall frá emballasji

Norwegian



Optimize a carga da sua máquina

Doseie de acordo com a sujidade da roupa e a dureza da água

Use a temperatura recomendada mais baixa

Reduza o desperdício em material de embalagem

Portuguese



No ponga la lavadora con poca ropa

Dosifique en función de la suciedad y de la dureza del agua

Lave con la temperatura más baja recomendada

Reduzca los residuos debidos a los envases

Spanish



Tvätta bara någorlunda stora mängder



Dosera efter smutsighetsgrad och vattnets hårdhet




Använd lägsta rekommenderade temperatur



Minska förpackningsavfallet



Swedish



Annex 4 : List of activities by country



	AUSTRIA 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr C. GRÜNDLING - F.C.I.O - Postfach 325 - A - 1045 WIEN TEL: + 43 1 501 05 33 48 - FAX: + 43 1 501 05 280
Companies committed to the Code (as at Dec. 2001)	MEMBERS: COLGATE PALMOLIVE GmbH, ERDAL GmbH, HENKEL AUSTRIA GmbH, LEVER FABERGÉ AUSTRIA, PROCTER & GAMBLE, RECKITT BENCKISER AUSTRIA NON MEMBERS: AMWAY
Percentage range of the market which implements the Code	85-90%
Code visuals on packs	Since November 1998
Launch date	19th November 1998
Acceptance by National Authorities and Stakeholders	<ul style="list-style-type: none"> - Contacts with Ministry of Environment (BMUJF): very strong support of Minister of Environment, Dr Martin Bartenstein stating: "As federal minister for the environment, I welcome the initiative of the European detergent industry to establish the Code of good environmental practice and its practical implementation which will help to reduce the burden on our environment. Use this folder to check your activities when buying household detergents and using them. You will see that these simple advices on how to wash right can do a lot for the environment". --> This paragraph has been used as an introduction to the consumer leaflet. - BMUJF (Min. of Env.) is willing to support the Code also by sending a letter to the big retailers, encouraging them to commit and/or support the activities. - Recently, the Code was elected in Min of Env't project as one of 100 environmental programmes has been advertised in their web site. Contacts with the Ministry of Economic Affairs <ul style="list-style-type: none"> - Inclusion of the Code into the annual report of FCIO and the environment report which is sent to major opinion formers in Austria.
Contacts with Consumer Associations	Presentation of the Code at VKI (Austrian Association for consumer info) several times; however they have not (yet) responded to the Association's proposal to publish the Code in their monthly periodical ("der Konsument").
Consumer communication activities (including TV advertising activities)	<p>1998/1999: 100 000 consumer leaflets (with a foreword from Min. of Env't) have been printed, and are to be distributed through trade by the companies' marketing units. Feasibility of a distribution through Consumer Association is envisaged. The Communication WG will discuss opportunities for a print campaign on energy (early 1999).</p> <p>2000: 3 wave washright TV campaign on Temperature messages : 60° to 40°</p> <p>2001: wasright TV campaign on Temperature messages: 60° to 40°</p> <p>2002: 15 second ad temperature (60° to 40°)</p>
Other activities, Public Relations campaign etc	A press Communiqué was sent to a large number of media. PR agency Halik distributed the prepared material to the media. Limited but positive coverage, but PR activities are still going on. Austria, Germany and Switzerland issued also for the press and stakeholders a very complete PR booklet with the "Code design spirit" distributed in 2000 copies in Austria. The support of the Ministry of Environment is used for PR activities. About 20 000 consumer leaflets were distributed to opinion leaders along with the "Ingestionsfibel". Distribution by companies of leaflets on "hygiene and the environment" including the washright messages



 <p>A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002</p>	 <p>BELGIUM / LUXEMBURG</p> 
<p>Companies committed to the Code (as at Dec. 2001)</p>	<p>Mrs P. HALLEUX - DETIC - Square Marie-Louise 49 - B - 1000 BRUSSELS TEL: + 32 2 238 97 65 - FAX: + 32 2 230 82 88</p> <p>MEMBERS: AMWAY (B), HENKEL S.A (B+L), LEVER FABERGE (B + L), LUHNS DETERGENTS, Mc BRIDE (B + L), PROCTER & GAMBLE (B + L), RECKITTBENCKISER (B + L), VANDEPUTTE SAVONNERIE-ZEEPFABRIEK (B) NON MEMBERS / TRADE: CARREFOUR (B), HEMA (B)</p>
<p>Percentage range of the market which implements the Code</p>	<p>80-85 %</p>
<p>Code visuals on packs</p>	<p>End 1998 / Early 1999</p>
<p>Launch date</p>	<p>18-19th January 1999</p>
<p>Acceptance by National Authorities and Stakeholders</p>	<p><u>Belgium</u>: presentation to Ministry of Health and Environment. Good understanding. Good acceptance by Trade. <u>Luxembourg</u>: approbation of Lux Trade Federation seems to be needed before considering Environment Authorities' support.</p>
<p>Contacts with Consumer Associations</p>	<p>In Belgium, the Consumer organisation accept well the recommendations of the Washright panel.</p>
<p>Consumer communication activities (including TV advertising activities)</p>	<p>1998/1999 : - Print campaign in magazines, targetting consumers between 25-45 years on temperatures (90° to 60° and 60° to 40°) in Belgium in the two languages (9 magazines) and in Luxemburg (1 magazine). Appearance: 4 times every other 14 days (details available) between end January, end March 1999. - 800 000 leaflets have been printed and distributed by both the companies and their retailers (especially the retailer committed); distribution by hostesses during several days in February and June 1999 in Luxemburg and once again in September 1999 in Flanders. 2000 : 3 wave Washright TV campaign on Temperature : 60° to 40°. 2001 : 3 wave Washright campaign on Temperatures and Dosage - PR activities with AISE during EC Green Week 2002 : Wasright TV campaign on Temperature and Dosage</p>
<p>Other activities, Public Relations campaign etc</p>	<p>1998/1999: A PR agency was appointed; the distribution of a press kit was preferred to the organisation of a press conference in 1999 to launch the Code in Belgium. Distribution of a specific Code press kit (with press communiqué, Recommendation, text of the Code, slide etc) in either French or Flemish and Recommendation in German for the German-speaking region to 400 press contacts, political authorities and Consumer & Environmental organisation. Good coverage obtained in Press and Radio. 2000: Support of A.I.S.E.'s activities in Brussels during the World Environment Day with UNEP (5th June 2000); coverage in the Belgian press. 2001: Press release.</p>

