



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



# 2<sup>nd</sup> SUSTAINABILITY REPORT

## 2007

(2006 DATA)

*Working together for a cleaner Europe*



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*The A.I.S.E. Agenda for Responsible Sustainable Cleaning*

This chart illustrates the principles and ways of working of the association, its key activity pillars aiming all at contributing to sustainability in line with the industry vision.

### ► About A.I.S.E.

About A.I.S.E.

Created in 1952, A.I.S.E. represents the soaps, detergents and maintenance products industry. Our affiliates include National Associations in 34 countries (including most of the Central and Eastern European Countries) and also nine direct member companies. Combined membership of the current 35 National Associations totals more than 900 companies, ranging from small and medium-sized enterprises (SMEs) to multinationals, active in the Industrial and Institutional (I&I) and the consumer goods markets totalling a market value of around 36 billion Euros (see details in annex 1).

### ► 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.

### ► The A.I.S.E. mission

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

We do this by:

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



## 1. Foreword by the A.I.S.E. President

Welcome to the second A.I.S.E. Sustainability Report. When we launched our first report in 2006, we undertook to report annually on what our industry is doing to contribute towards a more sustainable future. This second report updates on progress made during 2006 and I am very pleased to say there is much to talk about.

In the past year we have seen growing awareness around the world of the importance of climate change and a strengthening political and social resolve to act, including at the European level.

The A.I.S.E. has a long track record of being proactive on this front. Not least, our pioneering Washright campaign is still going strong after more than a decade now, promoting more sustainable laundry habits. Today the Washright information panel, showing consumers how to wash in a more sustainable way, is carried on millions of packs across Europe. The United Nations Environment Programme highlights the campaign on its website as a leading example of sustainability communications.

In the last year, we launched two new sustainability initiatives following on from the Charter for Sustainable Cleaning. The original, the Charter for Sustainable Cleaning is a major commitment by this industry to reduce our footprint through a long-term programme of continuous, measurable improvement. The next, the Laundry Sustainability Project which is, in a sense, an extension of the Washright campaign and our original Code of Good Environmental Practice focusing on the new EU Member States and neighbours to the East. Thirdly, the Save Energy and Water initiative, which is like a Washright for automatic dishwashing detergents.

All three of these initiatives are making good progress which you can read about in detail in this report. I am particularly pleased that the number of companies signed up to the Charter has more than doubled since last year and we now have a complete spread of companies reporting their performance, from large companies to SMEs, from household products to the industrial and institutional market sector.

Also last year, the A.I.S.E. was invited to become an Associate of the new Sustainable Energy Europe campaign launched to raise awareness and move towards more sustainable energy use. In addition, the Charter for Sustainable Cleaning, Washright and Save Energy and Water have been recognised as valuable campaigns under this initiative and have been officially included in the Sustainable Energy Europe Partnership. Looking ahead, there is much more to do and the challenge remains great. In line with our original commitment we will review the Charter Key Performance Indicators, especially in view of the changing global concerns, to ensure that they are the best measures for tracking performance. We are seeking the views of our member companies, associations and other stakeholders on this and would very much welcome your input.

Finally, I would like to emphasise that these are not one-time projects: they represent a long-term commitment by our member companies and a belief that it is both our responsibility, and in our best interests as businesses, to contribute to a sustainable future.

This report is part of that commitment. I hope you find it useful. As ever, we welcome any feedback, comments or queries. Thank you.

Charles Laroche



## 2. Charter for Sustainable Cleaning

### What is the Charter?

The 'A.I.S.E. Charter for Sustainable Cleaning' ('the Charter') was launched at the end of 2004 in all EU countries plus Iceland, Norway, and Switzerland. It covers all product categories of the soaps, detergents and maintenance products industry, whether in the household or Industrial and Institutional sectors.

This voluntary initiative is a life-cycle-based framework aimed at promoting a common industry approach to sustainability practices and reporting.

The life cycle covers a wide variety of activities and initiatives ranging from the human and environmental safety of chemicals and products to eco-efficiency, occupational health and safety, resource use and consumer information. Going beyond current legislative requirements, the Charter is aimed at driving the industry towards continual improvement in terms of sustainability.

Once the criteria are met (see CSP section below), companies are entitled to use the appropriate Charter logo. This logo certifies that the company is following sustainability principles, giving priority to improvements in people's safety, environmental friendliness, and to other key aspects of sustainability, without compromising product performance.

### Reporting elements to measure progress

The Charter requires companies who commit to report to A.I.S.E. annually on a set of ten Key Performance Indicators (KPIs) which are specifically linked to the Charter Sustainability Procedures. Those are being collected and aggregated by Deloitte (see Annex 3); this then allows A.I.S.E. to produce an annual Sustainability Report, demonstrating progress of the whole industry sector on European level. Progress on each of the KPIs is discussed in Chapter 3 of this report.

### A set of Procedures for implementation across the whole product life-cycle

The Charter itself consists of a set of eleven Charter Sustainability Procedures (CSPs) that companies are invited to implement in their management systems. Six 'essential' CSPs have to be checked by an independent external verifier during the Charter Entrance Check (see Annex 2); the other five, which are additional, have to be implemented within three years of the company joining the Charter.

(Note: Charter comparison vis à vis ISO 9000, ISO 14000 and EMAS can be found in Annex 4.)

#### ESSENTIAL CSPs (FOR ENTRANCE CHECK)

Raw material selection and safety evaluation

Resource Use Policy

Occupational Health and Safety Management

Environmental Management System

Product Recall

Finished Product Safety Evaluation

#### ADDITIONAL CSPs (AFTER THREE YEARS)

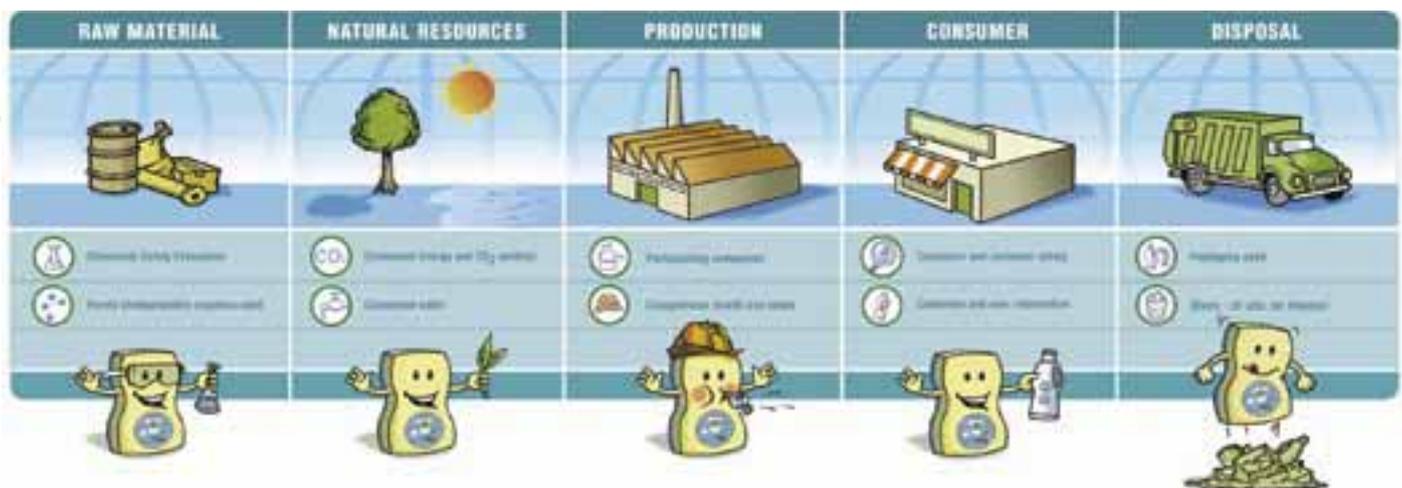
Raw material and packaging suppliers selection

