

A·I·S·E

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



# 3<sup>rd</sup> SUSTAINABILITY REPORT

## 2008

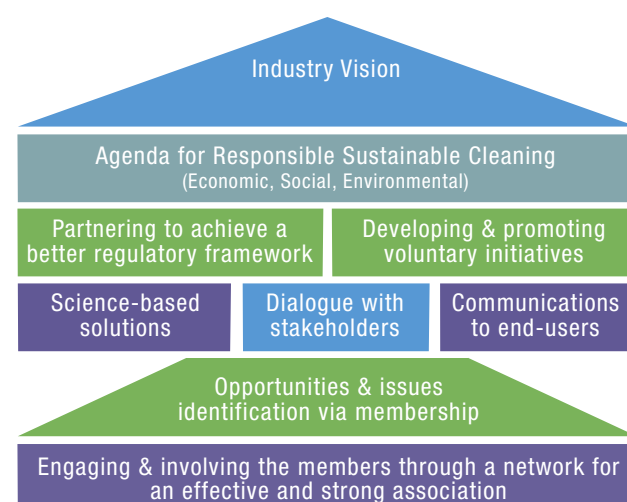
(2007 DATA)



*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.

Created in 1952, A.I.S.E. represents the soaps, detergents and maintenance products industry. Our affiliates include National Associations in 42 countries (including most of the Central and Eastern European Countries) and also ten direct member companies. Combined membership of the current 37 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 41 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.

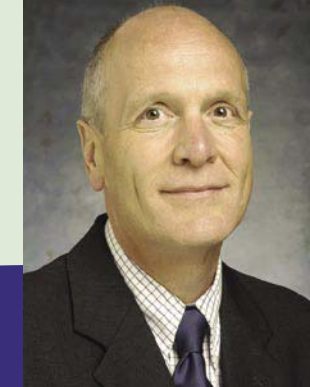
### ► The A.I.S.E. mission

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



Dear Reader!

It's with a sense of pride and accomplishment that I am presenting to you the 3rd edition of A.I.S.E.'s SUSTAINABILITY REPORT. Who would have thought it possible back in 2005, when we made our commitment for regular updates on voluntary industry activity, that less than three years later, we would be looking at such broad industry participation – from companies large and small, from producers as well as retailers, from manufacturers for consumers and for industrial / institutional clients alike?

Sustainability has gone mainstream in our industry and members have shown themselves anxious to contribute their fair share. This desire is driven by the recognition that planet earth's resources are finite and that we're all called upon to do more with less: to conserve resources, to reduce emissions, to eliminate waste. And every day, we see new players join the program – driven by this collective desire to do the right thing.

Surely, the rising cost of oil and other key raw materials is adding another strong incentive to put in place sustainability programs, which balance the need for economic growth with the desire to enable prospering and healthy societies – all that, while at the same time addressing environmental needs. More than ever before, innovation is called upon to address potentially conflicting agendas and to provide win-win for consumers, for industry, and for the environment.

Looking at A.I.S.E.'s activities over the last 12 months, we have continued on the path of focusing sustainable production and advocating sustainable consumption. Also in 2007, A.I.S.E.'s Charter for Sustainable Cleaning has been the cornerstone of the industry's activities with now more than 70 companies signing up for the voluntary, yet independently certified, programme to address our industry's most relevant areas.

Beyond the Charter, we have added initiatives, which focus specific product sectors. Sustainability for automatic dishwashing was addressed with the "Save Energy and Water" programme, an initiative which together with the Charter and the Washright campaign found inclusion in the Sustainable Energy Europe Partnership. Air Fresheners are off to a strong start in a specific Stewardship Programme, launched in 2007. Laundry Powders underwent significant optimisation through the "Laundry Sustainability Project", while a second project of that type has just been finalised for launch at the turn of the year. All in all, a balanced programme that addresses the need for more sustainable designs and more efficient production with consumer education to consume more sustainably.

Looking ahead, we intend to stay the course of driving innovation in the employ of sustainability. Our track record suggests we are on the right course, while obviously remaining open to input from stakeholders as well as to new developments as we see the Charter as an evolving scheme. I hope you enjoy the content and would welcome your feedback.

