

AISE Code of Good Environmental Practice:

Final report to the European Commission

1996-2001

2002

Table of content

I.	FORE WORD.....	3
II.	INTRODUCTION.....	3
III.	SUMMARY OF THE METHODOLOGY USED TO GENERATE THE DATA	5
III.1	CONSUMPTION, PACKAGING AND PBO DATA	5
III.2	ENERGY DATA	6
IV.	EUROPEAN FINAL REPORT : 2001 DATA.....	8
IV.1	COMPANIES COMMITTED TO THE AISE CODE FOR 2001 REPORTING	8
IV.2	2001 CONSUMPTION, PACKAGING AND PBO FOR EU	8
IV.3	2000-2001 CONSUMPTION, PACKAGING AND PBO PER COUNTRY	9
IV.4	2001 CONSUMPTION, PACKAGING AND PBO FOR NON EU COUNTRIES AND TOTAL FOR ALL 18 COUNTRIES	9
V.	1996 – 2001 TRENDS.....	10
V.1	CONSUMPTION OF HOUSEHOLD LAUNDRY DETERGENTS	10
V.2	PACKAGING FOR HOUSEHOLD LAUNDRY DETERGENTS.....	11
V.3	PBO'S IN HOUSEHOLD LAUNDRY DETERGENTS.....	12
V.4	ENERGY USED	13
VI.	CONCLUSION.....	14
	LIST OF ANNEXES.....	15
	ANNEX 1: EUROPEAN COMMISSION RECOMMENDATION 98/480/EC	16
	ANNEX 2: METHODOLOGY USED FOR CODE DATA COLLECTION (CONSUMPTION, PACKAGING, PBO).....	20
	<i>Annex 2.1: Standard forms used by Companies and National Associations</i>	<i>29</i>
	<i>Annex 2.2: National Association checklist to facilitate the control process</i>	<i>36</i>
	ANNEX 3: METHODOLOGY USED FOR CODE DATA COLLECTION (ENERGY).....	38
	ANNEX 4: DETAIL OF THE TAYLOR NELSON SOFRES SURVEY ON TEMPERATURE DISTRIBUTION.....	40
	ANNEX 5: COMPUTATION FOR THE ENERGY CALCULATION (KWH/WASHLOAD).....	44
	ANNEX 6: LIST OF NATIONAL ASSOCIATIONS AND COMPANIES COMMITTED TO THE AISE CODE FOR FINAL 2001 REPORTING	47
	ANNEX 7: CONTACTS.....	57

I. Fore Word

Please note that IBM recently completed its acquisition of PricewaterhouseCoopers' global management consulting and information technology services business, PwC Consulting. As a result, PwC Consulting is no longer a part of the PricewaterhouseCoopers network of firms, and is now a part of the IBM Global Services business unit. IBM (including IBM Global Services) and PricewaterhouseCoopers are not the same organisation, and neither governs or is affiliated with the other, or any affiliate, subsidiary or division of the other.

II. Introduction

The “Association Internationale de la Savonnerie, de la Détergence et des produits d’Entretien” (AISE) is the official body that represents the soap, detergent and maintenance products industry within Europe and towards other international organisations. AISE’s members are its National Associations present in 30 countries (in Europe essentially); their members are companies locally placing products of the above categories on the market.

In order to maintain and progress further its commitment to the reduction of the environmental impact of detergents, AISE has developed a Code of Good Environmental Practice for Household Laundry Detergents, with the following specific measurable targets across Europe over a five-year period (1997 – 2001), using 1996 as reference year:

- Product tonnage / consumption 10% reduction per capita
- Packaging tonnage 10% reduction per capita
- Poorly Biodegradable Organics (PBO’s) tonnage 10% reduction per capita
- Energy consumption - kWh 5% reduction per wash load

Those targets are related to formulation of products and packaging as well as active communication to consumers to encourage them to become more closely involved by proper use of the product.

On 22nd July 1998, the European Commission adopted the 98/480/EC Recommendation (included in Appendix 1) on the AISE Code of Good Environmental Practice for Household Laundry Detergents. The AISE Code was to be implemented in 18 countries¹: the 15 EU Member States and 3 additional countries (Iceland, Norway and Switzerland).

As requested in this Recommendation, AISE was committed to report the baseline (1996) as well as the progress against the targets at least every two years for the 3 first targets until 2001 (consumption, packaging and PBO’s). AISE appointed IBM Business Consulting Services as an independent body to collect and verify the process used to collect these data at company level. The 1996 baseline report was published at the end of 1998. A first Progress Report covering the

¹ Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Portugal, Spain, Sweden, The Netherlands, United Kingdom belonging to the EU and Iceland, Norway and Switzerland.



years 1997-1998 has been published at the end of 1999 (this report also included an updating of the 1996 baseline). A second Progress Report covering the years 1999 and 2000 has been published at the end of 2001. **The present document is the final 1996-2001 report which presents progress on all targets including energy.**

According to the agreement between the EU Commission and AISE and as published in the Recommendation, the energy data had only to be reported after the 5 year period, with 2001 data. Therefore, those data are presented in this report.

NB : IBM Business Consulting Services is not responsible for data collection of the energy data. The energy data are generated centrally via AISE through extensive market surveys conducted by an independent, multinational organisation: TaylorNelsonSofres.

The present report puts forward a summary of the methodology used for Code data collection in its chapter 3. The chapter 4 specifies the 2000-2001 figures for each of the targets, at both European and National levels. A short summary of the main trends against 1996 is given in chapter 5. The annexes provide some background information such as the Commission Recommendation concerning good environmental practice for household laundry detergents, the methodology used for the Code data collection, the methodology used for the calculation and the list of National Associations and the companies committed to the Code in year 2001.



III. Summary of the methodology used to generate the data

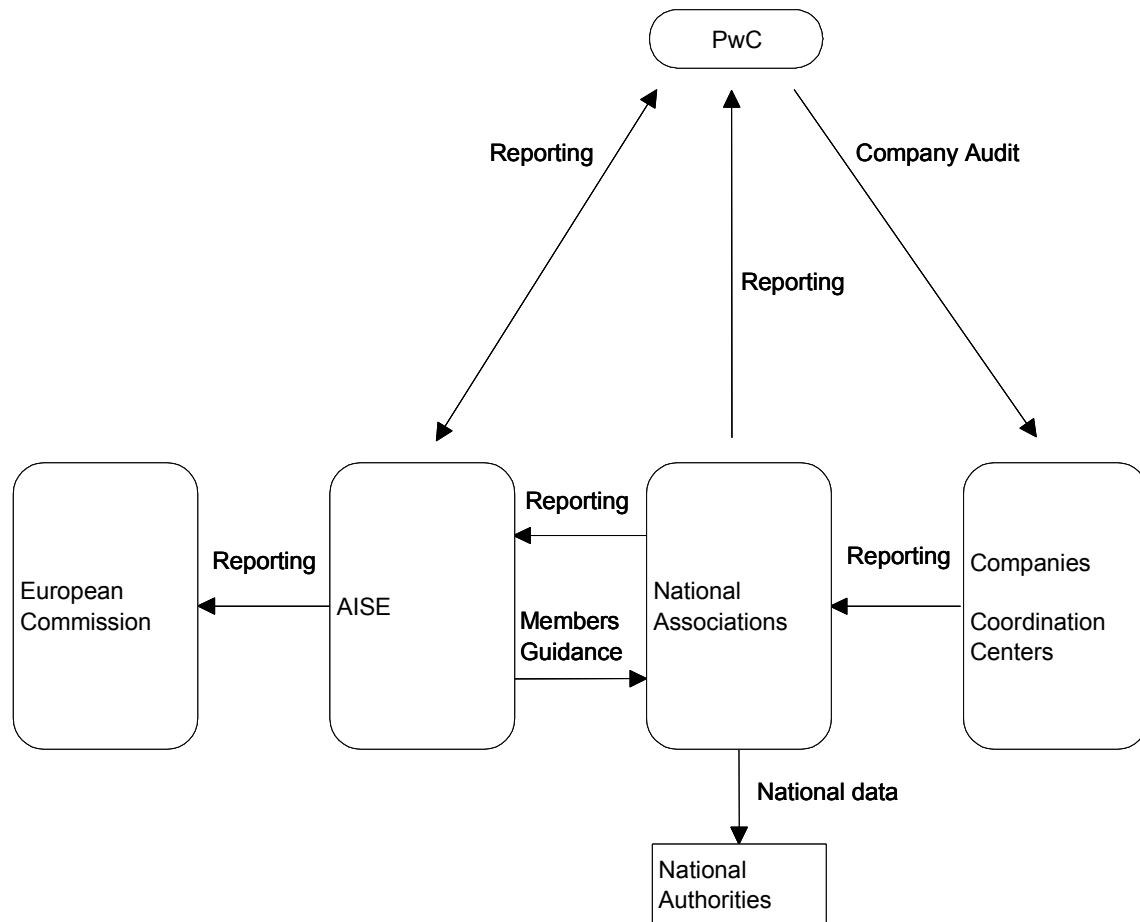
III.1 CONSUMPTION, PACKAGING AND PBO DATA

To ensure consistency among time and countries in the generation of data, a methodology has been developed. The methodology used has been noticeably the same since the baseline exercise of 1996.