Packaging design and selection

Distribution Risk Assessment

Consumer and User Information (on product)

Product Performance and Product Review





Laundry



Dish



Other products



Cleaning



Industrial & Institutional floor applications

## Company participation

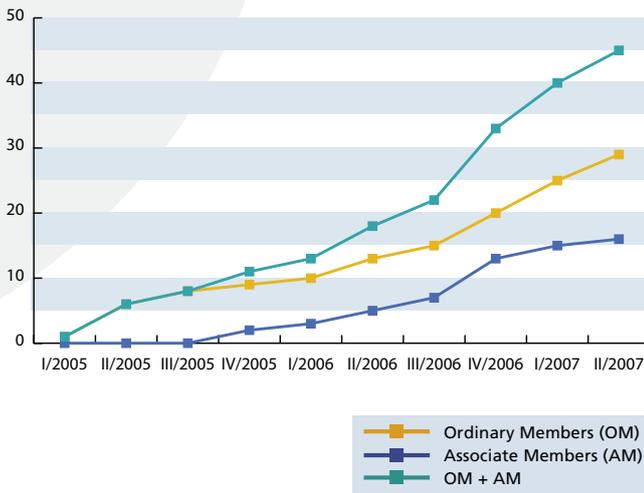
The A.I.S.E. Charter for Sustainable Cleaning is open to all companies (whether a member or non-member of A.I.S.E.'s National Associations) manufacturing, distributing, or placing on the market soaps, detergents, maintenance products or cleaning systems, either for household or industrial/institutional use.

Among the companies committed to the Charter, we distinguish: "ordinary members" (i.e. companies manufacturing from large multinationals to SMEs placing products directly onto the market) and "associate members" (i.e. retailers and distributors wishing to apply the Charter to their own private label products).

Following the members' information sessions and workshops organised by our National Associations in the different countries in 2005 and 2006, we are glad to count, as at May 2007, 45 companies (multinationals, retailers, SMEs) now committed to the Charter.

Details of these can be found in the table opposite.

### Development of company participation



HH Active in the household sector  
 I&I Active in the Industrial & Institutional sector  
 \* Companies having contributed to the KPI 2006 reporting (see page 14)

### List of companies committed (as at May 2007):

Company	Ordinary Member		Associate member
	HH	I&I	
Action Pin	v	v	
Argos			v
Bennet			v
Bolton Manitoba*	v	v	
Brauns-Heitmann*	v		
Caprabo			v
Carrefour			v
Coldis			v
Colgate Palmolive*	v		
Dalli-Werke	v		
danlind *	v	v	
Deco	v		
dm-drogerie markt			v
Ecolab		v	
Esselunga			v
Feucht Hygiene Werk*	v		
Helichem	v	v	
Henkel*	v		
I.C.E.FOR	v	v	
Industrias Marca*	v		
Johnson Diversey*		v	
KH Lloreda*	v	v	
Madel*	v		
Marks & Spencer			v
McBride*	v		
Modelo Continente Hipermercados			v
Morrisons			v
Nice-Pak International*	v	v	
Nisa			v
Persan	v		
Procter & Gamble*	v	v	
Reckitt Benckiser*	v		
Rewe			v
Sainsbury's			v
Sara Lee	v		
SC Johnson*	v		
Scamark			v
Somerfield			v
Suavisantes y Plásticos Bituminosos (SPB)*	v	v	
Suministros Científicos Técnicos (SUCITESA)*		v	
Sutter	v	v	
Tesco			v
Unilever*	v		
Van Dam Bodegraven	v	v	
Werner & Mertz*	v	v	

## 2. Charter for Sustainable Cleaning News coverage

In the autumn of 2006, A.I.S.E. started a pan-European communications campaign to promote the Charter initiative in order to engage the attention of stakeholders and interested consumers. The campaign was designed to proceed in a series of waves, the phasing being dependent upon the penetration of Charter products onto the market. At a national level, A.I.S.E. National Associations held press briefings and introduced the Charter and its aims to local stakeholders from government ministers, through regional authorities to NGOs in order to promote a deeper understanding of the Charter. Examples of the widespread media coverage that resulted are shown opposite.

Further briefings will be held during 2007 and 2008 as successive waves of countries begin their contact programmes.



Household and Personal Care Today, May 2005



RENT I DANMARK, February 2007



GSA -  
Il Giornale dei  
Servizi Ambientali,  
May 2007



Freizeit Revue,  
29 November 2006



pos news, February 2006



Europen Bulletin,  
January/February 2007



Le Monde, 13 February 2007



Femme Actuelle, 23-29 April 2007



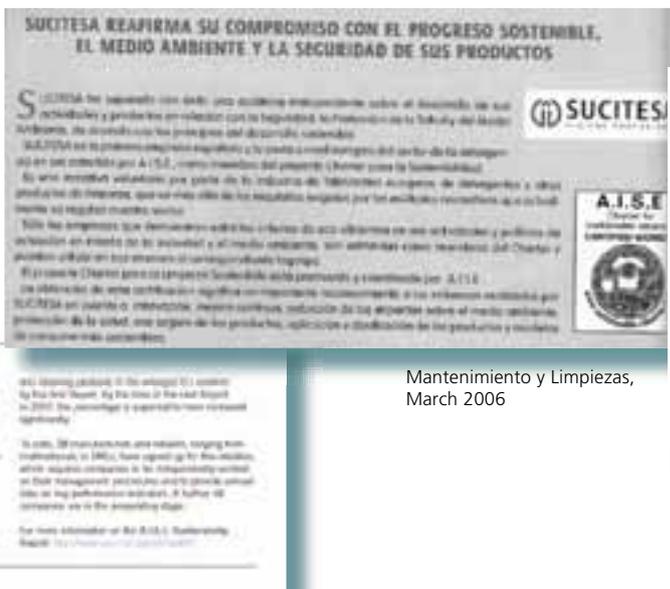
ENDS Report, December 2006



HOERZU, 17 November 2006



Chemie magazine, September 2006



Mantenimiento y Limpiezas, March 2006



ICIS Chemical Business, 18 December 2006 - 7 January 2007

An exhaustive list of media coverage can be found at:

[www.sustainable-cleaning.com/en.publicarea\\_mediacoverage orb](http://www.sustainable-cleaning.com/en.publicarea_mediacoverage orb)



Cornis van der Lugt, UNEP, speaking at the A.I.S.E. Information Day (28 November 2006)

## 2. Charter for Sustainable Cleaning

### Stakeholder exchange and feedback

A.I.S.E. has placed the highest priority on interaction with external stakeholders on its voluntary initiatives as well as on other topics of mutual interest since feedback and exchange views on optimal ways to progress is valued. For the Charter, stakeholder dialogue is being pursued at EU level with the Institutions, civil society, and at national level via our national associations and their local stakeholders.

#### At global and European level:

In autumn 2006, building on the previous consultations organised at the beginning of the Charter development, A.I.S.E. conducted several one-to-one meetings with EU stakeholders. The Association met, for example, with representatives from the European Commission (DG Enterprise, DG Environment, DG Health & Consumer protection), UNEP and prominent environmental campaign groups. The objective of these meetings was to share progress on Charter implementation, preview the 2006 Benchmark Sustainability Report, and seek feedback on implementation as well as suggestions on potential areas for improvement. The meetings proved to be a fruitful exchange for all parties. In all the Charter was well received by stakeholders as a positive, proactive initiative and suggestions for further developments/improvement were provided.

Stakeholder support for the Charter has encouraged industry to develop a sustainability mindset. The Charter allows companies to be able to benchmark their own performance against industry averages. This is seen as providing a valuable incentive at company level, while the independent verification gives reassurance on the overall integrity and accuracy of the project.