	DENMARK 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr K.CHRISTIANSEN - BRANCHEFORENINGEN S.P.T. - Brancheforeningen S.P.T. HOSTVEJ 3 DK- 2800 KGS. LYNGBY TEL: +45 45 20 20 10 FAX: +45 45 20 20 19
Companies committed to the Code (as at Dec. 2001)	MEMBERS: A/S BLUMOLLER, COLGATE-PALMOLIVE A/S, DANLIND A/S, LEVER FABERGE DANMARK A/S, PROCTER & GAMBLE SCANDINAVIA Inc, RECKITT BENCKISER SCANDINAVIA A/S, AMWAY DENMARK
Percentage range of the market which implements the Code	70-80%
Code visuals on packs	Since July 1997 and progressively, use of final A.I.S.E version
Launch date	5th February 1998
Acceptance by National Authorities and Stakeholders	EPA (Environment Protection Agency) accepts the Code but with some reservations NB: an important campaign entitled "Wash clean" was undertaken by the EPA prior and in parallel to the S.P.T one with big investments. However, recognises the efforts done by the industry.
Contacts with Consumer Associations	Briefing organised with the PR launch.
Consumer communication activities (including TV advertising activities)	1998/1999: A print campaign in several (women) magazines was conducted between April and June 1998 on temperature (60°). Coverage cumulated 80%, with 50% at 3 + reach. 2000: 3 wave Washright TV campaign on Temperature message: 60° to 40° 2001: 3 wave Washright TV campaign on Dosing and Loading 2002: print ad in newspapers on Dosage and Loading
Other activities, Public Relations campaign etc	S.P.T appointed a PR agency to prepare the February 1998 press conference organised also for stakeholders; limited coverage. S.P.T issued two Newsletters distributed in 500 copies (in September 1997 and January 1998).

	FINLAND 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr S. GRANQVIST - TEKNOKEMIAN YHDISTYS r.y. - P.L. 311 FIN - 00131 HELSINKI TEL: + 358 9 1728 4332 - FAX: + 358 9 666 561
Companies committed to the Code (as at Dec. 2001)	MEMBERS: CEDERROTH OY, OY FAINTEND Ltd, HENKEL NORDEN OY, HOMCARE FINLAND OY, ORION-YHTYMÄ OYJ NOIRO, PROCTER & GAMBLE FINLAND OY, SUOMEN UNILEVER OY LEVER FABERGE, NON MEMBERS / TRADE: SUOMEN SPAR OY, KESKO OY, AMWAY FINLAND
Percentage range of the market which implements the Code	90 - 95 %
Code visuals on packs	As from early 1999
Launch date	15-19 March 1999
Acceptance by National Authorities and Stakeholders	The Ministry of Environment and many authorities, consumer organisations etc, have been informed since Autumn 1997, <u>with a positive acceptance of the initiative.</u>
Contacts with Consumer Associations	Several Consumer Associations have a link from their website to the website on laundering and Code project.
Consumer communication activities (including TV advertising activities)	1998/1999: 200 000 copies of the consumer leaflet printed, + 22 500 copies This is being distributed in retail stores also by those committed to the Code (Kesko and Suomen Spar). Material also distributed in different fairs like the Ekoconsumer fair. 2000: 3 wave TV campaign on Temperature message 60° to 40° 2001: Website on the chemistry and practices of laundering built up together with the Consumer Agency. 3 wave TV campaign on Dosing and Loading. 2002: Print ad campaign in newspapers on Dosage
Other activities, Public Relations campaign etc	A press communiqué and a "Code press kit" was sent to 110 journalists / TV / radio (folder* containing a booklet on aims and targets of the Code, consumer leaflet, Recommendation, picture of Logo and Wash Right Panel); very good coverage obtained in press. All together, coverage was obtained in over 3 millions copies of newspapers / magazines. *1 folder printed in 4000 copies, sent to Authorities, different organisations and to all Communes in Finland (450, due to the reference on Water Hardness). 2000 : Press conference on www pages in co-operation with the Finnish Consumer Agency, including also the printing of 50000 washright postcards 2001: Presentation on the Code-project at the Eco-Consumer Fair in May 2001.

	FRANCE 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr M. COPPOLANI - A.I.S.D - Av. Achille Peretti, 118 - F - 92200 NEUILLY SUR SEINE TEL: + 33 1 47 47 60 00 - FAX: + 33 1 47 47 07 51
Companies committed to the Code (as at Dec. 2001)	MEMBERS: CHIMIOTECHNIC, COLGATE PALMOLIVE, HENKEL FRANCE S.A, LEVER, PROCTER & GAMBLE FRANCE S.N.C, MC BRIDE YPLON S.A, RECKITT-BENCKISER FRANCE
Percentage range of the market which implements the Code	97 %
Code visuals on packs	generalisation
Launch date	13-14th October 1998
Acceptance by National Authorities and Stakeholders	Information of Ministry of Environment, Ministry of Industry, Ministry of Economy about implementation of Code in France (figured data). Briefing provided also to Environmental Associations.
Contacts with Consumer Associations	- Briefing sent to the following Consumers' Associations in October 1998 (press kit), and in Spring 1999 (about Status) : ADEIC-FEN, AFOC, ASSECO-CFDT, CLCV, CNAFAL, CNAFC, CNAPFS, CSF/Confédération Syndicale des Familles, Familles Rurales, FFF/Fédération des Familles de France, INDECOSA-CGT, ORGECO, UFC-Que Choisir, UFCV, UNAF '- Few reactions received, 2 of them have requested 500 copies of the Consumer Leaflet for distribution internally.
Consumer communication activities (including TV advertising activities)	1998/1999: - Generalisation of packaging labelling - Printing of 100 000 copies of the French leaflet in 2 formats (classic and credit-card) - Distribution through companies and A.I.S.D. 2000: 3 wave Washright TV campaign on Temperature message: 60° to 40° 2001: 3 wave Washright TV campaign on Temperature and Dosage 2002: print ad campaign on Dosage
Other activities, Public Relations campaign etc	'- 2 press briefings with specific journalists, one with environment / consumer press, one with general press. '- 500 "Code design" press kits were constituted, and distributed for 250 of them in a standard powder box designed with the Code Colours (+ tee shirt). '- outcome: 50 positive press articles + 1999 Greeting Card to reinforce "Code message".