Hans J Bender  
A.I.S.E. President



Laundry



Dish



Other products



Cleaning



Industrial & Institutional floor applications

## 2. The Charter for Sustainable Cleaning - progress

### 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. The Charter is aimed at encouraging the whole industry to undertake continual improvement in terms of sustainability and also to encourage consumers to adopt more sustainable ways of doing their washing, cleaning and household maintenance.

### 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.)

Once the criteria are met (see CSP section aside), 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.

RAW MATERIAL	NATURAL RESOURCES	PRODUCTION	CONSUMER	DISPOSAL
Chemicals Safety Evaluation Poorly biodegradable organics used	Consumed energy and CO <sub>2</sub> emitted Consumed water	Participating companies Occupational health and safety	Consumer and customer safety Consumer and user information	Packaging used Waste - off site, for disposal

### 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 and 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 the last three years, we are glad to count, as at June 2008, 70 companies (multinationals, retailers, SMEs) now committed to the Charter.

Details of these can be found in the table on the next page.

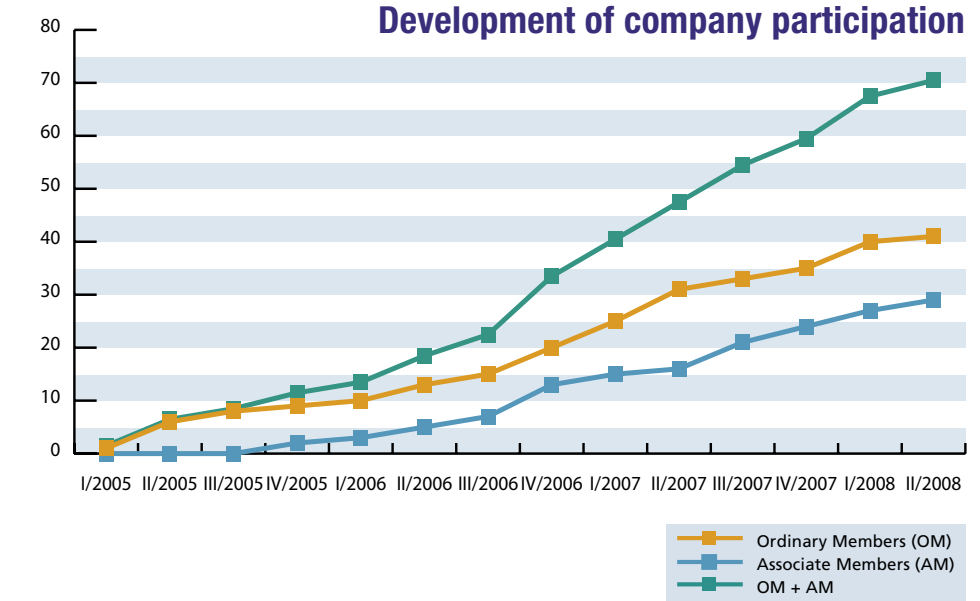
### CHARTER SUSTAINABILITY PROCEDURES

ESSENTIAL CSPs (FOR ENTRANCE CHECK)	ADDITIONAL CSPs (AFTER THREE YEARS)
Raw material selection and safety evaluation	Raw material and packaging suppliers selection
Resource Use Policy	Packaging design and selection
Occupational Health and Safety Management	Distribution Risk Assessment
Environmental Management System	Consumer and User Information (on product)
Product Recall	Product Performance and Product Review
Finished Product Safety Evaluation	

### Companies have to:

- install those CSPs identified as 'essential' on at least 50% of their production;
- extend, within three years of this commitment, all of the CSPs to at least 75% of their production; and,
- after three years, maintain such installation and strive to extend to all of the CSPs to 100% of their production.