The take-up of Charter membership is increasing, and stakeholders have been impressed by the willingness of companies to adopt it despite it being a voluntary commitment both to continual improvement and to annual KPI reporting. The Charter is very much a living project and A.I.S.E. has committed to review its operation every three years in light of stakeholder feedback.

There have already been several suggestions for ways in which the Charter could be improved. These broadly fall into three categories: consideration of extension of the Charter to provide a product-level dimension which would help consumers understand it more easily (currently it primarily addresses company-level performance issues); extension of the KPIs to include additional measurements for example in the area of chemical use, along with deeper performance analysis; and possible extension of the social dimension, perhaps involving links to existing or planned producer responsibility programmes.

All suggestions for improvement received from stakeholders will be considered by A.I.S.E, and will be reviewed in terms of priorities as well as practicalities in the context of the first review of the project planned for 2008.

In 2006 A.I.S.E. became an 'Associate' of the Sustainable Energy Europe campaign being run by the European Commission. Three A.I.S.E. projects/campaigns (Charter, Save Energy and Water, and Washright) became "Partners", and A.I.S.E. is ensuring regular communication with the Commission on their progress in influencing lower consumption of energy across Europe (see [www.sustenergy.org](http://www.sustenergy.org))



In early 2007, the A.I.S.E. participated in the European Commission (DG Environment) internet consultation on the revision of the Ecolabel, welcoming this decision and providing specific recommendations for the basic principles to be followed. The Association emphasised the importance of addressing all sustainability aspects, having a holistic, life-cycle approach, engaging with stakeholders, allowing innovation and measuring progress. A.I.S.E. will continue its dialogue with all involved parties on this important dossier, exchange views and experiences for further improvement leading to more sustainable production and consumption practices.



Charter presentation by Assocasa with Italian stakeholders (28 March 2007)



### At national level:

At national level, our National Associations are also engaged in stakeholder dialogue for example with government ministries, NGOs (whether environmental or consumer) and other relevant organisations. This in addition to the activities initiated with the media in some countries. The progress of these contacts, led by our National Association directors, is subject to whether there is sufficient representation of companies committed to the Charter in the country in question. As the project expands across Europe we will be able to complete this list with more testimonials.

Here are some examples of contacts initiated by National Associations at local level. More details on those and activities undertaken across Europe can be obtained from our members.

### Belgium/Luxembourg

DETIC presented the Charter to several NGOs (Test-Achats, CRIOC, Réseau Eco-consommation, Espace Environnement, Bond Beter Leefmilieu, and others) either through one-to-one contacts or on the occasion of roundtables on "green procurement" and labeling.

DETIC created a special section on the Charter on the [www.reach-before-reach.be](http://www.reach-before-reach.be) website for stakeholders. More activities are foreseen by DETIC when they launch their new website [www.sustainable-actions.be](http://www.sustainable-actions.be).

### France

Afise held a workshop on the Charter for the attention of its key stakeholders, including representatives of the Ministries of Industry, Finance, and Environment in February 2007. Members of Parliament were also invited. The initiative was well received. Mr Patrick Ollier, currently President of the National Assembly "acknowledged receipt of the first report on sustainable growth in the detergent sector" and stated "the information provided is all food for thoughts".

Ademe (French Agency for Environment and Energy Management) welcomed the first A.I.S.E. Sustainability Report, and invited the industry to participate in the revision of the ecolabel.

### Germany

IKW held consultations with stakeholders in the context of the "Forum Waschen". This forum is a platform for stakeholders from a variety of backgrounds (e.g. representatives from the environmental and consumer affairs ministries, authorities, consumer associations, environment associations, churches, trade unions and scientists) gathering key topics of the detergent industry on a regular basis. The "Forum Waschen" welcomed the Charter and invited companies to participate in the initiative.

The "Verbraucherzentrale" (the German Consumer Association) mentions the A.I.S.E. Charter logo on their website together with the EU eco flower as one of the relevant Eco logos.

### Italy

In March 2007 Assocasa organised a meeting in the Italian Parliament. Good support was lent by external stakeholders contributing to the conference (eg Ermete Realacci, President of the Environment Committee of the Italian Parliament, Amalia Sartori, Member of the Committee on the Environment, Public Health and Food Safety of the European Parliament, Pietro Praderi, President of Lega Consumatori (Italian Consumer Association), and Paolo Fregosi, General Director of the Italian Association of Trade. Prof. Marco Frey, Professor of Environmental Economics, Scuola Superiore Sant'Anna of Pisa, provided positive comments on the Charter and identified areas for further upgrades. These comments will be considered by A.I.S.E. together with feedback from other EU stakeholders.

### The Netherlands

NVZ presented the Charter to several stakeholders on the occasion of one-to-one meetings on topics related to sustainability matters.

Consumentenbond (consumer organization): they welcomed this initiative for a sustainable approach of washing and cleaning. They expect clear guidance to consumers on safe and sustainable use of our products.

VWA (Food & Consumer Product Safety Authority): NVZ has discussed the Charter at some length with them. They are positive about this initiative, because it includes criteria for production of detergents that take into account the effects on both employees and the environment.

VROM (Ministry of Housing, Spatial Planning and the Environment): NVZ has a long history of excellent cooperation with VROM, many successes have been achieved together in the past. VROM is positive about this most recent European initiative. However, they wonder if it will contribute significantly to the good results that our industry has already achieved in the Netherlands.

VWS (Ministry of Health, Welfare and Sport): Mr Roelfzema hopes that the Charter will encourage manufacturers to take unsafe products off the market themselves.

### United Kingdom

The UK Cleaning Products Industry Association (UKCPI) organised several one-to-one meetings with key Members of Parliament, Permanent Private Secretaries to Ministers of State and the Minister responsible for Sustainable Development at the end of 2006 and early 2007. Amongst the feedback received, Mr David Kidney MP, commented "I would like to congratulate the Industry for adopting such a responsible approach to the important subject of Sustainable Development. I am impressed with this comprehensive scheme across Europe. I am sure it will raise standards in the sector. This initiative will, in time, help the Industry to play its part in tackling climate change."

As it becomes available, other countries feedback will be shared in the next editions/newsletters on the Charter.



## 2. Charter for Sustainable Cleaning

### Companies testimonials

The section hereafter provides several testimonials from companies having joined the Charter recently. The exchange of information and sharing of best practice are promoted amongst industries participating in the Charter.

“The training area is very good. Some areas are obvious and some are a challenge. But it gives you a good idea of where you need to put some effort in your procedures. Linking the Charter to EMAS registration and ISO 14001 certification has been of big help.”

Danlind, founded in 1928, is a Danish company producing laundry and dishwashing detergents, in powder, liquid and tablet format. The company is active in the Household and I&I sector and employs 205 people. Danlind’s products are sold in all EU countries, Norway, Russia, the USA, Japan, and Dubai.

Danlind was informed about the Charter by one of its customers, which had joined the project already. The Company decided to participate in the Charter in order to strengthen its position in the environment segment.

Danlind passed successfully the Entrance Check and joined the Charter on 2nd November 2006, only six weeks after taking the decision to become a member. The company has received very positive reactions from customers on its Charter membership.

“By joining the Charter, we want to take responsibility in applying the concept of sustainability, encourage the effort of our suppliers and give an added value to our private label products.”

Caprabo, the 3rd largest retailer in Spain, was founded in 1959 and employs 17,600 people.

Since March 1999, Caprabo has been collaborating with ADELMA, the Spanish detergents and maintenance products association, e.g. in the Code of Good Environmental Practice and in the Washright campaign. When ADELMA presented the Charter to Spanish distributors in April 2006, Caprabo immediately became attracted by the goals of the project. The company decided to join the Charter and became an associate Charter member in February 2007.