	GERMANY 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr B. STROEMER - I.K.W. - Karlstrasse, 21 -D - 60329 FRANKFURT AM MAIN TEL: + 49 69 2556 1321 - FAX: + 49 69 23 76 31
Companies committed to the Code (as at Dec. 2001)	MEMBERS: ALMAWIN GmbH, AMWAY, BURNUS, DALLI-WERKE, HENKEL, LEVER FABERGE, McBRIDE YPLON, PROCTER & GAMBLE, RECKITT BENCKISER, REMSGOLD CHEMIE, SCHLADITZ milwa, WERNER & MERTZ
Percentage range of the market which implements the Code	95%
Code visuals on packs	Since July 1997 and progressively, use of final A.I.S.E version
Launch date	5th February 1998
Acceptance by National Authorities and Stakeholders	Good acceptance by the Federal Ministry of Environment (BMU) and the Federal Environment Agency (UBA) '- February 1998: Workshop with several stakeholders from Germany, Austria and Switzerland '- October 1998: Consumer letter to Environmental and Consumer Associations '- December 1998: Meeting with the Federal Ministry of Environment / Federal Environment Agency (BMU / UBA) - Spring 1999: Collaboration with the German Association of Housewives (DHB) (on revision of brochure on "Hightech in the Field of Detergents"/production of joint leaflets: leaflet on spring-cleaning) '- October 1998+October 1999: Presentations during annual I.K.W workshop for trade representatives '- October 1999: Workshop with Bavarian Waterprotection Agency
Contacts with Consumer Associations	- 12 June 1997: Presentation to Consumer Association AGV '- 24 Sept. 1997: General information '- 04 Feb. 1998: Workshop in Frankfurt '- March 1998: Info-letter with charts of the a.m. workshop '- Oct. 1998: 2nd consumer association info-letter '- Spring 1999: Joint folder with German Association of Housewives (DHB) '- Autumn 1999: 3rd consumer association info-letter
Consumer communication activities (including TV advertising activities)	1998/1999: Print campaign in 2 rows: in Feminine/Family magazines on temperatures and loads (more than 12 million readers reached). - November 1998: 100 000 consumer leaflets printed - March 1999: 100 000 consumer leaflets printed with foreword and photo of DHB President (Pia Gaßmann) - May 1999: 1,1 million leaflets printed with foreword and photo of Federal Minister of Env't. (Jürgen Trittin). (distributed in packs). 2000: Washright TV campaign on Temperature (90° to 60°) 2001: Washright TV campaign on Temperature (90° to 60°) 2002: Washright TV campaign on Temperature (60° to 40°)
Other activities, Public Relations campaign etc	1997/98: I.K.W appointed a PR agency who issued (also for Austria and Switzerland) a detailed PR booklet (30 000 copies). 18th November 1998: A press release and the presentation of the Code visuals 2nd December 1998: Mention at the I.K.W annual press conference. Production of Code promotional material (T-Shirts, bloc notes, bag, etc). Positive coverage. 1999: UBA / IÖW project "Sustainable Consumption" 2000-2004: TOP TEN PROJECT with the Federal Ministry of Research 2001-2002: Project "Sustainability" in cooperation with Uni Oldenburg 2002-2003: Three Stakeholder Workshops

	GREECE 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr T. MICHAELIDES - SEVAS - Vervenon, 14-16 TEL: +30 1 777 27 80 - FAX: + 30 1 775 40 66 - E-MAIL: sevasth@otenet.gr
Companies committed to the Code (as at Dec. 2001)	MEMBERS: AMWAY HELLAS SAIC, RECKITT BENCKISER HELLAS SAIC, COLGATE-PALMOLIVE HELLAS SAIC, HENKEL HELLAS SAIC, LEVER HELLAS SAIC, PROCTER & GAMBLE HELLAS SAIC, VIANIL - ROLCO S.A NON MEMBERS: SP THANOS SAIC, CARREFOUR HELLAS
Percentage range of the market which implements the Code	95% approx.
Code visuals on packs	Since October 1998
Launch date	September 1998
Acceptance by National Authorities and Stakeholders	Very positive and wide by all National Authorities informed and stakeholders involved.
Contacts with Consumer Associations	Presentation via Workshops to - among others - representants from Ministry of Development (Dpt of Technological Protection of Consumers), to the President of the National Council of Consumers, and INKA (leading Greek Consumer NGO) with positive outcome and proposal for support (recently, TV deals obtained via Consumer Association).
Consumer communication activities (including TV advertising activities)	1998/1999: - Print campaign on temperature (90° to 60°) and load as from 25 October 1998 in newspaper and magazines for several weeks. - Printing of around 50 000 leaflets to be distributed via companies and National Association Agreement with the Leading Consumers NGO (INKA) to obtain free advertising slots (35 sec) on Temperature in Autumn 1999 (pilot). 2000: 3 wave of the pan-European Washright TV campaign on Temperatures again, including a 35 second spot sponsored by INKA, instead of 15 second spot. 2001: wave of the pan-European Washright campaign on Dosage and Loading (sponsored by INKA) 2002: wave of the pan-European Washright campaign on Dosage (sponsored by INKA)
Other activities, Public Relations campaign etc	- 4 PR seminars aimed at stakeholders and press with a very successful outcome. '- Very good press coverage; Radio have shown growing interest. '- Plan to present the Code to environmental conferences in 1999; publication of articles by Sevas in Scientific magazines.



**A.I.S.E. CODE
IMPLEMENTATION ACTIVITIES
1998 - 2002**

ICELAND



Mrs R HEDDINSDOTTIR - FII - P.O. BOX 1450 - ISL - 121 REYKJAVIK
TEL: + 354 511 55 55 - FAX: + 354 511 55 66

**Companies committed
to the Code (as at Dec. 2001)**

MEMBERS: MJÖLL hf., SAPUGEROIN FRIGG hf., EFNAVERKSMIDJAN SJÖF Nhf
PROCTER & GAMBLE (importer)/ISLENK AMREISKA VERSLUNARFELAGIO

**Percentage range of the market which
implements the Code**

75 - 80 %

Code visuals on packs

First packs, June 1999

Launch date

June 25th 1999

**Acceptance by National Authorities
and Stakeholders**

**Contacts with
Consumer Associations**

Nov-99

**Consumer communication activities
(including TV advertising activities)**

Not covered by the pan-European TV washright campaign (except for channels present there)

**Other activities, Public Relations
campaign etc**



**A.I.S.E. CODE
IMPLEMENTATION ACTIVITIES
1998 - 2002**

IRELAND



Mrs BYRON - Irish Cosmetics and Detergents Association- 84-86 Lower Baggot Street -
DUBLIN 2
TEL: + 353 1 660 10 11 - FAX: + 353 1 660 17 17

**Companies committed
to the Code (as at Dec. 2001)**

MEMBERS: ELIDA LEVER IRELAND Ltd, PROCTER & GAMBLE Ltd (C/o ALLEGRO Ltd), RECKITT BENCKISER

**Percentage range of the market which
implements the Code**

95 - 99 %

Code visuals on packs

Mid 1998

Launch date

See underneath

**Acceptance by National Authorities
and Stakeholders**

The National Association is focussing on other environmental priorities at the moment. However, in the overall context of these discussions, the Code will be integrated at opportune time.