The companies committed to the Code in each one of the 18 countries have been reporting every year to their National Association the quantities of consumption, packaging and PBO's they put onto the market. These data were centralised at National Association level which estimated the total market figures by extrapolation. The company declaration and the total market figures were forwarded to IBM Business Consulting Services. IBM Business Consulting Services performed the company data collection and treatment for all company declarations, the selection of company to be audited, the audit of companies declaration and the issuing of the report presenting the figures on a yearly basis at national level. IBM Business Consulting Services is always auditing ca. 60% of the extrapolated figures (for consumption as well as for packaging and PBO's) in all Member States. This process flow is represented in the chart below.

The methodology used to generate the data is detailed in appendix 2.

THE AISE CODE DATA COLLECTION ACTORS



III.2 ENERGY DATA

The energy target strives for a 5% reduction of the energy consumption per wash load, focusing on the temperature distribution set for the main wash.

The largest contribution to the wash energy was identified as the heating of the water for the different washing machine cycle programmes. Since AISE was not in possession of standardized information about the temperature distribution across Europe, and due to the inconsistency arising from the collection of such figures at company level (heterogeneity of figures, sources, methods, absence of figures ... amongst all committing companies !) it was agreed to gather data on actual consumer washing behaviour via a market survey to be conducted by a recognised international market survey company : Taylor Nelson Sofres.

The first stage of the research process was to establish a benchmark prior to the introduction of the Code. The key objective was to find out what wash temperatures were being used in the

different Code countries. The first stage of the research was conducted in November 1997; the final stage took place in November 2001 to measure evolution.

The temperature distribution for the main wash cycles has then been combined with energy consumption data of washing machines (computed by van Holsteijn en Kemna BV - VHK - in charge of the monitoring of washing machine data for CECED²) to generate the energy baseline in kWh/wash.

² CECED : European Committee of manufacturers of domestic equipment.

IV. European final report : 2001 data

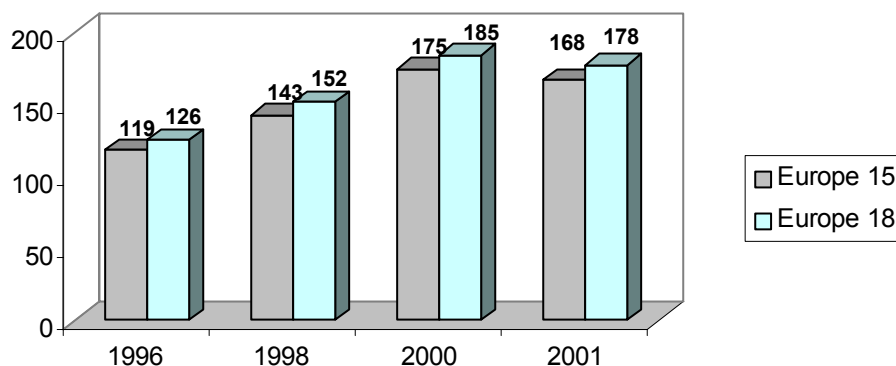
The following figures are calculated on the basis of extrapolated data. The population data (January 1, 2000 and 2001) are extracted from the Eurostat demographic statistics 2000-2001.

IV.1 COMPANIES COMMITTED TO THE AISE CODE FOR 2001 REPORTING

The companies listed in annex 6 are participating in the AISE Code of Good Environmental Practice and have reported their 2000 data through their National Association.

In total, 168 companies in Europe (EU 15 countries) have committed to the Code in the year 2001, representing an average of nearly 90% of the European Union market (178 companies covering nearly 90% for Europe 18). Despite the mergers occurred during the Code period, the number of companies member of the Code since 1996 has increased by 41% for both Europe 15 and Europe 18. This evolution is presented in the following chart.

Evolution of the number of companies committed to the Code



IV.2 2001 CONSUMPTION, PACKAGING AND PBO FOR EU

2001	Population (*1000)	Consumption per capita (kg)	Packaging per capita (kg)	PBO per capita (kg)	Estimated market coverage of companies committed to the Code
EU (15 countries)	377,866	9.16	0.67	0.24	85%-90%

IV.3 2000-2001 CONSUMPTION, PACKAGING AND PBO PER COUNTRY

2001	Population (*1000)	Consumption per capita (kg)	Packaging per capita (kg)	PBO per capita (kg)	Estimated market coverage of companies committed to the Code
Austria	8,121	6.92	0.47	0.23	85%-90%
Belgium	10,263	9.73	0.75	0.30	70%-75%
Denmark	5,349	5.24	0.42	0.13	90%-95%
Finland	5,181	4.24	0.28	0.12	90%-95%
France	59,037	9.85	0.74	0.24	85%-90%
Germany	82,193	7.68	0.51	0.27	70%-75%
Greece	10,565	9.77	0.67	0.24	95%-99%
Ireland	3,826	8.95	0.69	0.25	95%-99%
Italy	57,844	11.67	0.79	0.26	95%-99%
Luxemburg (ratio nof Be	420	9.73	0.75	0.30	70%-75%
Portugal	10,243	11.29	1.02	0.28	90%-95%
Spain	40,122	11.40	0.90	0.26	85%-90%
Sweden	8,883	4.54	0.30	0.11	60%-65%
The Netherlands	15,987	7.25	0.46	0.21	95%-99%
UK	59,832	8.28	0.64	0.23	95%-99%
Europe 15	377,866	9.16	0.67	0.24	85%-90%

IV.4 2001 CONSUMPTION, PACKAGING AND PBO FOR NON EU COUNTRIES AND TOTAL FOR ALL 18 COUNTRIES

Besides the EU countries, the AISE Code of Good Environmental Practice for the Household Laundry Detergents has been implemented in three additional countries (Iceland, Norway and Switzerland) leading to the following results :

2001	Population (*1000)	Consumption per capita (kg)	Packaging per capita (kg)	PBO per capita (kg)	Estimated market coverage of companies committed to the Code
Iceland	283	4.89	0.31	0.12	55%-60%
Norway	4,503	4.43	0.30	0.09	90%-95%
Switzerland	7,204	8.95	0.63	0.32	55%-60%
3 countries	11,991	7.16	0.50	0.23	60%-65%
Europe 18	389,857	9.09	0.66	0.24	85%-90%

V. 1996 – 2001 trends

The following tables are based on extrapolated data and use the updated 1996 baseline data communicated by IBM Business Consulting Services to the European Commission via the “AISE Code of Good Environmental Practice: Progress report to the European Commission 1997-1998” published in October 1999. Those trends are commented upon by AISE in a separate report.

V.1 CONSUMPTION OF HOUSEHOLD LAUNDRY DETERGENTS

1996-2001	Consumption per capita (kg) 1996	Consumption per capita (kg) 2001	Evolution 1996 - 2001
Austria	7.56	6.92	-8.4%
Belgium	9.66	9.73	0.7%
Denmark	6.45	5.24	-18.8%
Finland	3.73	4.24	13.7%
France	11.67	9.85	-15.6%
Germany	7.73	7.68	-0.7%
Greece	9.71	9.77	0.6%
Ireland	9.49	8.95	-5.7%
Italy	11.76	11.67	-0.8%
Luxemburg	9.66	9.73	0.7%
Portugal	11.50	11.29	-1.8%
Spain	12.87	11.40	-11.4%
Sweden	5.13	4.54	-11.5%
The Netherlands	7.44	7.25	-2.5%
UK	9.98	8.28	-17.1%
Europe 15	9.94	9.16	-7.9%

1996-2001	Consumption per capita (kg) 1996	Consumption per capita (kg) 2001	Evolution 1996 - 2001
Iceland	5.62	4.89	-13.0%
Norway	5.07	4.43	-12.6%
Switzerland	8.73	8.95	2.6%
3 countries	7.29	7.16	-1.8%
Europe 18	9.86	9.09	-7.7%

V.2 PACKAGING FOR HOUSEHOLD LAUNDRY DETERGENTS

1996-2001	Packaging consumption per capita (kg) 1996	Packaging consumption per capita (kg) 2001	Evolution 1996 - 2001
Austria	0.53	0.47	-10.5%
Belgium	0.74	0.75	0.6%
Denmark	0.49	0.42	-14.1%
Finland	0.22	0.28	27.1%
France	0.89	0.74	-16.2%
Germany	0.47	0.51	7.9%
Greece	0.81	0.67	-18.3%
Ireland	0.75	0.69	-8.1%
Italy	0.86	0.79	-8.1%
Luxemburg	0.74	0.75	0.6%
Portugal	0.93	1.02	9.0%
Spain	0.87	0.90	3.9%
Sweden	0.33	0.30	-7.5%
The Netherlands	0.52	0.46	-10.5%
UK	0.76	0.64	-16.8%
Europe 15	0.71	0.67	-6.7%