Through the Charter membership, Caprabo wants to demonstrate its commitment towards sustainable development and deliver the message to consumers that Caprabo products are manufactured on a high level of quality and safety.

“The Charter training area is good and helps companies prepare for the Entrance Check.”

Helichem, a Dutch SME was founded in 1937 and currently employs about 40 people. The company specialises in manufacturing private labels for cleaning and maintenance products in the I&I and the household sector for the Dutch, Belgian, French and German market.

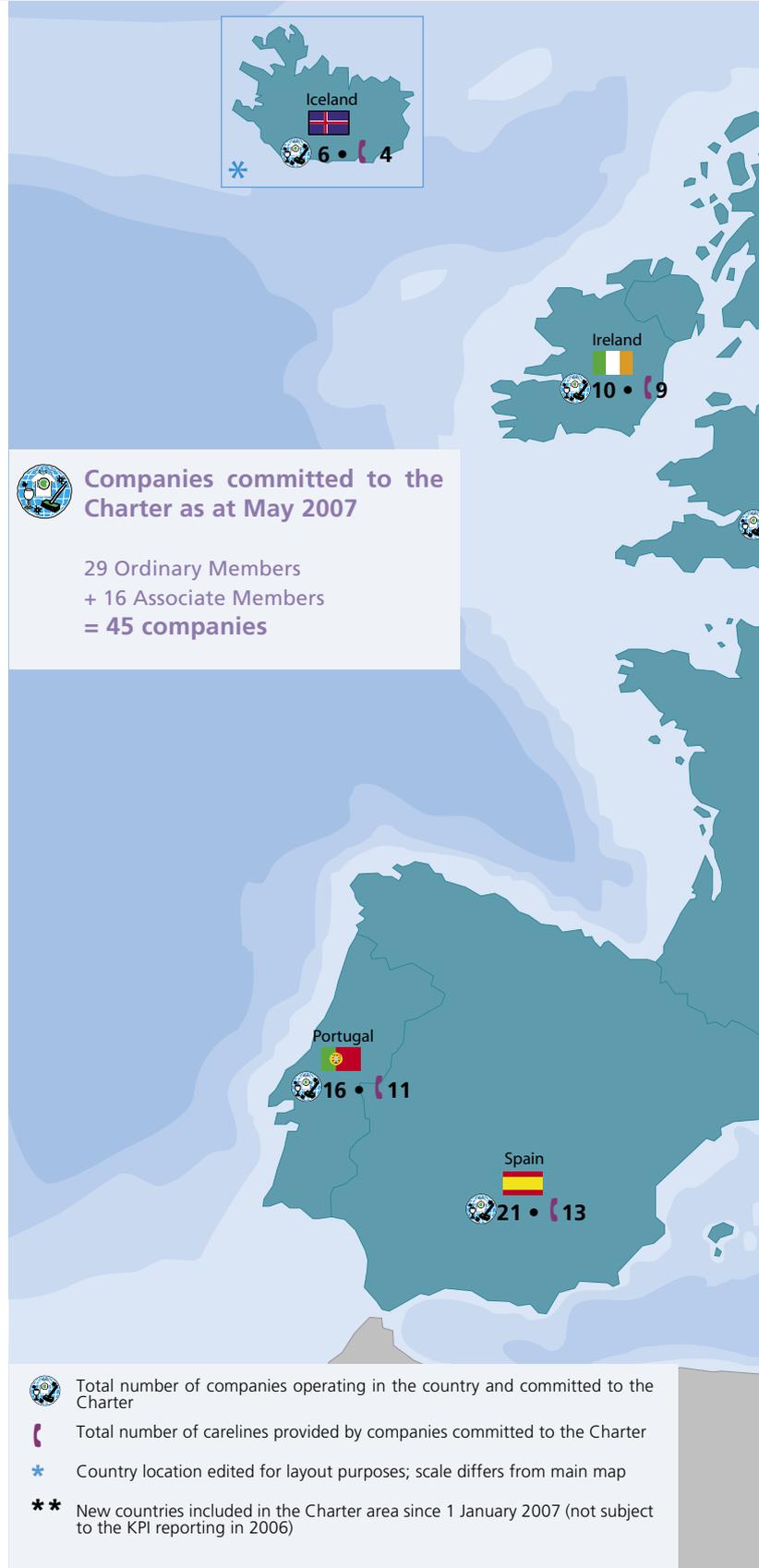
Helichem was informed of the Charter's existence by the 'Nederlandse Vereniging van Zeepfabrikanten' - N.V.Z., the Dutch association for detergents and maintenance products. Following a request by one of its customers to join the Charter, Helichem invested time and extra resources and managed to pass the Charter Entrance Check only ten days after its registration to the Charter training area. Helichem became an ordinary member of the Charter in March 2007.

### 3. Performance

This map shows the extent of Charter participation across Europe (EU 27 plus Iceland, Norway and Switzerland). It recaps, per country, the total number of companies operating in this country and committed to the Charter. Although there are 29 Ordinary Members of the Charter as at 31st May 2007, the total number of manufacturing sites with Charter status is 78, representing around two-thirds of all output in the A.I.S.E. area.

Associate Members (retailers, importers and others placing products on the market under their own names but either using third party manufacturer or manufacturing outside the A.I.S.E. area) are also shown. There are 16 as at 31st May 2007, including some of the biggest household names.

In addition, the map shows the total number companies operating consumer carelines by country. This is derived from the KPI reporting information.





The performance data published in this second Sustainability Report is based on the fiscal year that ended in 2006. This data has been supplied by 19\* companies in contrast to 8 companies in 2005.

The data covers participating companies and their production facilities in the EU-25, plus Norway, Switzerland and Iceland. Reported data comes from both sectors of the soaps, detergents and maintenance products industry, namely the Household sector and the Industrial and Institutional (I&I) sector. \* see list page 5.

## 3. Performance

### Charter KPI reporting results

KPI	Indicator	Results 2005	Results 2006
 <b>Participating companies</b>	Number of the manufacturing sites covered by the Entrance Check in the Charter area.	<b>62</b>	<b>78</b>
	% of Charter members' manufacturing sites in the Charter area covered by the Entrance Check	<b>81.6 %</b>	<b>78.8 %</b>
	The total production covered by the Entrance Check	<b>7.3 m t</b>	<b>9.3 m t</b>
	% of Charter members' total production in the Charter area covered by the Entrance Check	<b>86.2 %</b>	<b>86.1 %</b>
	The total units of consumer products sold by the members in the Charter area. (I&I not included)	<b>5,800 m units</b>	<b>8,200 m units</b>
	The total units of consumer products sold in the Charter area covered by an Entrance Check (I&I not included)	<b>4,100 m units</b>	<b>6,800 m units</b>
 <b>Chemicals safety evaluation</b>	% of the total of chemical raw materials used that are covered by HERA risk assessments (water is not considered as a raw material - I&I not included).	<b>64.3 %</b>	<b>68.6 %</b>
 <b>Occupational health and safety</b>	Accidents on the total employees hours worked at the members' sites, expressed per 100,000 man-hours worked by all employees	<b>0.57</b>	<b>0.55</b>
 <b>Consumer and customer safety</b>	Number of care lines services offered in the 28 countries of the Charter area.	<b>109 care lines</b>	<b>258 care lines</b>
	Total consumer contacts registered in the Charter area (I&I not included)	<b>754,197 contacts</b>	<b>926,840 contacts</b>
	% of the total consumer contacts that are classified as real or perceived health related calls.	<b>0.6 %</b>	<b>1.3 %</b>
	% of the total consumer contacts that are classified as enquiries (e.g. general or more specific questions related to the safety of the product, such as the presence of a certain ingredient to which the consumer is allergic)	<b>1.3 %</b>	<b>1.7 %</b>
 <b>Consumer and user information</b>	Consumer product units sold in the Charter area with at least two safety icons/sentences (I&I not included)	<b>1,237 m</b>	<b>2,317 m</b>
	Consumer product units sold in the Charter area carrying more than two safety icons/sentences (I&I not included)	<b>562 m</b>	<b>1,549 m</b>
	Household washing machine laundry detergents units sold in the Charter area carrying the "washright" panel (I&I not included)	<b>361 m</b>	<b>444 m</b>
 <b>Poorly biodegradable organics*</b>	kg of PBO chemicals, according to the Charter PBO-list, purchased per tonne of production.	<b>16.2 kg/t</b>	<b>25.4 kg/t</b>
 <b>Consumed energy and CO<sub>2</sub> emitted*</b>	GJ of energy consumed per tonne of production	<b>1.3 GJ/t</b>	<b>1.1 GJ/t</b>
	kg of CO <sub>2</sub> emitted per tonne of production	<b>80.9 kg/t</b>	<b>66.9 kg/t</b>
 <b>Consumed water*</b>	m <sup>3</sup> of water (potable and non potable) consumed per tonne of production	<b>1.6 m<sup>3</sup>/t</b>	<b>1.4 m<sup>3</sup>/t</b>
 <b>Waste*</b>	kg of waste (hazardous and non hazardous) produced per tonne of production	<b>10.2 kg/t</b>	<b>12.9 kg/t</b>
	kg of hazardous waste sent off-site per tonne of production	<b>3.2 kg/t</b>	<b>3.9 kg/t</b>
 <b>Packaging used*</b>	kg of packaging material purchased per tonne of production	<b>78.0 kg/t</b>	<b>92.7 kg/t</b>