**Contacts with
Consumer Associations**



**Consumer communication activities
(including TV advertising activities)**

Most of the companies' communication initiatives are likely to be aligned with the UK.
2000: Washright TV campaign on Temperature message: 60° to 40° (as in the UK)
2001: Washright TV campaign on Temperature message: 60° to 40° (as in the UK)
2002: Washright TV campaign on Temperature message: 60° to 40° (as in the UK)
(NB: UK and Ireland had 10 second tag on's for all 3 campaigns)

**Other activities, Public Relations
campaign etc**

No PR agency appointed

	ITALY 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr F. PEDILARCO - ASSOCASA - Via Giovanni da Procida, 11 - I - 20149 MILANO TEL: + 39 02 34 56 5624 - Fax: + 39 0234 56 53 20
Companies committed to the Code (as at Dec. 2001)	<p>MEMBERS: AMWAY ITALIA, BRILL MANITOBA, COLGATE PALMOLIVE, DECO DETERGENTI TIK, GENERAL DETERGENT (YPLON), HENKEL, HETO, ITALSILVA, MADEL, LEVER FABERGE' S.p.a., NUNCAS ITALIA, PROCTER & GAMBLE, RECKITT BENCKISER ITALIA, TAVOLA.</p> <p>NON MEMBERS / TRADE: BENNET, CONAD, CONSORZIO Citre, COOP ITALIA, CRAI, DESPAR, ESSELUNGA, GRUPPO GS, GRUPPO PAM, HETO, IL GIGANTE, IN's MERCATO, INTERDIS, ISA, MADEL, MDO, SEFIM, SELEX Gruppo Commerciale, SUN.</p>
Percentage range of the market which implements the Code	90 - 95 %
Code visuals on packs	Since mid October 1998
Launch date	16th April 1999
Acceptance by National Authorities and Stakeholders	<ul style="list-style-type: none"> - Good acceptance by all Ministries (Industry and Environment) - Official endorsement by the Minister of Environment on 22nd July 1999 (joint consumer leaflet scheduled).
Contacts with Consumer Associations	Signature of an agreement protocol between National Consumer Council (NCC) and ASSOCASA on basis of Recommendation.
Consumer communication activities (including TV advertising activities)	<p>1998/1999:</p> <ul style="list-style-type: none"> - Print advertising campaign on temperatures (60° to 30°) and for packaging in newspapers and magazines (May to July 1999), which have generated several positive phone calls for enquiries. - Promotional activities - Diffusion of consumer leaflets <p>2000: Washright TV campaign on Temperature (60° - 40°)</p> <p>2001/2002: Washright TV campaign on Temperature and Dosage</p>
Other activities, Public Relations campaign etc	Press conference organised on 16th April 1999 with various Authorities (Ministry Environment, National Consumer Council - NCC, European Commission - DG XXIV): good coverage. Very supportive article in 2000 in 'l'Espresso' magazine on the principles of the Washright TV campaign. 2001 very supportive article on the 'Principles' magazine of the Washright TV campaign.

 <p>A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002</p>	<p>THE NETHERLANDS</p> 
	<p>Mr W.A. PFEIFER - N.V.Z - Postbus 914 - NL - 3700 AX ZEIST TEL: + 31 30 69 21 880 - FAX: + 31 30 69 19 394</p>
<p>Companies committed to the Code (as at Dec. 2001)</p>	<p>MEMBERS: AMWAY NEDERLAND Ltd, DALLI Benelux B.V., HENKEL NEDERLAND B.V, HG INTERNATIONAL B.V, LEVER FABERGE NEDERLAND B.V, MC BRIDE/GRADA B.V., PROCTER & GAMBLE NEDERLAND B.V, SARALEE HOUSEHOLD & BODY CARE, SENZORA B.V, VIPACK B.V.</p>
<p>Percentage range of the market which implements the Code</p>	<p>85 - 90 %</p>
<p>Code visuals on packs</p>	<p>As from September 1998</p>
<p>Launch date</p>	<p>18th November 1998</p>
<p>Acceptance by National Authorities and Stakeholders</p>	<ul style="list-style-type: none"> - Strong support by the Min. of Environment (see press conference participation). The Minister of Environment himself expressed his support towards initiatives like these, and shared this also with his European colleagues. - Positive feedback was received from environmental groups. Milieudefensie has published in its magazine an article (edition 35 000 copies) in which the Code visuals were explained. Also Natuur & Milieu has responded positively in a radio-interview.
<p>Contacts with Consumer Associations</p>	<p>The Dutch consumer organisation (Consumentenbond) has been informed about the Code and responded positively. They have mentioned the Code in articles about a test of tablets by referring to the Code website (www.washright.com) and the Code visuals on packaging. The article was published in the Consumentengids, which has an edition of 650 000 copies.</p>
<p>Consumer communication activities (including TV advertising activities)</p>	<p>1998/1999:</p> <ul style="list-style-type: none"> - 12th November 1998: 5 min. item in a TV programme with Milieu-Centraal. - A print campaign in 2 leading ladies magazines published from mid-January to mid-March 1999 (6 ads on temperatures). Free publicity also in 2 ladies magazines. - Printing of the consumer leaflet, containing a central telephone number executed by Milieu Centraal, a call centre specialised in environment. Diffusion of the leaflet in 5000 major supermarkets took place in the autumn of 1999. <p>2000/2001/2002: during the three years 3 waves of television commercials: Washright TV campaign on Temperature : 60° to 40°.</p> <p>In 2000 the NVZ has been asked by NOVEM (Dutch organisation for energy and environment) for a project proposal to change consumer habits with respect to energy saving in households.</p> <p>In the autumn of 2001 a project was executed by the NVZ in cooperation with Essent (energy-supplier). The project goal was to increase the energy-saving by washing at lower temperatures.</p>
<p>Other activities, Public Relations campaign etc</p>	<p>On 18th November 1998 a press conference was held in the presence of the highest ranked civil servant of the Ministry of Env't and also the former Minister of Env't. Media coverage was extensive and very positive: in the evening a 2 min TV-item was broadcasted on the best watched TV-news. In both national and regional newspapers 35 articles were published. In another TV-item a representant from Milieu Centraal explained the Code visuals. A print campaign in 3 leading ladies magazines has been published in the Spring of 1999 with 50-60% reach (all ads on temperatures). Further a publi-reportage was printed in 28 local newspapers (reaching 780 000 households) and call-center has been contracted.</p>