1996-2001	Packaging consumption per capita (kg) 1996	Packaging consumption per capita (kg) 2001	Evolution 1996 - 2001
Iceland	0.33	0.31	-3.6%
Norway	0.33	0.30	-7.7%
Switzerland	0.44	0.63	45.2%
3 countries	0.39	0.50	27.6%
Europe 18	0.70	0.66	-6.2%

V.3 PBO's IN HOUSEHOLD LAUNDRY DETERGENTS

1996-2001	PBO consumption per capita (kg) 1996	PBO consumption per capita (kg) 2001	Evolution 1996 - 2001
Austria	0.37	0.23	-38.5%
Belgium	0.40	0.30	-26.1%
Denmark	0.18	0.13	-25.7%
Finland	0.12	0.12	-1.7%
France	0.28	0.24	-14.9%
Germany	0.36	0.27	-25.6%
Greece	0.22	0.24	10.2%
Ireland	0.23	0.25	10.2%
Italy	0.42	0.26	-39.0%
Luxemburg	0.40	0.30	-26.1%
Portugal	0.35	0.28	-19.4%
Spain	0.34	0.26	-23.9%
Sweden	0.15	0.11	-25.6%
The Netherlands	0.33	0.21	-34.4%
UK	0.24	0.23	-4.6%
Europe 15	0.32	0.24	-23.7%

1996-2001	PBO consumption per capita (kg) 1996	PBO consumption per capita (kg) 2001	Evolution 1996 - 2001
Iceland	0.24	0.12	-51.8%
Norway	0.16	0.09	-44.4%
Switzerland	0.37	0.32	-15.2%
3 countries	0.29	0.23	-22.2%
Europe 18	0.32	0.24	-23.6%

V.4 ENERGY USED

1996-2001	Energy per load (kWh) 1996	Energy per load (kWh) 2001	Evolution 1996 - 2001
Austria	1.08	1.00	-7.4%
Belgium	1.03	0.92	-10.7%
Denmark	0.99	0.95	-4.0%
Finland	0.99	0.89	-10.1%
France	1.00	0.94	-6.0%
Germany	0.99	0.99	0.0%
Greece	1.56	1.35	-13.5%
Ireland	1.13	1.13	0.0%
Italy	1.09	1.05	-3.7%
Luxemburg	1.03	0.93	-9.7%
Portugal	0.98	0.89	-9.2%
Spain	0.59	0.59	0.0%
Sweden	1.02	0.95	-6.9%
The Netherlands	0.98	0.88	-10.2%
UK	1.14	1.14	0.0%
Europe 15	1.04	0.97	-6.4%

1996-2001	Energy per load (kWh) 1996	Energy per load (kWh) 2001	Evolution 1996 - 2001
Iceland	1.03	1.03	0.0%
Norway	1.11	1.04	-6.3%
Switzerland	1.01	0.99	-2.0%
3 countries	1.05	1.02	-2.9%
Europe 18	1.04	0.98	-5.8%



VI. Conclusion

This report is the final progress report of the AISE Code. It is based on 1996-2001 company data obtained by the implementation of a logical data collection process audited by IBM Business Consulting Services at individual company level and based on a representative sample. Each trend is presented and further explanation on the evolution can be found in the complementary report of AISE.

AISE Code of Good Environmental Practice :

Final report to the European Commission - Year 1996-2001

LIST OF ANNEXES

Annex 1: European Commission Recommendation 98/480/EC

Annex 2: Methodology used for Code data collection (Consumption, Packaging, PBO)

Annex 2.1: Standard forms used by Companies and National Associations

Annex 2.2: National Association checklist to facilitate the control process

Annex 3: Methodology used for Code data collection (Energy)

Annex 4: Detail of the Taylor Nelson Sofres survey on temperature distribution

Annex 5: Computation for the energy calculation (kWh/washload)

Annex 6: List of National Associations and companies committed to the AISE Code for 2001 reporting

Annex 7: Contacts

ANNEX 1: EUROPEAN COMMISSION 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;

⁽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.

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

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: METHODOLOGY USED FOR CODE DATA COLLECTION (CONSUMPTION, PACKAGING, PBO)

Processes used for the Code data collection

1 INTRODUCTION

The process followed to collect and monitor the 2000-2001 Code data has been the same as the one defined for the 1996 baseline report and the one used for 1997-1998 and 1999-2000 data collection.

As done previously, the data collection process was split in two parts:

- Company data.

Consumption (for powders and liquids), Packaging (for powders and liquids) and Poorly Biodegradable Organics (PBO's) figures were collected at company level via each National Association. IBM Business Consulting Services was responsible for managing this data collection and auditing the companies providing these figures to their National Association.

- Energy.

Data for the energy target were gathered centrally via extensive market surveys conducted by Taylor Nelson.

As specified in the Commission Recommendation 98/480/EC, AISE is committed to report on energy target for the baseline year and for the year 2001. For further details on data collection on the energy criteria, please refer to 1996 PricewaterhouseCoopers baseline report.

As stated in the EC Recommendation, IBM Business Consulting Services' involvement is limited to the collection of the company data. In the present chapter we will discuss the role and the processes put in place by the different actors: the company, the National Associations and IBM Business Consulting Services.

2 PROCESSES AT COMPANY LEVEL

Each company member of the AISE Code **has reported** every year 3 figures (consumption, packaging and PBO's) **to its National Association**, based on the guidelines and a standard form developed and adapted by IBM Business Consulting Services. These data were centralised at National Association level and then forwarded to IBM Business Consulting Services (together with the total market estimate produced by extrapolation). The data reported by the companies were the basis of the IBM Business Consulting Services audit process.

IBM Business Consulting Services has developed a clear methodology on the data generation process to be applied by each company in each Member State as well as by each National Association. Details of this methodology are presented in the following chapters.

3 PROCESSES AT NATIONAL ASSOCIATION LEVEL

The National Associations had a key role in the data collection exercise. They formed the central part of the “tripartite”: national companies, National Association and AISE. They also played the intermediate role between the national companies member of the AISE Code and IBM Business Consulting Services.

In the data generation process, each National Association was responsible for:

- the collection of company data (*cf. 3.1*),
- the extrapolation of the total market consumption (*cf. 3.2*),
- the submission of the information to IBM Business Consulting Services and the follow-up according to company audit outcomes (*cf. 3.3*).

Indeed, each National Association collected the different company declarations from all the AISE members of the Code, centralised them and completes the National Association declaration to be submitted to IBM Business Consulting Services in Brussels. The standard forms used by Companies and National Associations to structure their declaration are presented in the annex 2.1.

In order to guide the National Associations, IBM Business Consulting Services produced a document³ summarising the National Association’s role in the submission of the AISE national data. As initiated from the beginning of the data collection process, the objective was to standardise the process and ensure quality and coherence through the different countries.

With adequate support from each of the National Association, IBM Business Consulting Services has had the opportunity to concentrate the efforts on the companies audits. This is indeed important since the companies are at the source of the data generation. This was made possible since the individual data of each company were provided on the National Association declaration, and treated confidentially by IBM Business Consulting Services.

The following paragraphs discuss the 3 main processes performed by the National Associations.

³ “Role of the National Association in the AISE data collection process”, December 1998.

3.1 COLLECTION OF COMPANY DATA

Each National Association had to ensure on time delivery of the figures of all the companies that are members of the AISE Code. The National Associations Directors had also to perform some basic tests checking the correctness and the completeness of each company declaration (reporting on the standard form developed by IBM Business Consulting Services). This “early warning” role of the National Associations has facilitated the overall verification process.

Based on the experience of the 1996 data collection exercise, IBM Business Consulting Services created a National Association checklist to facilitate their control process. This checklist is reproduced in the annex 2.2 and highlights the basic controls that the National Association had to do before submitting the National Association declaration to IBM Business Consulting Services Brussels.

3.2 EXTRAPOLATION OF THE TOTAL MARKET CONSUMPTION

As explained in the 1996 baseline report, the extrapolation (to the total national market) principle was adopted by the AISE Board in order to take into account all the companies active on the national markets and report on the performance of the whole sector, even if they did not participate from the beginning (1996) to the AISE Code of Good Environmental Practice for Household Laundry Detergents. In other words, the extrapolation principle allowed AISE to accept new entrants during the 5-year period. New companies have indeed joined the Code from 1997 up to 2001, this was the case in several Member States resulting to 41% increase. This means that the representativity range of the company's members of the Code has increased (see in chapter 4).