\*Data apply to production covered by the Charter Entrance Check

## KPI commentary

### Introduction

The Key Performance Indicators (KPIs) shown in the table opposite include the 2005 benchmark results published last year alongside the latest 2006 results.

Reporting is based on the results from companies which were Ordinary members of the Charter as at 31st December in each year, and the companies report their results for their own financial years ending during that calendar year. Associate members, predominantly multiple retailers placing products on the market under their own labels but manufactured by Ordinary members, do not normally report directly but contribute to the reporting by individual Ordinary members where they hold relevant information.

The 2006 results have been compiled under an independent verification process conducted by SGS and managed by Deloitte (see Annexes 3 and 5).

### 'Charter Area'

Specifically for these KPIs the term 'Charter Area' refers to the EU 25 member states as at 31st December 2006, plus Iceland Norway and Switzerland. Elsewhere in this 2007 Sustainability Report 'Charter Area' includes Bulgaria and Romania which joined the EU on 1st January 2007.

### Charter footprint

There was a large increase in the number of companies reporting. For the calendar year 2006 there were 19 companies compared with 8 for the 2005 benchmark year. This increase means the 2006 Charter results covered around two thirds of all household and industrial/institutional production in the Charter Area.

There was also a significant increase in the number of Associate members joining the Charter during the year, emphasising the importance which the entire industry attaches to improving sustainability.

### Comparability

The Charter is very much a vibrant and living project and the number of companies joining has been increasing year by year from large multinational to SMEs. Because of the increase in the reporting base caution is advised before drawing firm conclusions from data comparisons. In particular, the database for 2006 is more representative of the full range of A.I.S.E. product categories, while that for 2005 was dominated by the high volume household consumer products sector of which laundry products are the largest category. **The success in widening the variety of companies means that the baseline cannot yet be considered to be truly stable which means that it is inappropriate to try and detect specific trends in performance.** Nevertheless guidance is given in the commentary below as to how one may interpret the variances.

### Highlights

#### Charter participation

The total output tonnage covered by the Charter increased by 27% to 9.3 million tonnes, representing approximately two thirds of all Charter Area production.

#### CO<sub>2</sub>

Emissions of CO<sub>2</sub> at 66.9 kg per tonne of production, were significantly lower than the 80.9 kg per tonne recorded in 2005.

#### Occupational health & safety

The number of workplace accidents fell from 0.57 to 0.55 per 100,000 man-hours worked.

#### On-pack consumer advice

There was a three-fold increase in the number of consumer packs carrying standard safe use advice icons.

#### Carelines

The number of dedicated consumer carelines operated across the EU by Charter members more than doubled to 258.

#### Poorly biodegradable organics

Usage of 'poorly biodegradable organics' as a proportion of total chemicals rose from 1.6% to 2.5%.



## 3. Performance

### Comments on the data

#### Participating companies

The proportion of Charter members' manufacturing sites adhering to Charter rules and reporting KPIs, as a percentage of all Charter members' sites, was stable at just under 80%. On first applying to join, companies are required to be assessed on a minimum of 50% of their output, and this figure rises to 75% after three years.

#### Chemical safety evaluation

The proportion of total chemicals purchased, in tonnage terms, which was covered by full HERA risk assessment was broadly stable at 68,6% vs 64,3% in 2005. The percentage – still quite high - would have increased even more had it not been for a delay in finalisation of certain risk assessments until after the KPI reporting cut-off date, meaning that a small number of chemicals had to be excluded from the calculation. Next year should produce a more complete view.

All chemicals used in the industry have recognised safety approvals, but 'safety evaluation' in the context of the Charter refers to full human and environmental risk assessments for specific high volume chemicals in the laundry sector. A.I.S.E. intends to review this KPI to ensure it is genuinely applicable to the whole A.I.S.E. product spectrum, more transparently reflects the actual application of risk assessments, and is in line with REACH requirements.

#### Occupational health and safety

The average number of accidents per 100,000 hours worked declined slightly from 0.57 to 0.55. There was a significant underlying improvement against the 2005 benchmark for those companies reporting in both years, but this was substantially offset by a higher accident rate among the companies reporting for the first time in 2006. Overall, it was a good performance, although it is too early to establish a trend. Relative to other industries, any result below 0.6 can be regarded as indicating high standards of workplace safety.

#### Consumer and customer safety

There was a welcome increase in the number of dedicated consumer care lines operated in the Charter Area from 109 to 258, though much of the increase was attributable to the increase in the number of companies reporting.

The number of safety-related consumer enquiries classified as real or perceived health-related calls, as percentage of all consumer enquiries on care lines, was 1.3% compared with 0.6% in 2005. We believe the higher figure for 2006 can be attributed to two factors: the increased media attention devoted to chemicals prior to REACH coming into law, and the implementation of the Detergents Regulation which required additional labelling for allergens and the provision of contact telephone numbers to which enquiries can be made. The 2005 figure may also have been abnormally low. No trend can be deduced yet.

#### Consumer and user information

Charter members took advantage of the labelling changes required by the Detergents Regulation to implement wider use of the standard safety-in-use on-pack icons as encouraged by the Charter. The result was a rise in the number of units sold in the Charter Area bearing more than two safety icons (or sentences) from 562 million to 1,549 million. However the data for 2005 referred to less than a full year, so the underlying rate of increase is slower than appears from the headline numbers. Usage of the 'Washright' on-pack information panel, which encourages sustainability at the consumer use stage, also increased.

### Poorly biodegradable organics

Charter members report usage of chemicals specified on a published A.I.S.E. list of 'poorly bio-degradable organics', as a proportion of total chemicals purchased. The proportion increased from 16.2 kg per tonne (1.6%) to 25.4 kg per tonne (2.5%), predominantly because of formulation changes in the laundry powder sector ahead of expected phasing-out of phosphate in laundry products in several EU member states. The re-formulation typically involves increasing the use of zeolite and related polymeric co-builders which are poorly biodegradable organics by definition. A further cause was the trend towards concentrated products: in these the proportion of poorly biodegradable organics will by definition be higher than in a diluted product even though the absolute amount is unchanged.