**A.I.S.E. CODE
IMPLEMENTATION ACTIVITIES
1998 - 2002**

NORWAY



Mrs I. STANDAL - VASKEMIDDELLEVERANDØRENES FORENING
P.O. BOX 6780 St Olavs Pl. - N - 0130 OSLO TEL: + 47 22 39 63 50 FAX: + 47 22 39 63
55

**Companies committed
to the Code (as at Dec. 2001)**

MEMBERS: AMWAY a/s, HAKON GRUPPEN a/s, LILLEBORG a/s

**Percentage range of the market which
implements the Code**

> 75%

Code visuals on packs

Launch date



**Acceptance by National Authorities
and Stakeholders**



**Contacts with
Consumer Associations**



**Consumer communication activities
(including TV advertising activities)**



2000/2001: Benefiting from TV campaigns in other Scandinavian Countries



**Other activities, Public Relations
campaign etc**

	PORTUGAL 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mrs A.M. COURAS - A.I.S.D.P.C.L - Av Antonio Jose d'Almeida n°7/2 - P - 1000 LISBOA TEL: + 351 1 799 15 50 - FAX: + 351 1 799 15 51
Companies committed to the Code (as at Dec. 2001)	MEMBERS: AMWAY DE PORTUGAL SUCURSAL, COLGATE-PALMOLIVE S.A, HENKEL IBERICA S.A, RECKITT BENCKISER PORTUGAL, LEVER ELIDA, PROCTER & GAMBLE NON MEMBERS / TRADE: FEIRA NOVA, PINGO DOCE, SONAE - MODELO CONTINENTE HIPERMERCADOS
Percentage range of the market which implements the Code	90 - 95 %
Code visuals on packs	December 1998 / January 99 - all members companies have Code visuals on packs. Trade companies (non members) - still don't have Code visuals on packs
Launch date	17th December 1998
Acceptance by National Authorities and Stakeholders	Good acceptance by Ministry of Industry, of Environment and Consumer Institute. (see press conference). Presentation also to the Green Dot society, same Member of the European Parliament and the Portuguese Industry Confederation. The Environment Ministry supported the Washright TV campaign in 2001 and 2002.
Contacts with Consumer Associations	Contracts undertaken with the Portuguese Consumer Institute (official authority) had good acceptance and support. This Institute sponsored the Washright TV campaign in 2001 and 2002.
Consumer communication activities (including TV advertising activities)	1998/1999: - Print campaign on Energy and Loading from January till mid March 1999 in several magazines (feminine, trade, consumer and environmental magazines). - Consumer leaflets + carton Code holders for leaflets printed in 100 000 copies for the leaflets and 1000 copies for the holders. The retail stores have agreed to distribute them. Some leaflets have been distributed in Environmental exhibitions and Industry exhibitions. 2000: Washright TV campaign on Dosage message 2001: Washright TV campaign on Dosage and Loading 2002: Washright TV campaign on Dosage
Other activities, Public Relations campaign etc	The P.R. campaign has been accomplished as programmed (with newspaper interviews and participation to TV programmes for housewives) - good acceptance from the media and public authorities. In 2000, Organisation with the Maire of Lisbon of industry activity during the 5th June World Environment Day : press conference and donation of free products by industry to the City for caritative needs (schools , families etc). Successful event; positive coverage. In 2001, organisation of a press conference in Porto at a public laundry and the Association offered free laundry services. This event had a good press coverage.

 <p>A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002</p>	<p style="text-align: center;">SPAIN</p>  <p style="text-align: center;">Mr J ROBLED0 - ADELMA - Plaza de Castilla, 3 - Planta 22 E2 - E - 28046 MADRID TEL: + 34 91 733 05 66 - FAX: + 34 91 733 05 68</p>
<p>Companies committed to the Code (as at Dec. 2001)</p>	<p>MEMBERS: AMWAY DE ESPANA, HENKEL IBERICA S.A, INDUSTRIA JABONERA LINA S.A, INDUSTRIAS MARCA S.A, PERSAN S.A, PROCTER & GAMBLE ESPANA S.A, PRODUCTOS QUIMICOS ARCO IRIS S.A (MC BRIDE), RECKITT BENCKISER (ESPANA) S.A, UNILEVER ESPANA S.A NON MEMBERS / TRADE: ALCAMPO S.A, BILORE S.A, CAPRABO S.A, CENTROS COMERCIALES CARREFOUR S.A, DIA INTERNACIONAL S.A., EROSKI S.A, HIPERCOR EL CORTE INGLES S.A, GRUPO EL ARBOL S.A, SUPERMERCADOS CHAMPION, GRUPO EL ARBOL.</p>
<p>Percentage range of the market which implements the Code</p>	<p>90 - 95 %</p>
<p>Code visuals on packs</p>	<p>- Manufacturers from January 1999 '- Retailers starting from May 1999</p>
<p>Launch date</p>	<p>3rd March 1999</p>
<p>Acceptance by National Authorities and Stakeholders</p>	<p>- Full support from Ministry of Industry '- Good acceptance by Ministry of Environment '- Very positive contacts and support from the Consumer Institute (INC - official body of the Ministry of Health and Consumption), which lead to the joint printing of the Code Consumer leaflet (distributed via INC branches; target: consumers and their organisations). Also, the association launched jointly with INC with a press conference on 3rd March 1999. (see above).</p>
<p>Contacts with Consumer Associations</p>	<p>- Information sent to the nine biggest National Associations of Consumers and meetings were held with four of them. '- One of the two consumers' reviews has published a four pages article on the Code.</p>
<p>Consumer communication activities (including TV advertising activities)</p>	<p>1998/1999: - Consumer leaflets printed (February / March 1999) with INC; negotiations to obtain free distribution in supermarkets. - Campaign (March - May 1999) "Home Committed to the Code": a card has been inserted in all packs inviting consumers to call a center which sent them a magnet to put on their washing-machine (featuring the Wash Right Panel!) + leaflet 2000: 3 wave TV campaign on Dosage (15 sec 4 weeks and 5 second tag on's 4 weeks) 2001/2002: wave TV campaign on Dosage and Loading</p>
<p>Other activities, Public Relations campaign etc</p>	<p>- Communication to Trade (November 1998) by Adelma (template material provided to all companies to ensure neutrality of Code implementation); need to shift from kgs to scoop emphasized. '- Appointment of a PR agency to prepare a press conference and social event; mailing to 200 media and 300 journalists; video press release for TV channels. '- Very positive outcome and broad coverage in both TV (around 1 hour in total with news) and papers. '- 2 meetings have been held with members of the Code and distributors not in the Code such as Ahold, Mercadona, etc.</p>