Furthermore, the extrapolation exercise enables AISE to globalise the data received from each member company of the Code and to report progress on an overall basis. The commitment of AISE was indeed a performance improvement at European level for the whole detergent industry.

The AISE Board recommended as method for the extrapolation exercise that each National Association would set up local statistics teams with the companies committed to the Code in order to get best expert judgement. The extrapolation exercise was based on historical data and actual statistics (as delivered by independent international institutes) to estimate the total market. All the data mentioned in this report are extrapolated to cover the entire national market (100%).

The choice of the extrapolation method and the calculation of the National market for consumption were the responsibility of each National Association. The National Associations supplied IBM Business Consulting Services with a description of the methods they used (in annex 5 of the "1997-1998 progress report to the European Commission", a summary of the extrapolation methods per country is available). Each year, through the National Association declaration form (presented above), each National Association certified to IBM Business Consulting Services that the “market extrapolation has been generated (...) applying the methodology and assumptions used for the extrapolation of the 1996 market”. The signed National Association form guaranteed the consistency of the method used to generate the National market consumption.



The extrapolation to the total national market provided by each National Association only covered the detergent consumption figures⁴. Then the ratio between the total market size (extrapolated figures) and the total Code member companies declarations (for consumption) was used to extrapolate the total market figures related to packaging and PBO's.

3.3 SUBMISSION OF THE INFORMATION TO IBM BUSINESS CONSULTING SERVICES

Once all the company declarations were collected and verified by the National Associations (N.A.) and that the extrapolation exercise is completed (using the same methodology as in 1996), the N.A. was responsible for the submission of the data to IBM Business Consulting Services Brussels as well as the follow-up of changes / modifications according to company audit outcomes.

Indeed, if a company had to change its declaration after an audit of IBM Business Consulting Services, the National Association may have had to review its extrapolation depending on the extrapolation methodology used by N.A.. Then the N.A. submitted a new declaration to IBM Business Consulting Services with all the revised data.

⁴ With the exception of the Spanish National Association that provides extrapolation for packaging and PBO data as well.

4. PROCESSES AT IBM BUSINESS CONSULTING SERVICES LEVEL

In the data generation process, IBM Business Consulting Services was performing the following tasks:

- the company data collection and treatment for all company declarations (*cf. 4.1*),
- the selection and the audit of companies (*cf. 4.2*),
- the issuing of the report (*cf. 4.3*).

In order to properly manage and follow-up the whole project over the 5-year period, IBM Business Consulting Services has developed a specific database used by the team of consultants. Methodology, procedures and checklists have been produced to ensure consistency of the approach between the consultants in charge of the audits and to properly manage all the company data from the 18 different countries.

It is important to note that this methodology was generated and followed by IBM Business Consulting Services totally independently from AISE.

4.1 COMPANY DATA COLLECTION & TREATMENT FOR ALL COMPANY DECLARATIONS

In order to ensure the validity of the process used to generate the declared data, and evaluate the progress made, IBM Business Consulting Services carefully reviewed each National Association declaration as well as each company declaration.

This thorough checking exercise was possible since IBM Business Consulting Services had access to individual company data in each country.

IBM Business Consulting Services performed some tests based on specific methods and ratio analysis. The checks performed by IBM Business Consulting Services were done at company level as well as at national level. In each company, the evolution of each category of data (consumption, packaging, PBO's) was analysed and compared for consistency. At national level, all data were cross-checked with the total evolution of the market. Additionally, it was possible to analyse data within a specific company present in several Member States and analyse the results obtained.

Even if not audited, all the companies declarations have been looked at by IBM Business Consulting Services. According to the findings, IBM Business Consulting Services asked the National Associations or companies to explain some figures. As a result, amendments might have been performed afterwards if needed.

After these data collection and data treatment stages, the IBM Business Consulting Services team audited a representative sample of companies in all countries.

4.2 SELECTION AND AUDIT OF COMPANIES

The audit principles developed in the 1996 audit exercise (as stated in the guidelines⁵ for the collection of the AISE) were also used when conducting the 1997-1998 as well as the 1999-2000 company audits. These guidelines ensured coherence in the data collection process amongst countries and companies. IBM Business Consulting Services audited the process used by the company members to calculate the Code company data and also checked the coherence and the consistency of the process used to generate these data.

During the 2001 exercise, IBM Business Consulting Services used, as previously, the concept of distance audit. Distance audits are carried out on companies audited previously that have demonstrated, during previous audit exercise, that the processes they use for generating the data were totally satisfactory. Those distant audits consisted in sending to IBM Business Consulting Services a confirmation that the processes used to generate the data did not change compared to the previous audited year.

Basic principles such as honesty, good common sense and consistency have to be respected by Companies and National Associations. The principle of consistency, consistency through product lines (same collection, calculation, method used for all products) and consistency through time (method used for collecting and estimating data should be consistent throughout the years) are crucial. Part of the audit exercises consisted of checking the consistency.

4.2.1 Selection

On the basis of all the individual company declarations received by the National Associations, IBM Business Consulting Services selected per country a number of companies to be audited. The selection took into account the most representative companies in each national market as well as the key findings derived from the 1997-98 and 1999-2000 data audit exercises.

Indeed, IBM Business Consulting Services first selected the companies that did not fully satisfy the latest data audit (even though modifications performed after the audit have been properly revised before the publication of the progress reports). Those companies were scheduled for an audit. In a second step, companies that satisfied the previous year audit were selected for a distance audit. Finally, companies were also selected at random, according to the circumstances.

IBM Business Consulting Services is always auditing ca. 60% of the extrapolated figures (for consumption as well as for packaging and PBO's) in all Member States.

⁵ “Process method for the collection of the AISE COGEP data (at company level)”.

4.2.2 Audit

For the selected companies, IBM Business Consulting Services audited the process used to generate the declaration data.

The company audits were performed directly at the company's site in each of the 18 countries involved in order to secure direct access to all files, electronic systems (such as sale, production ...) and ensure proximity of all people involved in the company data collection and preparation process. Some audits were performed centrally via their co-ordination centre at European level (where applicable).

The audit exercise was structured around a standard checklist used by the consultants and completed according to the findings and the different gathered evidences.

The consultant carefully reviewed the processes used to generate the three sets of company data:

- consumption (*cf. following paragraph*),
- packaging (*cf. following paragraph*),
- and PBO's (*cf. following paragraph*).

4.2.2.1 CONSUMPTION DATA

For the audit of the process generating the consumption data, IBM Business Consulting Services started to check the understanding of the key definitions of household laundry detergents as well as the inclusion of all the relevant products (exhaustive list of relevant products categories and exclusion of the institutional products, products not falling under the "laundry" detergent market such as additives, softeners, pre-treatment products ...). Then IBM Business Consulting Services controlled that quantities declared are the quantities of products actually placed on the market. The quantities were cross-checked with the overall sales or production.

The consumption data are reported separately for powders and liquids, by types of products. The powders include the concentrated powders, the tablets and the pearls. The liquids expand to the gels. All the data are given in weight. This implies that the calculation process took into account the density of the liquids (as appropriate). Moreover, the inclusion of all imported products (and their relevant quantities) and the exclusion of all exports (and their relevant quantities) was carefully reviewed.

4.2.2.2 PACKAGING DATA

For the packaging data, also reported separately for powders and liquids, the consultants controlled the understanding of the definitions, the completeness of the process, the inclusion of the relevant packaging elements (such as the closing, the stickers ...), the exclusion of the non relevant elements (such as the dosing devices : granulette, the re-usable pallets ...). All the data were reported separately in primary, secondary and tertiary packaging groups. Cross-checks are done with the declaration to the national packaging organism as appropriate : DSD in Germany, Fost Plus in Belgium, Eco-emballages in France ...

4.2.2.3 PBO's

Here the relevant PBO's were identified and the total PBO's calculation process is based on the actual formulation of all the products falling under the definition of the AISE Code.

The consultants have often had the possibility to question the process followed when cross-checking results on the declarations across the different countries.

One of the most important checks performed by the consultants is the verification that the same amounts of products have been used for the consumption declaration, for the packaging calculation and the PBO's calculation.

The tests performed by the consultants were the same for all companies selected and audited. According to the findings of these company audits, IBM Business Consulting Services has imposed changes of data that result in a review of the reported AISE Code data by the National Association.

All the company audit findings were collected in central files (both hard copy and electronic version of data) and archived by IBM Business Consulting Services. Those files proved to be very useful in the next year audit exercise, both for reference purpose and continuity/coherence checks.

4.3 ISSUING OF THE REPORT

After the collection and the validation processes, the extrapolated data are consolidated on a country basis and are published in a report. The figures published are the consumption per capita, the packaging per capita, the PBO per capita and the coverage of companies committed to the Code. The reports also present the trends since 1996 for the above mentioned figures.