### Consumed energy and CO<sub>2</sub>

Total energy consumed was 1.1 GJ per tonne of production, down from 1.3 GJ per tonne in 2005. Part of the decline was the effect of lower average energy usage among the companies reporting for the first time in 2006, and part was the consequence of site rationalisation among companies which had reported in 2005. In addition, energy usage can vary widely from one site to another depending on the type of plant used. Overall we believe there was an underlying energy saving in the region of 4%. Due to the change in the overall mix of companies reporting, it is too early to confirm this as a trend but is nevertheless encouraging.

Similarly, CO<sub>2</sub> emissions fell broadly in line with total energy, from 80.9 kg per tonne to 66.9 kg per tonne. There is not an exact match with total energy consumed due to the fact that CO<sub>2</sub> emissions are dependent upon variations in the mix of fuel used to generate energy.

### Consumed water

There was a fall in total water consumed during manufacturing from 1.6 to 1.4 cubic metres per tonne of production, a reduction of more than 12%. While this represents a valuable saving in absolute terms, caution should be exercised in interpreting this as a trend since water consumed is a function of the mix of products manufactured and since the companies reporting for the first time in 2006 are involved in a greater range of products compared with those in the first report.

### Waste

Total waste generated, including hazardous waste sent off site, was 12.9 kg per tonne of production compared with 10.2 kg per tonne in 2005. The greater part of this increase is attributable to a very much higher average rate per tonne among the companies reporting for the first time in 2006. To a lesser extent it was caused by site closures which generate a one-off increase in waste as a consequence of de-commissioning. Overall it is too early to tell what the significance is because the 2005 benchmark was clearly not fully representative.

Hazardous waste sent off site fell slightly as a proportion of total waste.

### Packaging used

There was an increase in total packaging used from 78.0 kg per tonne of production to 92.7 kg per tonne. As with waste, the difference is mostly due to a higher ratio of packaging used by the companies reporting for the first time in 2006. However the increase was also partly due to a shift within the market towards liquids and the use of smaller packaging because of the rise in the number of smaller, often single person, households in the Charter Area. Smaller households tend to buy small pack sizes which have a higher proportion of packaging relative to contents. For these reasons it is too early to assess any trend.



## 4. Further A.I.S.E. initiatives

A.I.S.E. aims to develop and promote voluntary initiatives that implement our industry's sustainability agenda. These activities can have technical aspects as well communications objectives, and involve one or more sectors of our industry.

In this context, and in addition to the broad, encompassing Charter for Sustainable Cleaning presented above, A.I.S.E. launched in 2006 two new initiatives which are presented below, as well as progress achieved to date:

### The A.I.S.E. Laundry Sustainability project

The 'A.I.S.E. Laundry Sustainability Project' (LSP) was launched at the beginning of 2006. Before its launch, the LSP was presented to the European Commission (DG Enterprise, DG Environment) who welcomed the initiative. This voluntary project is a direct follow-up to the A.I.S.E. Code of Good Environmental Practice and its associated Washright campaign, and is focused mainly on the countries of Central and Eastern Europe, where the Code had not originally been implemented. The objective is to continue to deliver significant sustainability benefits by educating consumers to dose correctly when using 'compact' laundry detergents.

The LSP is open to all companies, whether or not they are members of A.I.S.E. Membership of LSP is open from 1 January 2006 – 31 December 2007.

Companies who join must make the following commitments:

- to place on the market – in the category of the heavy duty laundry detergent powders (low suds) - new products with a reduction in the recommended dosage for a standard machine load of at least 33% in weight and at least 25% in volume, delivering a performance equivalent to the original product;
- to communicate clearly to the consumer how best to achieve the intended sustainability improvements and the correct use of the new products.

The communication campaign is based on:

- the distinctive 'Eurocompact' logo, which will help consumers and retailers to distinguish products that are part of the initiative. It can be used only by participating companies, under licence from A.I.S.E., on packaging, dosage cups, advertising and promotional materials;
- intensive advertising and PR campaigns under the slogan 'Clean up your washing habits'
- stakeholder exchange and information campaigns.

The LSP was brought to the first wave of new EU Member States in Spring 2006 and then to Bulgaria, Romania, Moldova, Serbia and Montenegro in Autumn through press conferences and stakeholder campaigns organised by A.I.S.E. national associations. The campaign was echoed throughout the region and has been met with a very positive reaction. In particular environment ministries in several countries warmly welcomed the project and were supporting the detergent industry by offering to become partners in advertising and press communication. More details on specific countries activities for this project are also provided in the 2006 Annual Review of A.I.S.E.

As at May 2007, the number of companies participating in the LSP totals 14. These include: PZ Cussons, Ecolab, Engrotus, Ficosota, Hayat, Henkel, Ineza 2M, JohnsonDiversey, J. Martins, Maxima LT, Mayeri, Procter & Gamble, Reckitt Benckiser and Unilever.

It was noted that with the first wave of enlargement countries participating in LSP, 82% of the market for household laundry detergents in these countries converted to compacted products.



Early 2006, the 'Eurowasher' and the 'Eurocompact' logo (see above) hit the airwaves in the majority of the 'first wave countries' (Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovakia, Hungary, and Slovenia) in Central and Eastern Europe. This first wave was followed later in 2006 by a second one (Bulgaria, Moldova, Montenegro, Romania and Serbia) and will be completed in the second semester of 2007 by a further wave, covering Albania, Bosnia-Herzegovina, Croatia and Former Yugoslav Republic of Macedonia. Recently, the Turkish association decided to take over this Sustainability Project in its country soon.



[www.saveenergyandwater.com](http://www.saveenergyandwater.com)

#### SEW KPI report:

Companies committed to the SEW project submit to A.I.S.E. on an annual basis data regarding the extent to which the Project Trade Mark is being used on Automatic Dish Washing (ADW) detergent products in EU 27 + Norway, Iceland, Switzerland.

For 2006, the report, based on data from 6 companies, indicates that by the end of 2006:

41 % of the total ADW Stock Keeping Units (SKUs) placed on the market carried the SEW Trademark.

#### The A.I.S.E. Save Energy and Water Project

The Save Energy and Water project was launched at the A.I.S.E. General Assembly in June 2006. This project is focused on domestic automatic dishwashing (ADW) detergents, and aims primarily at modifying consumer behaviour.

The aim of the project is to encourage consumers to use the 'auto', '55°C', or '50°C' wash cycles, in order to save energy and water – and to make this a habit. The effect of such an action is two-fold:

- firstly, it reduces the energy consumption, which helps on a larger scale to reduce CO<sub>2</sub> emissions that contribute to climate change;
- secondly, the reduction in consumption will help to bring down the cost of domestic energy and water bills.

Companies that commit to the project can use the distinctive Save Energy and Water logo on their ADW products. This logo also demonstrates that the performance attained by the product will not be affected by use at a lower temperature. The companies involved are also invited to promoting the concept on corporate and brand websites. As with the Laundry Sustainability Project, this programme is open to all companies marketing products in the European Union, Iceland, Norway, and Switzerland.

The logo is now appearing on ADW products across Europe, and a website ([www.saveenergyandwater.com](http://www.saveenergyandwater.com)) is available in 24 languages, giving consumers tips on sustainable dishwashing. An explanatory leaflet has also been produced, and a TV communication campaign will follow in 2007.

A.I.S.E. has also been liaising with the appliance manufacturers' association, CECED, on the Save Energy and Water project, and individual appliance manufacturers can now join the project.

As at May 2007, the following companies have joined the SEW project in Europe: Dalli, Henkel, Mayeri, McBride, Procter & Gamble, Realco, ReckittBenckiser, Senzora, Unilever.