### Development of company participation





## 2. The Charter for Sustainable Cleaning - progress

### List of companies committed (as at June 2008):

Company	Ordinary Member		Associate member
	HH	I&I	
Action Pin*	X	X	
Aldi Nord			X
Aldi Süd			X
Alpheios			X
Argos			X
AVT	X	X	
Bennet			X
Bolton Manitoba*	X	X	
Brauns Heitmann*	X		
Caprabo			X
Carrefour			X
Colgate Palmolive*	X		
Coldis			X
Dalli-Werke*	X		
danlind*	X	X	
Deco*	X	X	
delta pronatura*	X		
dm-drogerie markt			X
domal wittol*	X	X	
Dreco	X	X	
Dr. Schnell Chemie*		X	
Ecolab*		X	
Esselunga			X
Feucht Hygiene Werk*	X		
Helichem*	X	X	
Henkel*	X		
I.C.E.FOR*	X	X	
Industrias Marca*	X		
Jeyes	X	X	
Johnson Diversey*		X	
KH Lloreda*	X	X	
KiiltoClean Oy	X	X	
Lidl			X
Luhns*	X		
Madel*	X		
Marks & Spencer			X
McBride*	X		
Mercadona			X
Mifa	X		
Modelo Continente Hipermercados			X
Morrisons			X
Nice Pak International*	X	X	
Nisa			X
O'Lacy			X
Persan*	X		
Plus Retail			X

Company	Ordinary Member		Associate member
	HH	I&I	
Powder and Liquid Products Limited			X
Procter & Gamble*	X	X	
Reckitt Benckiser*	X		
Relevi	X		
Rewe			X
Rossmann			X
Sainsbury's			X
Sara Lee*	X		
Scamark			X
Schlecker			X
SC Johnson*	X		
Somerfield			X
Suavisantes y Plastificantes Bituminosos (SPB)*	X	X	
Südsalz	X		
Suministros Científicos Técnicos (Sucitesa)*		X	
Superunie			X
Sutter	X	X	
Tesco			X
Thurn Produkte*	X		
Unilever*	X		
Universeel			X
Van Dam Bodegraven*	X	X	
Werner & Mertz*	X	X	
Wola			X

**It is estimated that the 70 companies cover approximately 75% of the overall production in the EU:**

- ▶ 90% of household laundry and dishwashing products
- ▶ 50% of household cleaners, bleach, maintenance products
- ▶ 40% of the Industrial & Institutional market

(see also complementary map on pages 12-13)

HH

I&I

\*

Active in the Household sector  
Active in the Industrial & Institutional sector  
Companies having contributed to the KPI 2007 reporting (see page 14)

### Companies testimonials



*"We think the Charter membership is a good instrument by which to objectively measure our commitment to safeguarding people's health and the environment. It means to us a stimulus to "compete" with other companies in a positive race towards continual improvements."*

Relevi, founded in 1960, is an Italian company producing household cleaning products, repellents and air fresheners. The company employs about 160 people and sells products in continental Europe, North Africa and the USA. Relevi's manufacturing site is located in Mantova, Italy.

Relevi was informed of the Charter existence by ASSOCASA, the Italian association for detergents and maintenance products and member of A.I.S.E. In December 2007, the company decided to join the Charter, because Relevi historically had committed to values such as quality, environment, health and safety. Recently, the company became aware of the importance of providing evidence and demonstrating to customers and clients its commitment to sustainability, and believed that the Charter requirements and the corresponding logo could be good tools for this purpose. Just three months after taking the decision to become a member, the company effectively joined the Charter in February 2008.

Through the Charter membership, Relevi hopes to be further motivated in order to contribute to the improvement of sustainable development.



*"The Charter training area and the good cooperation with the verifier was of great use to us in helping us pass the Entrance Check."*

Delta pronatura, a German SME, was founded in 1934 and currently employs 200 people. The company specialises in cleaners for textiles and household goods, and is a European market leader in this sector. In addition to cleaning products, Delta pronatura manufactures medical and pharmaceutical products, food supplements and cosmetics in Germany and the UK for the European, North American and Asian market.

IKW, the German association for detergents and maintenance products, informed Delta pronatura about the Charter for Sustainable Cleaning and the company decided to become a member in October 2006. Delta pronatura was already involved on the sustainability issue in the 80s and saw the Charter as a platform through which it could demonstrate its commitment to sustainable development.

In July 2007, the company passed the Charter Entrance Check and thus became an ordinary Charter member. Through membership of the Charter, Delta pronatura aims to promote sustainable production through the establishment of defined management and production processes involving all its employees.



## 2. The Charter for Sustainable Cleaning - progress

### Media coverage

It is now two years since A.I.S.E. together with its National Associations has started a pan-European communications campaign to promote the Charter initiative towards the public at large. The campaign was designed to proceed in a series of phases, being dependent upon the appearance of Charter products on the market. At national level, A.I.S.E. National Associations introduced the Charter and its objectives to local stakeholders such as governmental bodies, regional authorities and NGOs and held press briefings in order to promote a deeper understanding of the Charter. Examples of the media coverage in the last year are shown here.