ANNEX 2.1: STANDARD FORMS USED BY COMPANIES AND NATIONAL ASSOCIATIONS

AISE Code Questionnaire (company declaration form)

Version number	
----------------	--

1. Requested data (to be provided by all companies)

Company name	Market/ country covered	Calendar year

1.1 Product data	Unit
Powder Ton/year (calendar)
Liquid Ton/year (calendar)

Note: indicate the quantity of household laundry detergent (powder and liquid) put on the national market during the specified calendar year. Data should be produced according to the methodology "Process method for the collection of the AISE COGEP data at company level".

1.2 Packaging data	Unit
Powder Ton/year (calendar)
Liquid Ton/year (calendar)

Note: indicate the quantity of packaging associated to the above mentioned product data. Packaging data should be produced according to the methodology "Process method for the collection of the AISE COGEP data at company level".

1.3. Poorly biodegradable organics	
.....	tons/year (calendar)

Note: indicate the quantity of poorly biodegradable organics (powder+liquid) associated to the above mentioned product data. PBO's data should be produced according to the methodology "Process method for the collection of the AISE COGEP data at company level".

2. Supplementary data

(in order to ensure that trends recorded through the AISE Code can be explained, the companies are encouraged to have these data available in their files)

2.1 Product data		Unit
Heavy duty powder, regular	ton/year (calendar)
Heavy duty powder, compact	ton/year (calendar)
Heavy duty liquid	ton/year (calendar)
Light duty powder, regular	ton/year (calendar)
Light duty powder, compact	ton/year (calendar)
Light duty liquid	ton/year (calendar)
Written explanation of significant changes (for past base year data)	

2.2 Packaging data			Unit
Split by category (*)			
	Powder	Liquid	
Primary	Tons/year (calendar)
Secondary	Tons/year (calendar)
Tertiary	Tons/year (calendar)
Material split (*)			
Glass	Tons/year (calendar)
Plastic	Tons/year (calendar)
Paper/cardboard	Tons/year (calendar)
Metal	Tons/year (calendar)
Wood	Tons/year (calendar)
Other	Tons/year (calendar)
Written explanation of significant changes (for past base year data)		

(*) indicate the quantity of packaging according to the given subcategories. For the terminology, we refer to the national packaging legislation (usually initiated by the EC directive 94/62/EC) or to the EC directive 94/62/EC itself in case there is no national legislation. Please use the data already encoded for your national packaging recovery system, if existing.

3. Administrative data (to be provided by all companies)

Market Share of the company in the national market in weight (household laundry detergent only)		
for the powder (if available)	%
for the liquid (if available)	%
Total national market size in weight (household laundry detergent only)		
for the powder (if available)	ton/calendar year
for the liquid (if available)	ton/calendar year
Company co-ordinates and contact name		
Company Name	
Contact Person Name	
First Name	
Address/Street	
Zip-City	
Country	
Tel	
Fax	
E-mail	

Signed on behalf of the Company:

Name _____

Place _____

Date and signature _____

Note:

- The requested data only refers to :
 - household laundry detergents products (non industrial)
 - detergents for which your company owns brand names
 - put on the market in your country only
 - during the specified calendar year only.
- It is important to ask the company to record regularly some data in more details in order to ensure that the trends recorded via the AISE Code can be analysed and explained.

THIS INFORMATION IS CONFIDENTIAL AND WILL ONLY BE USED BY
PricewaterhouseCoopers IN THE AISE CODE FRAMEWORK

AISE Code National Association Questionnaire –(1.4)

Association name	
Director name	

Country	
---------	--

Calendar year reported	
Version number	

Total powder market extrapolation ⁶	ton/year (calendar)
Total liquid market extrapolation ⁷	ton/year (calendar)

The market extrapolation has been generated on (date) applying the methodology and assumptions used for the extrapolation of the 1996 market.

If the total market extrapolation was generated during a meeting with several experts, please indicate their name and the member companies :

Name of the expert	AISE Member company	Other

Signed on behalf of the Association
Name :
Date :

Once all the member companies have submitted their declaration, the National Association should check if those declarations are free from possible erroneous data. Then the declaration should be faxed to PricewaterhouseCoopers (+32.2.710.46.99) at the attention of Luc Hennuy.

⁶ The total market only refers to household laundry detergents products, sold in your country only, during the year specified under ‘Calendar Year’.

⁷ Idem

Could you, please, complete the following information in case of new membership to the Code or change in the previous reference of a member,

New member	Yes - No
Company full name	
Contact person within the company	
Phone	
Fax	
Address	
Email address	

New member	Yes - No
Contact person within the company	
Phone	
Fax	
Address	
Email address	

New member	Yes - No
Contact person within the company	
Phone	
Fax	
Address	
Email address	



Member companies and National Association reporting

Calendar year reported	
------------------------	--

Version number	
----------------	--

Company	Consumption Powder ¹ (ton/year)	Consumption Liquid ² (ton/year)	Packaging Powder ³ (ton/year)	Packaging Liquid ⁴ (ton/year)	PBO Powder & Liquid ⁵ (ton/year)

	Consumption Powder (ton/year)	Consumption Liquid (ton/year)	Packaging Powder (ton/year)	Packaging Liquid (ton/year)	PBO Powder & Liquid (ton/year)
Sum of the member declarations					

Signed on behalf of the Association Name : Date :

¹ Indicate the **quantity of household laundry detergent** put on the **national market** during the **specified calendar year**. The figures reported have to be based on the data supplied to the association by the member companies. The consumption declared has to satisfy the definition on the guidelines “Process method for the collection of the AISE COGEP data (at company level)”.

² Idem 3

³ Indicate the **packaging quantities** associated to the detergent consumption in **powder** (column 2). The packaging declared has to satisfy the definition on the guidelines “Process method for the collection of the AISE COGEP data (at company level)”

⁴ Idem 3 for the **packaging quantities** associated to the detergent consumption in **liquid** (column 3).

⁵ Indicate the quantity of **Poorly Biodegradable Organics** associated to the detergent consumption in **powder and in liquid** (column 2 and 3). The PBO declared has to satisfy the definition on the guidelines “Process method for the collection of the AISE COGEP data (at company level)”



ANNEX 2.2: NATIONAL ASSOCIATION CHECKLIST TO FACILITATE THE CONTROL PROCESS

Check-list for the Code N.A. declaration

This checklist gives a set of tests that will be performed by PwC on the National Association declaration. It is recommended that each N.A. uses this checklist in order to control its declaration before sending it to PwC.

	Questions	Yes	No
	Company Data collection		
1	Do you have the same number of company declarations as the total number of companies committed to the Code in your country? Do they match with each other?		
2	Are all the fields of all the company declarations filled in ?		
3	Are you sure that all company declarations are the final one ?		
	Figures		
4	Are the mathematical sums of the member declarations correct (for each column: consumption Powder – Liquid, Packaging Powder – Liquid, PBO’s) ?		
5	Are the market extrapolation figures (for Powder & Liquids) higher than the sum of all members raw data declarations ?		
6	Is the Packaging declaration different from zero for all companies (if the related consumption is different from 0)?		
7	Is the PBO declaration different from zero for all companies ? (if the related consumption is different from 0)?		
	Administration		
8	Are all the fields of the NA declarations filled in ?		
9	Did you specify the name of the market research experts involved in the extrapolation exercise ? Date ?		
10	Did you identify all the changes that may have occurred for existing members: <ul style="list-style-type: none"> • member company identification • coordination / responsible of the project • address, phone, fax, email... 		
11	Did you specify all the information of the new member(s): <ul style="list-style-type: none"> • member company identification • coordination / Responsible of the project • address, phone, fax, email... 		
12	Are the version numbers of your NA declaration on page 1 & 3 the same ?		
13	Are the pages 1 & 3 of the declaration dated and signed by the N.A. Director?		
14	Was the N.A. declaration sent to PwC ? Date ? Evidence ?		

If the answers to all these questions are “yes” then the N.A. declaration can be sent to PricewaterhouseCoopers, to the attention of **Luc Hennuy (MCS)**, AISE project manager, at the following address:

PricewaterhouseCoopers
Woluwedal, 18
B-1932 Sint-Stevens-Woluwe - BELGIUM

We recommend to send the declaration by express courier (DHL...). However if you’d rather like to fax your N.A. declaration, the number is 32.2.710.46.99.

ANNEX 3: METHODOLOGY USED FOR CODE DATA COLLECTION (ENERGY)

Process for the calculation of the Energy criteria

As already mentioned in section II.2., AISE contracted Taylor Nelson Sofres¹ to conduct a European survey on temperature profile distribution of loads washed. These data were used in conjunction with the data provided by CECED.

1 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 AISE.