	SWEDEN 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr O HOLMER - K.T.F. - BOX 6620 - S - 11384 STOCKHOLM TEL: + 46 8 522 244 14 FAX: + 46 8 522 244 90
Companies committed to the Code (as at Dec. 2001)	MEMBERS: ADACO HUSHALL AB, AMWAY SWEDEN AB, CEDERROTH AB, COLGATE PALMOLIVE AB, HENKEL NORDEN AB, LEVER FABERGE AB, PROCTER & GAMBLE
Percentage range of the market which implements the Code	70-75%
Code visuals on packs	July 1997
Launch date	5th February 1998
Acceptance by National Authorities and Stakeholders	<ul style="list-style-type: none"> - Positive feedback overall from stakeholders, but in general low interest in this kind of projects. '- Contacts with Authorities: positive reaction from National Chemicals Inspectorate (Kemi) and the Consumer Authority to Washright TV campaign. '- Washright campaign in 2002 in collaboration with Environmental Organisation MERA.
Contacts with Consumer Associations	see above
Consumer communication activities (including TV advertising activities)	1998/1999: <ul style="list-style-type: none"> - A print campaign in several magazines (women) was conducted between April and June 1998. Coverage: cumulated 80%, with 50% at 3 + reach on temperatures (40°C) and packaging. - Leaflets were printed (100 000 copies) with about 100 leaflets on shelf in 1000 biggest stores of Sweden (distributed in Spring 1998). - Some posters have been printed and will be distributed with two large department house owners (SBc and Riksbygen), to be displayed in 5000 Common laundry rooms in Sweden. 2000: <ul style="list-style-type: none"> - 3 wave Washright TV campaign on Temperature message: 60° to 40° - Internet link / game from TV3 homepage 2001: 3 wave Washright TV campaign on Dosing and Loading 2002: distribution of leaflets with MERA in supermarkets 2003: Joint project together with the trade (ICA, KF, Axfood) and the NGO "MERA". Information displayed in stores on laundry detergents shelves concerning water hardness (local information) and reduction of washing temperatures (general information).
Other activities, Public Relations campaign etc	<ul style="list-style-type: none"> '- K.T.F appointed a Swedish agency on the preparation of a press conference (5th February 1998); limited coverage, but reports were positive on the subject. '- K.T.F issued two Newsletters (in July 1997 and in December 1997).

	SWITZERLAND 
A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002	Mr B. CLOETTA - S.K.W. - Postfach 597 - CH - 8027 ZURICH TEL: + 41 43 344 45 80 FAX: + 41 43 344 45 89
Companies committed to the Code (as at Dec. 2001)	MEMBERS: HENKEL, LEVER FABERGÉ, PROCTER & GAMBLE, RECKITT BENCKISER
Percentage range of the market which implements the Code	65 - 70 %
Code visuals on packs	Early 1999
Launch date	25th March 1999
Acceptance by National Authorities and Stakeholders	' - Presentation to BUWAL (Ministry of Environment) on 24th November 1998. General acceptance. BUWAL published an article on the Code in their magazine "Environment" -Nr 3/99 in September 1999, expressing their official support to the project. ' - Letter addressed to all the members of the Parliament
Contacts with Consumer Associations	Contacts undertaken with Consumer organisations.
Consumer communication activities (including TV advertising activities)	- Code Consumer leaflets printed in German, French and Italian (in 320 000 copies); diffusion through Coop and other retailers. ' - Advertising campaign on T ² .; partnership with major retailer Coop covering the whole of Switzerland (in 3 languages). - Benefiting also from the Washright TV campaign done in surrounding countries (F, D, I, A) in 2000, 2001 and 2002.
Other activities, Public Relations campaign etc	' - A PR agency has been appointed to prepare a press briefing with 8-10 journalists end March 1999, good press and radio coverage. ' - See also joint PR booklet prepared with Germany and Austria (2000 copies).