Service Management, February 2008



La Chimica e l'Industria, May 2007



European Cleaning Journal, April/May 2007



SGA - Il Giornale dei Servizi Ambientali, May 2007



Alimarket, April 2008



Siivoustaito, July 2007



Algemeen Dagblad - Themabijlage Schoon & Fris, September 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)

## Stakeholder exchange and feedback

The years 2007 and 2008 have continued to foster a fruitful dialogue and exchange between our industry and different stakeholders, media and the public. Building on the constructive exchange initiated in the early stage of the Charter development, A.I.S.E. has been active with stakeholders at global and EU level whilst the National Associations members have carried out information and promotional activities at national level.

### At global and European level:

#### Sustainable Consumption and Production and Sustainable Industrial Policy

In 2007, A.I.S.E. - together with other stakeholders - participated in the European Commission online consultation on Sustainable Consumption, Production and Sustainable Industrial Policy (SCP/SIP).

The feedback from the consultation was used by the Commission to develop its Action Plan, expected to be published mid 2008. This Plan aims at promoting a new dynamic framework to steer better practices in the European society for sustainable production and consumption. It is foreseen that it will consist of a set of policy and tools (including a proposed eco-design regulation, an update of the ecolabel, of EMAS, use of other economic instruments, work with retailers etc.) that are going to be subject to consideration by all actors concerned at European and National levels in the EU. The consultation was an opportunity for A.I.S.E. to highlight, among other things, the importance of using full Life Cycle Analysis to define areas for action, and the fact that both manufacturers and consumers have a role to play. A.I.S.E. also underlined the importance of voluntary industry initiatives as a vehicle for promoting sustainability as a mindset for both manufacturers and consumers.

A.I.S.E. and its members will continue to engage in dialogue and take proactive measures on such matters, as we see many synergies between the proposed actions from the Plan and our different voluntary initiatives.

Contacts have also been organized between A.I.S.E. and EuroCommerce on these developments.

### Charter revision

2008 is the year in which the Charter would be reviewed under the planned 3-annual review system. A.I.S.E. has started this process and, based on feedback received from stakeholders, is foreseeing to present such an upgrade towards end 2008. The main thoughts for such an upgrade are proposed procedures for companies to commit to continual improvement in the KPIs proposed as well as the definition of a new product dimension that would be added to the current LCA criteria characterising more the overall company functioning. Such thoughts will be subject to internal and external consultation before their finalization, but the mindset is to clearly highlight activities to be held at factory level, at product level and finally, at use level by consumers and professional users.

### Sustainable Energy Europe 2005-2008

A.I.S.E. is an official 'associate' of the "Sustainable Energy Europe 2005-2008" campaign, organized by the European Commission's Directorate-General for Energy and Transport. The campaign aims to raise awareness and shape the landscape of energy by organising events, improving citizen awareness, and by 'amplifying' other campaigns. The Charter for Sustainable Cleaning, the Washright campaign and the Save Energy and Water are all partner projects of the Sustainable Energy Campaign. For further information, you can visit the Sustainable Energy Europe website at [www.sustenergy.org](http://www.sustenergy.org).



### International cooperation

A.I.S.E. has continued to present its activities to industry associations in other regions of the world. It participated in September 2007 to the ASDAC conference, where all Asian countries including Australia had their bi-annual conference on the theme of "Sustainability and mother nature". Early 2008, we also presented it to the USSDA conference in the United States and welcomed a Chinese delegation interested to learn about how the European industry tackles the sustainability agenda. Voluntary A.I.S.E. initiatives such as the Charter but also the Laundry Sustainability Project, and our consumer communication activities gained a lot of interest to them. Further exchanges through our international collaboration with other regions of the world will continue to be held.