Details of this methodology can be found in Annex 4.

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

3 CALCULATION OF THE AVERAGE ENERGY CONSUMPTION PER WASH LOAD :

AISE, in possession of these 2 types of data : temperature distribution (Taylor Nelson) 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.

The table in Annex 5 presents the data sources used and the results obtained.

¹ Previously called "Taylor Nelson AGB"

² All AISE countries except Iceland and Luxemburg. See details in Annex 4.



ANNEX 4: DETAIL OF THE TAYLOR NELSON SOFRES SURVEY ON TEMPERATURE DISTRIBUTION

BACKGROUND AND OBJECTIVES

Since 1998, AISE has been implementing a Code of good environmental practice around the more sustainable formulation and use of household laundry detergents (see Recommendation EC/98/480). One of the objectives through that initiative is to encourage a reduction in energy consumption in the laundry washing process over the next few years. The main energy usage component has already been identified as that used in heating the water for the washing machine. It is also recognised that many consumers are setting their washing machines to temperatures that are higher than is required for effective washing. Since 1998 the A.I.S.E. has been encouraging sustainable consumption campaigns (Washright) aiming particularly at encouraging consumers to use the appropriate wash temperature for their wash loads. The A.I.S.E. recognised the need to understand the impact of the code of practice with consumers and therefore asked Taylor Nelson SOFRES to research the impact of the code on actual consumer washing behaviour, particularly concerning average wash temperature used for the wash.

The first stage of the research process was to establish a benchmark prior to the introduction of the code. This was conducted in 1997 by Taylor Nelson Sofres. The key objective was to find out what wash temperatures were currently used. The scope of the research was to provide coverage of regions where the code would be introduced, namely 16 countries in Western Europe. The first stage of the research was conducted in November 1997. The full 16 country study has been conducted in November 2001, with this report being a summary of the key findings and comparisons with the 1997 study.

METHODOLOGY

The research method selected was to conduct face-to-face interviews with consumers in each of the 16 countries, during November 2001. The survey was designed to replicate the earlier 1997 survey conducted across 16 European markets. Samples of consumers were generated to be nationally representative of all households with a washing machine or use of a shared washing machine (respondents using only laundrettes were excluded), is typically over 90% of households in most of the countries covered. The respondent selected within each household was to be the person most responsible for laundry in the household – typically females but males were also permitted in most countries. Additionally, all the respondents were aged 18-65 years and were sampled to ensure balance in terms of their working status, household size and regional coverage within country. 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 following two weeks. The diary asked for a range of information about the wash loads including the person loading the machine, the types of garment, the settings used on the machine and also the wash temperature. The main purpose of the study, namely measurement of wash temperatures, had no greater emphasis than other areas for respondents. The completed diaries were collected by the original interviewer, checked for correct completion and then dispatched to Taylor Nelson SOFRES. At Taylor Nelson SOFRES the questionnaires and diaries

were checked for completion and then data entered. Further checking was conducted using standard editing software to look for consistent completion and highlight any diaries requiring further manual checks. The final data was then processed and supplied to AISE in table format. A separate booklet of the charts used in the project debriefing presentation was also supplied.

SAMPLE SIZES AND DATA WEIGHTING

Diaries were collected from about 300 respondents in each of the 16 countries except for Germany where 400 households were covered. Countries covered by the study were as follows (with achieved sample sizes given in brackets):

Northern Europe:

- Austria (335)
- Belgium (310)
- France (302)
- Germany (408)
- Ireland (321)
- Netherlands (353)
- Switzerland (310)
- U.K. (325)

Southern Europe:

- Greece (314)
- Italy (304)
- Portugal (300)
- Spain (323)



Nordic:

- Denmark (330)
- Finland (335)
- Norway (320)
- Sweden (300)

In total 5,190 questionnaires and diaries were completed, covering 48,092 wash loads.



ANNEX 5: COMPUTATION FOR THE ENERGY CALCULATION (kWh/WASHLOAD)



WASHING TEMPERATURES THROUGH EUROPE : BASE LINE (calc. vs washcycle)															AISE						
year	1996																				
source	Eurostat/Taylor Nelson AGB & Kemna Van Holsteijn bv/CECED (see below)																				
country	DK	GR	IRL	P	S	FIN	UK	A	B	L	D	F	I	E	NL	EUR 15	CH	N	IS	EUR 3	TOT
inhabitant ⁽¹⁾ (x1000)	5,262	10,476	3,626	9,927	8,841	5,125	58,802	8,059	10,157	416	81,896	58,375	57,397	39,270	15,531	373,158	7,072	4,381	269	11,722	384,880
Temperature distribution acc. to washes : base line AISE COGEP ⁽²⁾																					
<= 30°C	12.0	6.0	4.0	26.0	5.0	6.0	5.0	22.0	27.0	27.0	24.0	23.0	35.0	80.0	20.0	21.8	17.0	7.0	5.8	9.4	19.9
31 -> 40°C	51.0	23.0	58.0	48.0	49.0	54.0	58.0	29.0	32.0	32.0	32.0	42.0	25.0	13.0	41.0	39.6	36.0	40.0	48.2	41.7	39.9
41->60°C	27.0	43.0	36.0	23.0	41.0	39.0	35.0	35.0	26.0	26.0	35.0	26.0	32.0	4.0	32.0	30.3	42.0	42.0	40.7	41.5	32.0
>61°C	10.0	26.0	3.0	3.0	5.0	3.0	3.0	14.0	16.0	16.0	9.0	10.0	8.0	1.0	8.0	8.7	6.0	11.0	5.9	7.8	8.5
AVG T°	49	60	49	44	50	50	48	52	51	51	49	48	47	33	49	48	50	53	51	51	49
Electricity consumption for the diff. Wash cycles T° (Van Holsteijn & Kemna bv - CECED - 1996)																					
<= 30°C	0.42	0.47	0.47	0.48	0.42	0.42	0.47	0.42	0.42	0.42	0.42	0.42	0.48	0.48	0.42	0.44	0.42	0.42	0.4	0.4	0.44
31 -> 40°C	0.71	0.82	0.82	0.84	0.71	0.71	0.83	0.71	0.71	0.71	0.71	0.74	0.83	0.85	0.71	0.76	0.71	0.71	0.7	0.7	0.75
41->60°C	1.33	1.58	1.56	1.62	1.33	1.33	1.61	1.34	1.34	1.34	1.34	1.42	1.60	1.64	1.34	1.45	1.33	1.33	1.3	1.3	1.43
>61°C	2.14	2.55	2.54	2.52	2.15	2.15	2.50	2.20	2.10	2.16	2.15	2.26	2.58	2.59	2.15	2.32	2.15	2.15	2.2	2.2	2.29
Calculation of the electricity consumption for the diff. Wash cycle T° ⁽³⁾																					
<= 30°C	0.05	0.03	0.02	0.12	0.02	0.03	0.02	0.09	0.11	0.11	0.10	0.10	0.17	0.38	0.08	0.10	0.07	0.03	0.02	0.04	0.09
31 -> 40°C	0.36	0.19	0.48	0.40	0.35	0.38	0.48	0.21	0.23	0.23	0.23	0.31	0.21	0.11	0.29	0.30	0.26	0.28	0.34	0.30	0.30
41->60°C	0.36	0.68	0.56	0.37	0.55	0.52	0.56	0.47	0.35	0.35	0.47	0.37	0.51	0.07	0.43	0.44	0.56	0.56	0.54	0.55	0.45
>61°C	0.21	0.66	0.08	0.08	0.11	0.06	0.08	0.31	0.34	0.35	0.19	0.23	0.21	0.03	0.17	0.20	0.13	0.24	0.13	0.17	0.19
SUM Kwh/wash	0.99	1.56	1.13	0.98	1.02	0.99	1.14	1.08	1.03	1.03	0.99	1.00	1.09	0.59	0.98	1.04	1.01	1.11	1.03	1.06	1.04
Total consumpt (*10⁵)																2510996					

Remarks

(1) Population on January 1, 1996 - source : book Eurostat demographic statistics 1997

(2) Study Taylor-Nelson AGB :

(a) Avg T° calculated for 4 T° ranges:

- <= 30°C
- 31 -> 40°C
- 41->60°C
- >61°C

calculation of the electricity consumption refers to the wash cycle repartition

- 30°C
- 40°C
- 60°C
- 90°C

(b) All AISE Code countries except Iceland and Luxemburg. The data for Luxemburg were put in line with the figures for Belgium. Neither the Taylor Nelson AGB study, nor the Van Holsteijn & Kemna bv's computations, incorporated data for Iceland. A weig

(c) Incidence of pre-wash have been recorded but are not included in the energy calculation (14 % of the washloads across EU)

(3) The energy consumption is calculated by algorithm according to the figures of Van Holsteijn & Kemna bv and Taylor Nelson AGB. The calculation procedure is available on request.