 <p>A.I.S.E. CODE IMPLEMENTATION ACTIVITIES 1998 - 2002</p>	<p style="text-align: center;">UNITED KINGDOM</p>  <p style="text-align: center;">Dr A.N. WILLIAMS - UK CPI - 1st Floor - Century House - High Street UK - TATENHALL CHESHIRE CH3 9RJ TEL: + 44 1829 77 00 55 - FAX: + 44 1829 77 01 01</p>
<p>Companies committed to the Code (as at Dec. 2001)</p>	<p>MEMBERS: AMWAY UK Ltd, ASTLEY DYE AND CHEMICAL CO. Ltd, JEYES Ltd, LEVER FABERGE Ltd, LUHNS UK Ltd , PROCTER & GAMBLE UK Ltd, RECKITT BENCKISER, ROBERT MCBRIDE Ltd, NON MEMBERS / TRADE: ALDI, ASDA, CO-OP, CWS , DICOM, JOHN LEWIS, MARKS & SPENCER, MORRISONS, NISA TODAY's (Holding Ltd), POWDER & LIQUID Products Ptd, SAFEWAY STORES pic, SAINSBURY's SUPERMARKETS Ltd, SOMERFIELD, SUPERDRUG STORE Ltd, TESCO STORES Ltd, WAITROSE</p>
<p>Percentage range of the market which implements the Code</p>	<p>100 %</p>
<p>Code visuals on packs</p>	<p>Since Mid 1998</p>
<p>Launch date</p>	<p>September 1998</p>
<p>Acceptance by National Authorities and Stakeholders</p>	<ul style="list-style-type: none"> '- Successful contact with UK officials (Ministry of Environment, Parliament support). '- Code quoted as an example to others '- Meetings with environmental (with official support from Going for Green). '- Good contacts / presentation to retailers,overall very good outcome '- Detergents quoted in government "white paper" (strategy statement) twice, in very positive terms. - Printing of 50 000 leaflets jointly with DETR (Department of Environment Transport and Regions) with Code messages.
<p>Contacts with Consumer Associations</p>	<ul style="list-style-type: none"> - Contacts undertaken with Consumer Associations. '- Consumer magazine competition campaign
<p>Consumer communication activities (including TV advertising activities)</p>	<p>*1998/1999 : - On pack activities (150 million pack p.a) '- UK branded leaflets with Wash Right Panel (3 companies active): direct marketing to around 50% (12 million) of households '- UKCPI web site linked to Code Website '- Government "Doing your Bit", consumer campaign leaflet '- Feature in "Going for Green" Newsletter '- Further radio campaign '- National newspaper press advertising</p> <p>2000/2001/2002 : Washright TV campaign Temperature message : 60° to 40° (10 second tag on's)</p>
<p>Other activities, Public Relations campaign etc</p>	<ul style="list-style-type: none"> -A PR agency was appointed; a press Communiqué was sent to the media in September 1998; 2 articles in national press - 1 national radio broadcast + coverage in regional radio + trade/press specialist; most key opinion formers reached within this "Public Affairs campaign". '- 2 Newsletters (October and November 1998) printed in 500 copies each '- 1999: radio activity (various reports obtained), leaflets for gov. campaign ("Doing your bit"), newsletters on progress, opinion survey...

Annex 5 : Explanation of the Energy calculations

BACKGROUND

As indicated in the text of the Recommendation, the target relates to: *"The total energy used per wash cycle for the product group as defined in Article 1 should be reduced by 5% by the year 2002 compared with 1996."*

Also stated in the Annex of the Recommendation: *"The reduction of energy consumption per wash load as defined on the basis of the change of temperature distribution of wash cycles. The AISE will set up appropriate and representative habit studies on a European basis in order to find the temperature profile for each Member States"*.

METHODOLOGY :

AISE contracted in 1997¹ and again in 2001, Taylor Nelson Sofres to conduct a European survey on temperature profile distribution of loads washed. These data were used in conjunction with the data provided by CECED.

A) Taylor Nelson Sofres Market survey on temperature profile distribution :

The research method selected was a 2-week diary survey with consumers in 16 countries². Samples of consumers (300 per country except Germany: 400) were generated to be nationally representative (age, sex, social class, household size, working status...). Following a short face to face interview, each respondent was provided with a diary to record details of up to 25 wash loads over the two weeks. The diary asked for a range of information about the wash load including the person loading the machine, the types of garments, the settings used on the machine and importantly the wash temperature. The main purpose of the study, namely measurement of wash temperatures, had no greater emphasis than other areas for the respondents. The completed diaries were collected by the original interviewer, checked for correct completion and then dispatched to Taylor Nelson Sofres where the data were processed and finally supplied to the A.I.S.E.

Details of this methodology can be found in Annex 3.

B) CECED/ VHK data on energy consumption of washing machines :

AISE and CECED have been working in close cooperation on exchange of data for both the AISE Code and the CECED voluntary agreement on Washing Machines.

CECED, via its consultant agency VHK, provided data concerning the estimated / average energy consumption of washing machines on the market

¹ As there was no consistent industry data available, A.I.S.E. did a market survey to obtain such data. This is why the energy baseline relates to 1997 data, a fact understood by the European Commission.

² All AISE countries except Iceland and Luxemburg. See details in Annex 5.

(real market situation) for the reference year and for each temperature range.

The data of the year 1997 were provided and used for the baseline.

Out of curiosity, A.I.S.E. also obtained from CECED/VHK the data for the year 2002 as a matter of comparison (see scenario "energy updated").

C) Calculation of the average energy consumption per wash load :

AISE, in possession of these 2 types of data : temperature distribution (Taylor Nelson Sofres) and energy consumption per temperature range (CECED/VHK), was then able to calculate the average energy consumption per main wash at each temperature and weight these figures to obtain averages across all temperatures per washload per country.

Two scenarios may be proposed for the report:

- Scenario 1 : "at constant/1997 energy consumption"- proposed as official reporting

This scenario measures the A.I.S.E. contribution only and uses the data of temperature distribution of both 1997 and 2002 but the energy data of 1997.

- Scenario 2 : "at updated/2002 energy consumption"

This scenario measure the efforts of both A.I.S.E. (through the new temperature distribution) and CECED (through the update average energy consumption of the washing-machines with 2002 data in both cases).

NB : one should note that the average 1997 European figures was communicated in the PWC/IBM report on a non-weighted basis (i.e. all countries having the same weight). Consistency in the communication of these data was preferred, leading to the - 6.32 % achievement.

Should we wish to communicate on a weighted basis, the following outcome would be observed (basis EU 15):

Scenario 1 Official report (non-weighted)	Scenario 1 Supplementary analysis (weighted)
Baseline EU 15 1997 : 1.04 Kwh 2002 figure : 0.97 Kwh	Baseline EU 15 1997 : 1.01 Kwh 2002 figure : 0.98 Kwh

Difference : - 6.32 %	Difference : - 2.62 %
Scenario 2 Supplementary analysis (non-weighted)	Scenario 2 Supplementary analysis (weighted)
Baseline EU 15 1997 : 1.04 Kwh 2002 figure : 0.89 Kwh Difference : - 14.44 %	Baseline EU 15 1997 : 1.01 Kwh 2002 figure : 0.90 Kwh Difference : - 10.93 %

The table hereafter presents the data sources used and details of the results obtained.