## 2. The Charter for Sustainable Cleaning - progress

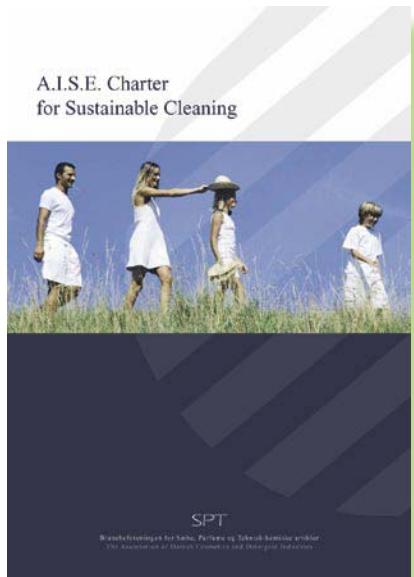
### Stakeholder exchange and feedback

#### At national level:

Our National Associations are also engaged in stakeholder dialogue for example with governmental bodies, NGOs (whether environmental or consumer) and other relevant organisations. 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. Here are some examples of contacts initiated by National Associations at local level.

#### Denmark

In 2007, SPT organised several meetings with local stakeholders, like governmental bodies, NGOs and trade organisations. In addition, SPT developed a leaflet ("Vejledning til mærker") in order to help and explain to consumers and retailer staff which labels can be found on detergent products. Via this guide, which was distributed in a large part to Danish supermarkets, the consumers were provided with detailed information on the Charter.



Danish brochure on the Charter

#### Finland

TY presented the Charter and the last edition of the A.I.S.E. Sustainability Report to governmental environmental bodies in Finland. TY created a special section on their website, dedicated to the Charter to inform interested parties ([www.teknokem.fi/charter](http://www.teknokem.fi/charter)).

#### Germany

During a conference organised by IKW, a representative from a German SME reported on their experiences of being a Charter member and its benefits. The conference was attended by external stakeholders and companies from the industry sector.

The Charter is also promoted on the website of the 'Forum Waschen', a platform of over 30 stakeholders from a variety of backgrounds (e.g. representatives from authorities, churches, consumer and environmental organisations, environmental and consumer affairs ministries, industries and scientists) gathering key topics of the detergent industry in Germany, thus transposing the concept of sustainability into practical and tangible actions ([www.forum-waschen.de](http://www.forum-waschen.de)).

#### Greece

SEVAS together with the Ministry for Development drafted a leaflet which provides useful information to consumers on detergents and cleaning products. Information on the Charter initiative is also included.

#### Italy

Members of Assocasa's Institutional & Industrial (I&I) Working Group promoted the Charter via posters and other communication material at the I&I trade fair "Fiera Pulire 2007", which took place in Verona from the 5 to 8 June 2007. These activities gained wide and positive reactions from exhibitors and visitors of the trade fair.



Presentation of the Charter at the "Fiera Pulire 2007"

#### The Netherlands

NVZ published two leaflets to promote the website [www.isditproductveilig.nl](http://www.isditproductveilig.nl) in which the Charter is explained. This website that provides transparent information to consumers was developed by NVZ in cooperation with two NGOs. One leaflet is aimed at consumers about the safe use of cleaning products, the other one is targeting staff of the professional cleaning industry and was distributed during the InterClean trade fair in Amsterdam in May 2008. In the frame of this trade fair, a seminar on sustainable cleaning was organised, where the chairman of NVZ-Nifm, Ruud Smulders, gave a presentation on the Charter.



Mr. Ruud Smulders, chairman of NVZ-Nifm

#### Poland

In 2007, the Polish Association of Cosmetics and Home Care Products Producers presented the Charter at several events to local stakeholders, the media and companies. In addition, a leaflet and other information material was provided to other interested bodies. Several governmental bodies and other organisations like the Polish Ministry of Environment, the Ministry of Health, the Bureau for Chemical Substances and Preparations, the Foundation "Our earth" and the Polish Federation of Consumers provided written support to the Charter.

#### Spain

In February 2008, ADELMA organised a conference where the Charter was presented to national stakeholders such as the Ministry of Industry, Tourism and Commerce, the Ministry of Environment, the Ministry of Health and Consumer Affairs, the Spanish consumer association (Federación UNAE) and other associations and institutions (ECOEMBES, Fundación Entorno, ANGED, ASEDAS). The initiative was well received and generated press coverage

#### United Kingdom

The UK Cleaning Products Industry Association (UKCPI) kept Government Departments such as the Department for Business, Enterprise and Regulatory Reform (BERR) and the Department for Environment, Food and Rural Affairs (Defra) up to date with the Charter initiative and importantly, the increasing momentum that it is gathering. Furthermore, UKCPI met with the British Retail Consortium (BRC) and updated them on the Charter progress.