This project became in 2006 a "partner" project to the European Commission's Sustainable Energy Europe campaign.



The information presented above provides details on the performance of A.I.S.E.'s sustainability activities and more specifically, progress on the Charter KPIs in 2006. Should you require further information, please do not hesitate to contact the A.I.S.E. secretariat in Brussels or its National Associations as entitled below.

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More extensive contact details can be found on our website:  
[www.aise.eu/members/member\\_listordinary.php](http://www.aise.eu/members/member_listordinary.php)

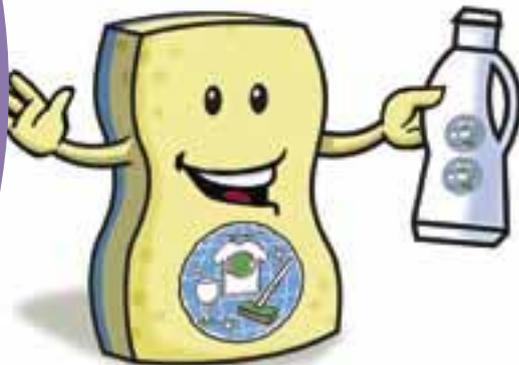
\* included in Charter Area



## 6. Annexes

### List of Annexes

1. A.I.S.E. Market Value
2. Technical information on the functioning of the Charter and verifier's role
3. Methodology and quality of data
4. Charter comparison: ISO 9000, 14000, EMAS
5. SGS statement on KPI data gathering process





## Annex 1:

### A.I.S.E. Market Value

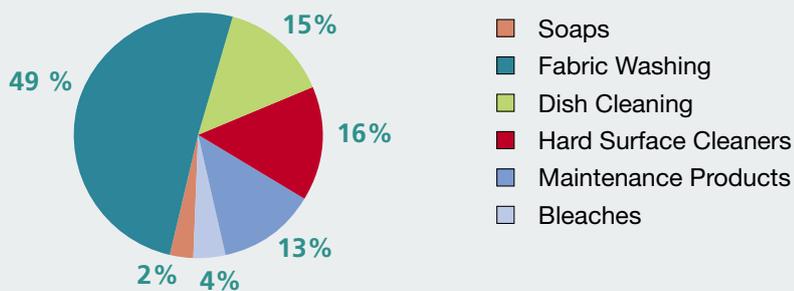
For the EU 25 (plus Norway and Switzerland) the total market value of the overall soaps, detergents and maintenance products industry (for both household and I&I products) is estimated to have reached 30.4 billion € in 2006.

The overall total household value is estimated to have reached € 24.0 billion (€ 23.0 billion in 2005) and shows a growth of approximately 4.2%.

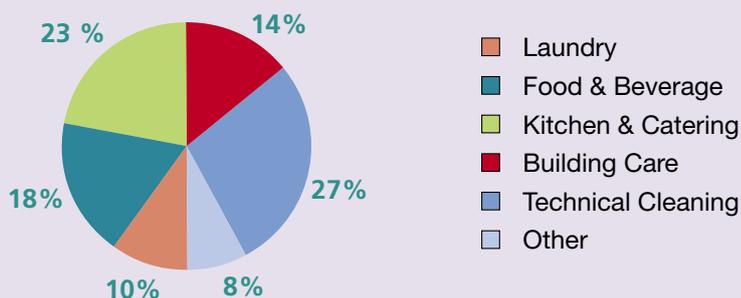
The I&I market is a slightly increasing market. In 2006, the total I&I value is estimated at € 6.4 billion (€ 6.3 billion in 2005).

In addition, the estimated total market value of A.I.S.E.'s full membership (EU 25, plus Bulgaria, Croatia, Montenegro, Norway, Romania, Russia, Serbia, Switzerland and Turkey) is around 36 billion €.

Household sector: Value per product category /2006 \*



I&I sector: Value per product category / 2006 \*



\*EU 25, plus Norway and Switzerland



## Annex 2:

### Technical information on the functioning of the Charter and verifiers' role

In order to be admitted to the Charter for Sustainable Cleaning, companies need to pass the Charter Entrance Check. This check is based on a set of reference practices, called Charter Sustainability Procedures (CSPs), which have been developed by A.I.S.E. using ISO 14000, 9000, EMAS as a starting point. The check is performed by an independent external verifier, which must be accredited by an official certifying body under European Accreditation and be accepted by A.I.S.E.

The verifier visits the company to certify that the required processes (CSPs) are in place, are under control and are adequately applied. The verification process is designed to follow a well-defined path, which leads both the verifier and the company undergoing the Entrance Check through the CSPs, and directs attention to those critical sustainability elements. A.I.S.E. provides training modules for the companies prior to the verification procedures.

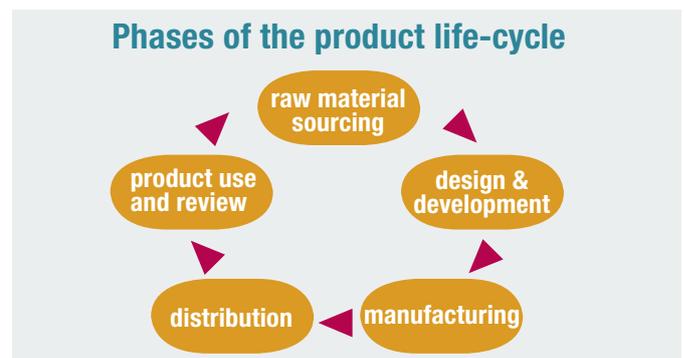
Safeguards are built in to the Charter Extranet, which is used to record company details and compliance levels during the Entrance Check. These safeguards ensure that neither the verifier, nor A.I.S.E., can be unduly influenced whilst the Charter Entrance Checks are being carried out.

Once a company has been verified and commits to the Charter by signing the commitment letter and the Charter licence for the use of the logo, it is required to report annually to A.I.S.E. on a set of ten Key Performance Indicators (KPIs). The data will cover one whole fiscal year. A.I.S.E., in collaboration with the member companies, will ensure full transparency of the reported KPIs.

#### Accredited verifiers for the Charter for Sustainable Cleaning (as at May 2007):

- BVQI,
- URS Verification,
- DQS,
- Lloyd's Register,
- SD3,
- SGS,
- Certiquality,
- W. Bethaeuser,
- Aenor,
- Quality Masters,
- Umweltgutachter Henning von Knobelsdorff

This list can be expanded given that new verifiers will be regularly added. Following national associations' recommendations, it is important to optimise the use of verifiers taking part in the project e.g. ISO 14001 verification, etc.



*The CSPs are being verified by independent bodies across the whole life-cycle.*

## Annex 3:

### Methodology and quality of data

On an annual basis, A.I.S.E. has committed to provide the public with a Sustainability Report.

The whole process is managed by the external consultancy Deloitte.

In order to guarantee the quality and objectivity of the data, a several-step methodology has been adopted that ensures both the integrity and the year-after-year comparability of the KPIs.

#### Step 1:

The data are gathered within the participating companies. An extensive quality check by the participants takes place.

#### Step 2:

The participants individually enter the data via the KPI reporting module of the Charter extranet, following precise guidelines and definitions. The system automatically rejects erroneous results.

#### Step 3:

The data are stored on a protected database, which is accessible only by A.I.S.E.'s Charter Project Team (Deloitte and A.I.S.E. secretariat staff).

#### Step 4:

The Charter Project Team analyses the data to assess the reporting by companies. A second quality check of the data is performed.

#### Step 5:

A consultation round is organised with companies to correct the data in cases where they lack coherence or quality.

#### Step 6:

The final data are then aggregated in total for all companies, in order to analyse the industry's performance and guarantee confidentiality.