WASHING TEMPERATURES THROUGH EUROPE : PROGRESS (calc. vs washcycle)																AISE					
year	2001																				
source	Eurostat/Taylor Nelson AGB & Kemna Van Holsteijn bv/CECED (see below)																				
country	DK	GR	IRL	P	S	FIN	UK	A	B	L	D	F	I	E	NL	EUR 15	CH	N	IS	EUR 3	TOT
inhabitant ⁽¹⁾ (x1000)	5,349	10,565	3,826	10,243	8,883	5,181	59,832	8,121	10,263	420	82,193	59,037	57,844	40,122	15,987	377866	7,019	4,348	0,267	11,634	377878
Temperature distribution acc. to washes : base line AISE COGEP ⁽²⁾																					
<= 30°C	11.0	10.0	6.0	42.0	3.0	8.0	5.0	17.0	29.0	29.0	22.0	25.0	40.0	84.0	18.0	23.8	16.0	8.0	5.8	9.7	21.7
31 -> 40°C	55.0	33.0	53.0	34.0	59.0	60.0	55.0	39.0	37.0	37.0	34.0	43.0	22.0	11.0	49.0	41.5	41.0	47.0	48.2	45.6	42.1
41->60°C	27.0	41.0	38.0	23.0	36.0	31.0	35.0	34.0	21.0	21.0	33.0	22.0	31.0	4.0	28.0	27.9	36.0	36.0	40.7	37.5	29.4
>61°C	7.0	15.0	3.0	1.0	2.0	1.0	4.0	9.0	12.0	12.0	10.0	9.0	7.0	1.0	4.0	6.2	7.0	9.0	5.9	7.4	6.4
AVG T°	48	54	49	41	48	46	48	49	47	47	49	46	46	33	45	46	49	51	51	50	47
Electricity consumption for the diff. Wash cycles T° (Van Holsteijn & Kemna bv - CECED - 1996)																					
<= 30°C	0.42	0.47	0.47	0.48	0.42	0.42	0.47	0.42	0.42	0.42	0.42	0.42	0.48	0.48	0.42	0.44	0.42	0.42	0.42	0.4	0.44
31 -> 40°C	0.71	0.82	0.82	0.84	0.71	0.71	0.83	0.71	0.71	0.71	0.71	0.74	0.83	0.85	0.71	0.76	0.71	0.71	0.7	0.7	0.75
41->60°C	1.33	1.58	1.56	1.62	1.33	1.33	1.61	1.34	1.34	1.34	1.34	1.42	1.60	1.64	1.34	1.45	1.33	1.33	1.33	1.3	1.43
>61°C	2.14	2.55	2.54	2.52	2.15	2.15	2.50	2.20	2.10	2.16	2.15	2.26	2.58	2.59	2.15	2.32	2.15	2.15	2.15	2.2	2.30
SUM Kwh/wash	4.60	5.42	5.39	5.46	4.61	4.61	5.41	4.67	4.57	4.63	4.62	4.84	5.49	5.56	4.62	4.98	4.61	4.61	4.61	4.61	4.92
Calculation of the electricity consumption for the diff. Wash cycle T° ⁽³⁾																					
<= 30°C	0.05	0.05	0.03	0.20	0.01	0.03	0.02	0.07	0.12	0.12	0.09	0.11	0.19	0.40	0.08	0.11	0.07	0.03	0.02	0.04	0.10
31 -> 40°C	0.39	0.27	0.43	0.29	0.42	0.43	0.46	0.28	0.26	0.26	0.24	0.32	0.18	0.09	0.35	0.32	0.29	0.33	0.34	0.32	0.31
41->60°C	0.36	0.65	0.59	0.37	0.48	0.41	0.56	0.46	0.28	0.28	0.44	0.31	0.50	0.07	0.38	0.41	0.48	0.48	0.54	0.50	0.42
>61°C	0.15	0.38	0.08	0.03	0.04	0.02	0.10	0.20	0.25	0.26	0.22	0.20	0.18	0.03	0.09	0.14	0.15	0.19	0.13	0.16	0.14
SUM Kwh/wash	0.95	1.35	1.13	0.89	0.95	0.89	1.14	1.00	0.92	0.93	0.99	0.94	1.05	0.59	0.88	0.97	0.99	1.04	1.03	1.02	0.98
Evolution 2001 - 1996 (%)	-4.06	-13.55	-0.04	-9.34	-6.69	-9.92	0.01	-6.83	-10.45	-10.58	0.05	-6.34	-3.90	0.38	-9.35	-6.32	-2.66	-6.22	0.06	-3.19	-5.78
Total consumpt (*10⁵)																2611365					

Remarks

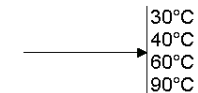
(1) Population on January 1, 2001 - source : book Eurostat demographic statistics 2002

(2) Study Taylor-Nelson AGB :

(a) Avg T° calculated for 4 T° ranges:

- <= 30°C
- 31 -> 40°C
- 41->60°C
- >61°C

calculation of the electricity consumption refers to the wash cycle repartition



(b) All AISE Code countries except Iceland and Luxemburg. The data for Luxemburg were put in line with the figures for Belgium. Neither the Taylor Nelson AGB study, nor the Van Holsteijn & Kemna bv's computations, incorporated data for Iceland. A weig

(c) Incidence of pre-wash have been recorded but are not included in the energy calculation (14 % of the washloads across EU)

(3) The energy consumption is calculated by algorithm according to the figures of Van Holsteijn & Kemna bv and Taylor Nelson AGB. The calculation procedure is available on request.



ANNEX 6: LIST OF NATIONAL ASSOCIATIONS AND COMPANIES COMMITTED TO THE AISE CODE FOR FINAL 2001 REPORTING

Austria

Association name	Companies committed to the AISE Code
FCIO - Fachverband der Chemischen Industrie Österreichs Wiedner Hauptstrasse, 63/Postfach 325 A-1045 WIEN Tel : +43 1 501 05 - 3348 Fax : +43 1 501 05 - 280	<ul style="list-style-type: none"> - Amway Austria GesmbH - Colgate-Palmolive GesmbH - Erdal GesmbH - Henkel Austria GesmbH - Lever Fabergé Austria/Österr. Unilever GesmbH - Procter & Gamble Austria GesmbH - Reckitt Benckiser Austria GesmbH

Belgium

Association name	Companies committed to the AISE Code
DETIC - Association Belgo-Luxembourgeoise des producteurs et des distributeurs de savons, cosmétiques, détergents, produits d'entretien, d'hygiène et de toilette, colles et produits connexes. Square Marie-Louise 49 B-1000 BRUXELLES Tel : +32 2 238 98 66 Fax : +32 2 230 82 88	<ul style="list-style-type: none"> - Amway Belgium - Carrefour Belgium - Hema B.V. - Henkel Belgium N.V./S.A. - Lever Fabergé Belgium - Luhns Detergents N.V. - McBride CE-Yplon S.A. - Procter & Gamble DCE bvba - Reckitt Benckiser - Vandeputte S.A.

Denmark

Association name	Companies committed to the AISE Code
Brancheforingen SPT Hostevej 3 DK-2800 KGS. LYNGBY tel 45 39 17 97 14 fax : 45 39 17 97 49	<ul style="list-style-type: none"> - Amway Denmark - A/S Blumoller - Colgate-Palmolive A/S - Danlind A/S - Lever Elida Fabergé A/S - Procter & Gamble Scandinavia Inc. - Reckitt Benckiser

Finland

Association name	Companies committed to the AISE Code
<p>The Finnish Cosmetic, Toiletry and Detergent Association (TY) Eteläranta 10 / POB 311 00131 HELSINKI Finland Tel : +358 9 172 841 Fax : +358 9 666 561</p>	<ul style="list-style-type: none"> - Amway Finland - Cederroth Oy - Oy Faintend Ltd - Henkel Norden Oy - HomCare Jeunique Finland Oy - Kesko Oyj - Orion-yhtymä Oyj NOIRO - Procter & Gamble Finland Oy - Suomen Unilever Oy Lever Fabergé - Suomen Spar Oyj

France

Association name	Companies committed to the AISE Code
<p>AISD – Association des industries des savons et des détegens Av Achille Peretti 118 F-92200 NEUILLY S/ SEINE Tel : +33 1 47 47 60 00 Fax : +33 1 47 47 07 51</p>	<ul style="list-style-type: none"> - Chimiotecnic - Colgate-Palmolive - Henkel France SA - Lever - Mc Bride Yplon SA - Procter & Gamble France SNC - Reckitt Benckiser France