Annex 6 : Developments in laundry detergents, 1950 – 2000

Developments in laundry detergents, 1950 – 2000

Early 1950s	Introduction of 'synthetic' surfactants based on alkyl benzene sulphonate (cf traditional use of soap). Building function provided by use of sodium tripolyphosphate.
1950s	Introduction of fluorescers to maintain 'whiteness'
Early 1960s	Replacement of poorly biodegradable ABS by biodegradable ABS
Late 1960s	Introduction of Enzymes, initially in pre-soak products
Early 1970s	Introduction of E-size Packaging
Mid 1970s	Introduction of Zeolites as alternative to Na tripolyphosphate
Mid 1970s	Introduction of TAED as Bleach Precursor allowing low wash temperature.
Mid 1970s	Detergent with fabric softener introduced
1980s	Heavy duty liquid products introduced
Mid – Late 1980s	Introduction of Concentrated products and C-size packaging
Late 1990s	Introduction of Tablets

Annex 7 : Demographic and wash changes, 1996-2001

1) Total population in EU

Source Eurostat

COUNTRY	1996	1997	1998	1999	2000	2001	% change (1996-2001)
Austria	8,059	8,068	8,075	8,083	8,103	8,121	0.77
Belgium	10,157	10,170	10,192	10,214	10,236	10,263	1.05
Denmark	5261.5	5275.1	5294.9	5,314	5,330	5,349	1.67
Finland	5,125	5,132	5,147	5,160	5,171	5,181	1.10
France	58,375	58,492	58,727	58,494	59,226	59,037	1.13
Germany	81,896	82,012	82,057	82,037	82,164	82,193	0.36
Greece	10,476	10,487	10,511	10,522	10,546	10,565	0.85
Ireland	3,626	3,652	3,694	3,735	3,777	3,826	5.52
Italy	57,397	57,461	57,563	57,613	57,680	57,844	0.78
Luxembourg	416	416	417	418	419	420	1.05
Portugal	9,927	9,934	9,957	9,980	9,998	10,243	3.18
Spain	39,270	39,299	39,348	39,394	39,442	40,122	2.17
Sweden	8,841	8,844	8,848	8,854	8,861	8,883	0.47
Netherlands	15,531	15,567	15,654	15,760	15,864	15,987	2.94
UK	58,802	58,902	59,090	59,391	59,623	59,832	1.75
EU 15	373,158	373,711	374,576	374,967	376,439	377,866	1.26
Iceland	269	270	272.381	276	279	283	5.37
Norway	4,381	4,393	4,418	4,445	4,479	4,503	2.79
Switzerland	7,072	7,081	7,096	7,124	7,164	7,204	1.87
EU 3	11,722	11,744	11,786	11,845	11,922	11,991	2.29
EU 18	384,880	385,455	386,363	386,812	388,361	389,857	1.29

2) Number of households in EU

Country	1996 (000) Source Eurostat	2000 (000) Source Eurostat	Increase	Average '00 vs '96 (%)	Index
Austria	3158	3264	106	3.357	1.03357
Belgium	4084	4314	230	5.63	1.06
Denmark*	2274	2368	94	4.12	1.04
Finland*	2402	2501	99	4.12	1.04
France	23425	24411	986	4.21	1.04
Germany	36800	37478	678	1.84	1.02
Greece	3816	3886	70	1.83	1.02
Ireland*	1155	1203	48	4.12	1.04
Italy	20177	21659	1482	7.34	1.07
Luxembourg	163	164	1	0.61	1.01
Nederlands	6481	6822	341	5.26	1.05
Portugal	3354	3389	35	1.04	1.01
Spain	12154	12982	828	6.81	1.07
Sweden*	3830	3988	158	4.12	1.04
U.K.	24651	25597	946	3.84	1.04
EU 15	147924	154025	6101	4.12	1.04
Switzerland*	2842	2959	117	4.12	1.04
Norway*	1751	1823	72	4.12	1.04
EU 17	152517	158808	6291	4.12	1.04

(* no official data available ; average growth extrapolated)

3) Number of washes

Raw Sample (as per TNS Surveys 1997/2001)

	Number of washes				
	1997 (2 Weeks)	1997 (Annual figure)	2001 (2 weeks)	2001 (Annual figure)	% change (1997- 2001)
Total	40970	1065220	48092	1250392	17.38%
Austria	2222	57772	2385	62010	7.34%
Belgium	2677	69602	3036	78936	13.41%
Switzerland	2171	56446	2537	65962	16.86%
Germany	2805	72930	2739	71214	-2.35%
Denmark	2679	69654	3877	100802	44.72%
Spain	2798	72748	3421	88946	22.27%
France	2694	70044	2705	70330	0.41%
Italy	2468	64168	2988	77688	21.07%
Greece	1427	37102	2007	52182	40.64%
Netherlands	2967	77142	4084	106184	37.65%
Ireland	2859	74334	4329	112554	51.42%
Norway	2455	63830	2833	73658	15.40%
Portugal	2023	52598	2098	54548	3.71%
Sweden	2832	73632	2332	60632	-17.66%
Finland	2213	57538	2906	75556	31.31%
UK	3680	95680	3815	99190	3.67%

Weighted Numbers

	Number of washes							
	1997 (2 Weeks) (00 000)	1997 (Annual figure) (00 000)	2001 (2 weeks)	2001 (Annual Washes)	% change (1997-2001) (1)	% change (1997- 2001) (2)	Updated number of washes	% change in number of washes weighted (1997-2001)
Total	95459	2481934	101573	2640898	6.40	6.67	2,756,807	
Austria	1622	42172	1695	44070	4.50	4.65	45,549	
Belgium	2635	68510	2858	74308	8.46	8.94	78,493	
Denmark	1467	38142	1575	40950	7.36	7.67	42,639	
Finland	1059	27534	1221	31746	15.30	15.93	33,055	
France	14552	378352	13580	353080	-6.68	-6.40	367,942	
Germany	18827	489502	20126	523276	6.90	7.03	532,917	
Greece	1497	38922	1840	47840	22.91	23.33	48,718	
Ireland	800	20800	1037	26962	29.63	30.85	28,074	
Italy	13474	350324	15819	411294	17.40	18.68	441,504	
Netherlands	4271	111046	4773	124098	11.75	12.37	130,627	
Norway	1051	27326	1068	27768	1.62	1.68	28,912	
Portugal	1860	48360	1933	50258	3.92	3.97	50,782	
Spain	9749	253474	10924	284024	12.05	12.87	303,373	
Sweden	1911	49686	1801	46826	-5.76	-5.52	48,757	
Switzerland	1364	35464	1565	40690	14.74	15.34	42,366	
UK	19310	502060	19746	513396	2.26	2.34	533,098	
Total EU 15 (14)	93044	2419144	98940	2572440	6.34		2,685,529	11.0
							times 1,000,000	

- (1) evolution washes at constant HH basis source TNS inquiries 97-01
(2) evolution washes taking into account the HH evolution source eurostat