#### Step 7:

After aggregation, averages per sub-sector are drawn from the database. The variables include Household and Consumer Sector, Industrial and Institutional Sector, and large companies and SMEs. For confidentiality reasons, there will only be separate sector reporting when a minimum of companies per sector are members of the Charter.

#### Step 8:

The averages are further analysed, interpreted and conclusions are drawn from it. The interpretation is the result of a close collaboration between the Charter Project Team and industry experts.

## Annex 4:

### Charter comparison: ISO 9000, 14000, EMAS.

The chart hereafter is intended to illustrate how the Charter compares with three important established benchmarks: ISO 9000, ISO 14000 and EMAS.

The Charter sets out to address sustainability issues at each stage of the product lifecycle as defined in ISO 14062 TR, and in each of the three pillars of sustainable development (economic, social and environmental). While there is a degree of overlap with all three standards, the Charter Sustainability Procedures against which companies are verified prior to membership include a number of additional or separate management controls which relate to wider sustainability considerations.

The chart shows in simplified form those areas where the Charter verification extends beyond these standards. It does not attempt to show all the instances where the requirements of ISO 9000, ISO 14000 and EMAS are more detailed than required by the Charter, rather it is meant to indicate what a company which already has ISO or EMAS certification would have to do in addition for the Charter.

CHARTER SUSTAINABILITY PROCEDURES VS. ISO 9000/14000/EMAS		
CSP	ISO 9000	ISO 14000 / EMAS
(A1) Raw material selection (essential)	●	●
(A2) Raw material safety evaluation (essential)	●	●
(B) Raw material suppliers selection (within 3 years)	●	●
(C) Packaging design and selection (within 3 years)	●	●
(D) Resources use policy (essential)	●	●
(E) Occupational health and safety management (essential)	●	●
(F) Manufacturing environmental management (essential)	●	●
(G) Distribution safety evaluation (within 3 years)	●	●
(H) Product recall (essential)	●	●
(I) Finished product safety evaluation (essential)	●	●
(J) Consumer and user information (within 3 years)	●	●
(K1) Product performance (within 3 years)	●	●
(K2) Product review (within 3 years)	●	●

● Easily adoptable, few efforts needed if certified / registered  
 ● Relatively easy to adopt, some actions needed if certified / registered

Source: Deloitte analysis, 2006

## Annex 5:

### SGS statement on KPI data gathering process



#### INDEPENDENT ASSURANCE STATEMENT

SGS United Kingdom Ltd's report on sustainability activities in the A.I.S.E. Sustainability Report for 2007.

#### Nature and scope the assurance process

SGS United Kingdom Ltd was commissioned by A.I.S.E. (International Association for Soaps, Detergents and Maintenance Products) to conduct an independent assurance of the data gathering processes used for collection of KPI data that is to be included in the A.I.S.E. Sustainability Report 2007. The scope of the assurance, based on the SGS Sustainability Report Assurance methodology, was restricted to looking at the data collection processes of a sample of A.I.S.E.'s Charter for Sustainable Cleaning members that submit KPI data for inclusion in the Sustainability Report. The assurance process did not include verifying the actual KPI data submitted or the published Sustainability Report.

The information in the Sustainability Report 2007 of A.I.S.E. and its presentation are the responsibility of the directors and the management of A.I.S.E. SGS United Kingdom Ltd has not been involved in the preparation of any of the material included in the Sustainability Report 2007.

Our responsibility is to express an opinion on the KPI data collection methods used within the scope of verification set out below.

The SGS Group has developed a set of protocols for the Assurance of Sustainability Reports based on current best practice guidance provided in the Global Reporting Initiative Sustainability Reporting Guidelines (2002) and the AA1000 Assurance Standard (2003). These protocols follow differing levels of assurance depending on the reporting history and capabilities of the reporting organisation.

The assurance comprised a combination of interviews with relevant employees and documentation and record reviews with the following A.I.S.E. Charter for Sustainable Cleaning members at the locations stated:

Henkel, Düsseldorf, Germany  
Johnson Diversey, Utrecht, Netherlands  
Robert McBride, Manchester, UK  
Nice-Pak International Limited, Flint, UK

Procter & Gamble, Newcastle, UK  
Reckitt Benckiser, Milan, Italy  
Suministros Científicos Técnicos (SUCITESA), Barcelona, Spain  
Unilever, Port Sunlight, UK

#### Statement of Independence and Competence

The SGS Group of companies is the world leader in inspection, testing and verification, operating in more than 140 countries and providing services including management systems and service certification, quality, environmental, social and ethical auditing and training, environmental, social and sustainability report assurance. SGS United Kingdom Ltd affirm our independence from A.I.S.E., being free from bias and conflicts of interest with the organisation, its subsidiaries and stakeholders.

The assurance team was assembled based on their knowledge, experience and qualifications for this assignment, and comprised EMS Lead Auditors and EMAS Verifiers.

#### Assurance Opinion

On the basis of the methodology described and the verification work performed, we are satisfied that the KPI data collection processes employed by the A.I.S.E. charter members are in general well established and reliable and should be able to be applied consistently on a year on year basis. There were no significant deviations away from A.I.S.E.'s reporting guidelines and any minor deviations observed were reported to both the charter member concerned and A.I.S.E. to allow further improvement in the data collection process.

#### Signed:

For and on behalf of SGS United Kingdom Ltd

Pauline Eart  
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May 2007

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Member of SGS Group (Société Générale de Surveillance)

#### Complementary note from Deloitte.

"SGS was requested by A.I.S.E. to assess the KPI reporting processes of the companies participating in the Charter for Sustainable Cleaning since last year. SGS has provided A.I.S.E. and Deloitte with a report of the visits to the reporting companies that they undertook to carry out this assessment. The report details the issues raised by SGS.

On the basis of that report, Deloitte was asked by A.I.S.E. to contact the concerned companies to confirm the accuracy of the reported data or update their declaration. Following these inquiries, the companies provided adjusted data for inclusion in the final data set, as communicated in this 2nd sustainability report. These data have not been audited by Deloitte."

## Glossary

**ADW:** Automatic dishwashing

**Charter Area:** EU countries + Norway, Iceland and Switzerland (i.e. extended to Bulgaria / Romania on 1 January 2007)

**Charter Associate member:** Distributor committed to the Charter and whose products marked with the Charter logo have been manufactured by Charter Ordinary members

**Charter Entrance Check:** Verification by an independent body that the Charter sustainability procedures are implemented in accordance with principle Charter requirements.

**Charter Ordinary member:** Manufacturing company committed to the Charter, having successfully passed the Charter Entrance Check and providing annual data returns for the Charter KPI report

**CO<sub>2</sub>:** Carbon dioxide

**CSP:** Charter Sustainability Procedure

**DG:** Directorate General

**EMAS:** Eco-Management and Audit Scheme

**GJ:** Giga Joule

**HERA:** Human and Environmental Risk Assessment on ingredients of household cleaning products - A joint A.I.S.E./Cefic initiative, five years ahead of REACH

**HH:** Household

**ISO:** International Standards Organization

**I&I:** Industrial and Institutional

**kg:** Kilogramme

**KPI:** Key Performance Indicator

**Laundry Sustainability Project (LSP):** An A.I.S.E. project educating consumers to dose 'compact' powders correctly

**LCA:** Life Cycle Analysis

**m:** Million

**PBO:** Poorly Biodegradable Organic

**Safe Use Icons:** Icons developed by A.I.S.E. to provide advice to consumers on how to use detergents and maintenance products in the best and safest way

**Save Energy and Water project:** An A.I.S.E. project promoting the use of low-temperature dishwasher programmes

**SME:** Small & Medium-sized Enterprise

**t:** Tonne

**UNEP:** United Nations Environment Programme

**Washright:** A pan-European awareness-raising campaign to promote good laundry washing practices to consumers

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