Germany

Association name	Companies committed to the AISE Code
<p>IKW - Industrieverband Körperpflege- und Waschmittel e.V. Karlstraße 21, D - 60329 Frankfurt am Main, Germany Tel : +49 69 25 56 1324, Fax : +49 69 25 03 45</p>	<ul style="list-style-type: none"> - AlmaWin Reinigungskonzentrate GmbH - Amway GmbH - Burnus GmbH - Dalli Werke Wäsche- und Körperpflege GmbH + Co. KG - Henkel KGaA - Lever Fabergé Deutschland GmbH - McBride YPLON S.A. - Procter & Gamble GmbH - Reckitt Benckiser Deutschland GmbH - Remsgold Chemie GmbH - Schladitz milwa GmbH - Werner & Mertz GmbH

Greece

Association name	Companies committed to the AISE Code
<p>SEVAS – Association of the Greek Industry of Detergents and Soaps Vervenon. Str. 16, Ampelokipi GR- 115 27 ATHENS Tel : +30 1 777 27 80 Fax : +30 1 775 40 66</p>	<ul style="list-style-type: none"> - Amway Hellas corp. - Carrefour Hellas sa - Colgate&Palmolive Hellas sa - Henkel Hellas sa - Procter&Gamble Hellas ltd - Reckitt Benckiser Hellas sa - Sp.Thanos sa - Unilever Hellas sa - Vianil-Rolco sa

Iceland

Association name	Companies committed to the AISE Code
<p>FII – Federation of Icelandic Industries – IHO Borgartun 35, 105 Reykjavik, ICELAND P.O.Box 1450, 121 Reykjavik, ICELAND Tel : +354 591 0100 Fax : +354 591 0101</p>	<ul style="list-style-type: none"> - Sápugerðin Frigg hf. - Mjöll hf. - Íslensk-Ameríska Verslunarfélagið

Ireland

Association name	Companies committed to the AISE Code
ICDA - Irish Cosmetic, Detergents & Allied Products Association 84-86 Lower Baggot Street IRL - 2 Dublin Tel : +353 1 660 10 11 Fax : +353 1 660 17 17	- Elida Lever Ireland Limited - Procter & Gamble Ltd. (C/o Allegro Ltd.) - Reckitt Benckiser Ireland

Italy

Association name	Companies committed to the AISE Code
<p>Assocasa Associazione Nazionale Prodotti per la casa Via Giovani da Procida, 11 I-20149 MILANO tel 39 02 34 56 52 35 fax : 39 02 34 56 53 20 e-mail:assocasa@federchimica.it</p>	<ul style="list-style-type: none"> - Amway Italia Srl - Bennet - Brill Manitoba Spa - Colgate Palmolive Italia S.r.l. - Conad Scrl - Consorzio Citre - Coop Italia - Crai Coop Soc. S.r.l. - Deco Scrl - Despar - Detergenti TIK Srl - Esselunga S.p.a. - Gruppo G.S. S.p.a. - General Detergents Spa - Gruppo PAM S.p.a. - Henkel Spa - Heto Srl - Il Gigante S.p.a. - IN'S Mercato Spa - Interdis srl - I.S.A. S.p.a. - Italsilva Spa - Lever Faberge' Italia S.p.a. - Madel Srl - MDO Spa - Nuncas Italia Spa - Procter & Gamble S.r.l. - Reckitt Benckiser Italia Spa - Sefim Spa - Selex Gruppo Commerciale Srl - Sun S.C. a R.L. - Tavola Spa

Luxembourg

Association name	Companies committed to the AISE Code
<p>DETIC - Association Belgo-Luxembourgeoise des producteurs et des distributeurs de savons, cosmétiques, détergents, produits d'entretien, d'hygiène et de toilette, colles et produits connexes. Square Marie-Louise 49 B-1000 BRUXELLES Tel : +32 2 238 98 66 Fax : +32 2 230 82 88</p>	<ul style="list-style-type: none"> - Henkel Belgium N.V./S.A. - Lever Fabergé Belgium - McBride CE-Yplon S.A. - Procter & Gamble DCE bvba - Reckitt Benckiser

Norway

Association name	Companies committed to the AISE Code
<p>Vaskemiddelleverandørenes Forening PO Box 6780 St Olavs Pl. Rosenkrantzgate 11 N-0130 OSLO Tel : +47 22 39 63 50 Fax : +47 22 39 63 55</p>	<ul style="list-style-type: none"> - Amway Norway - Hakon Gruppen AS - Lilleborg AS

Portugal

Association name	Companies committed to the AISE Code
<p>AISDPCL - Associação dos Industriais de Sabões, Detergentes e Productos de Conservação e Limpeza Av Antonio Jose D'Almeida 7-2 P-1000-042 LISBOA Tel : +351 21 799 15 50 Fax : +351 21 799 15 51</p>	<ul style="list-style-type: none"> - Amway De Portugal, Sucursal - Colgate – Palmolive, S.A. - Feira Nova – Hipermercados, SA. - Henkel Ibérica, SA - Lever Elida - Dist. de Prod. de Limpeza e Higiene Pessoal, LD^a. - Pingo Doce – Distribuição Alimentar, SA. - Procter & Gamble Portugal, SA - Reckitt Benckiser - Sonae-Modelo Continente Hipermercados, S.A

Spain

Association name	Companies committed to the AISE Code
<p>ADELMA - Asociación de Empresas de Detergentes y de Productos de Limpieza, Mantenimiento y Afines Plaza de Castilla 3 Planta 22 E2 E-28046 MADRID Tel.: +34 91 733 05 66 Fax: +34 91 733 05 68</p>	<ul style="list-style-type: none"> - Alcampo, S.A. - Amway De España, S.A. - Bilore, S.A. - Caprabo, S.A. - Centros Comerciales Carrefour, S.A. - Día International, S.A. - Grupo El Árbol, S.A. - Grupo Eroski, S.A. - Henkel Ibérica, S.A. - Hipercor – El Corte Inglés, S.A. - Industria Jabonera Lina, S.A. - Industrias Marca, S.A. - Mc Bride - Persán, S.A. - Procter & Gamble España, S.A. - Reckitt Benckiser (España), S.L. - Supermercados Champion, S.A. - Unilever España, S.A.

Sweden

Association name	Companies committed to the AISE Code
<p>KTF – Kemisk-tekniska Leverantörförbundet, The Swedish cosmetic, toiletry and detergent association PO Box 5501 S-11485 STOCKHOLM Tel: +46 8 783 82 40 Fax: +46 8 783 82 38</p>	<ul style="list-style-type: none"> - Adaco Hushåll AB - Amway Sweden AB - Cederroth AB - Colgate-Palmolive AB - Henkel Norden AB - Lever Fabergé AB - Procter & Gamble Nordic Inc.

Switzerland

Association name	Companies committed to the AISE Code
<p>SWI / ISD - Association of the Swiss soap and detergent industry Breitingerstrasse, 35 Postfach 597 CH- 8027 ZURICH Tel : +41 1 202 50 65 Fax : +41 1 201 09 85</p>	<ul style="list-style-type: none"> - Henkel & Cie. AG - Lever Fabergé AG - Procter & Gamble Switzerland SARL - Reckitt Benckiser (Switzerland) AG

The Netherlands

Association name	Companies committed to the AISE Code
<p>Nederlandse Vereniging van Zeepfabrikanten Postbus 914 NL- 3700 AX ZEIST Tel : +31 30 69 21 880 Fax : +31 30 69 19 394</p>	<ul style="list-style-type: none"> - Amway Nederland Ltd. - Dalli Benelux B.V. - Henkel Nederland B.V. - HG International B.V. - Lever Fabergé Nederland B.V. - McBride/Grada B.V. - Procter & Gamble Nederland B.V. - SaraLee Household & Body Care - Senzora B.V. - Vipack B.V.

United-Kingdom

Association name	Companies committed to the AISE Code
<p>UKCPI - UK Cleaning Products Industry Association 1st floor, Century House High Street, UK-CH3 9RJ TATTENHELL, CHESHIRE Tel: +44 (0)1829 77 00 55 Fax: +44 (0)1829 77 01 01</p>	<ul style="list-style-type: none"> - ACDOCO - Amway (UK) Ltd - Asda Stores Ltd - The Co-operative Group (CWS) Ltd - Dicom UK Ltd - Jeyes Group Ltd - John Lewis Partnership - Lever Fabergé Ltd - Luhn's UK Ltd/ Aldi Stores Ltd - Marks & Spencer plc - Nisa-Today's (Holdings) Ltd - Powder and Liquid Products Ltd - Procter & Gamble UK - Reckitt Benckiser plc - Robert McBride Ltd - Safeway Stores plc - J Sainsbury plc - Somerfield Stores Ltd - Superdrug Stores plc - Tesco Stores Ltd - Waitrose Ltd - Wm Morrisons Supermarkets plc



ANNEX 7: CONTACTS



IBM : Reports / Company data / Audit Procedure

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AISE : Code content and progress

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