#### Notes:

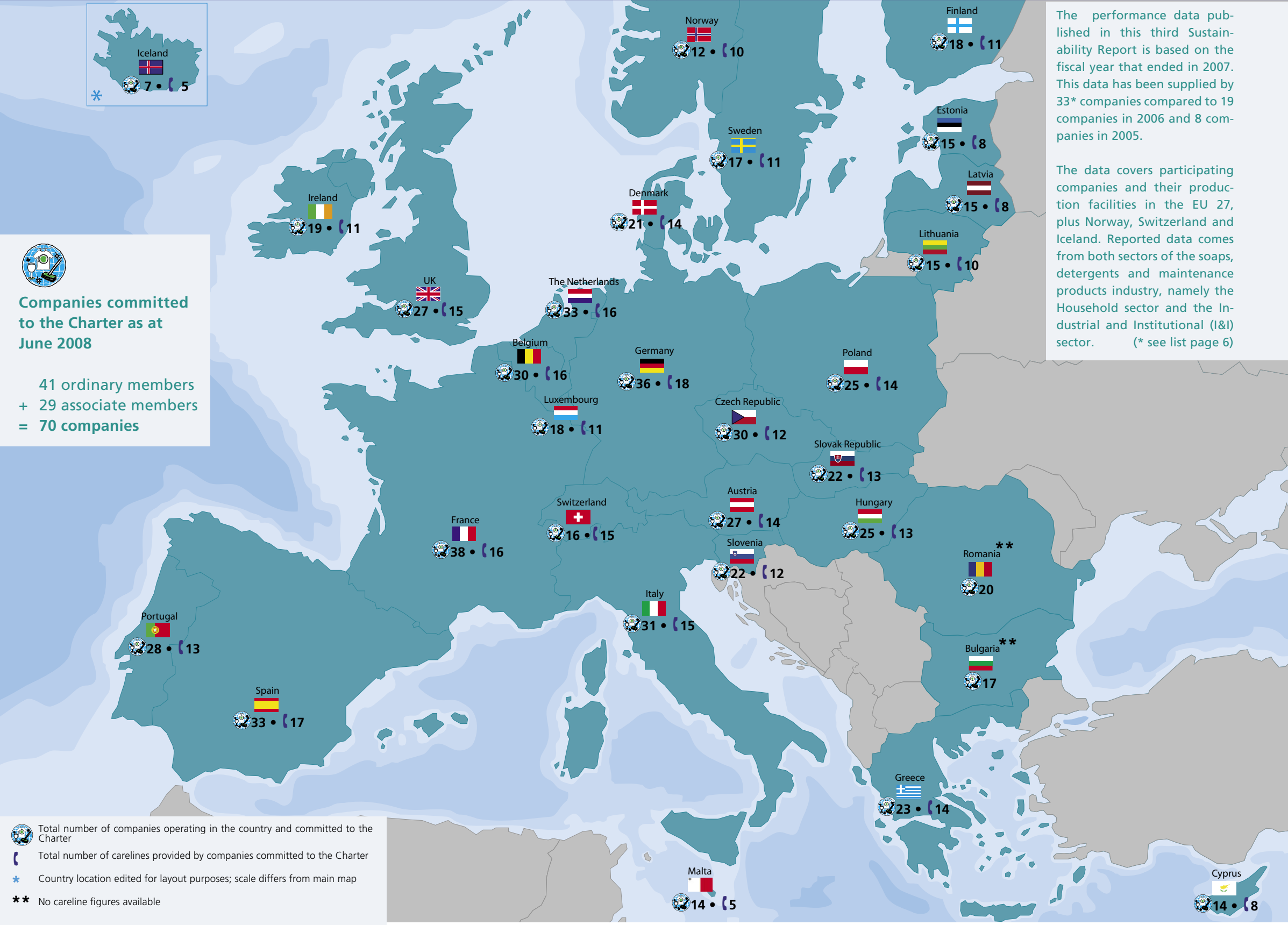
- ▶ SPT/TY/IKW/SEVAS/Assocasa/NVZ/ADELMA and UKCPI are the names of A.I.S.E.'s National Associations in the respective countries.
- ▶ More details on these and activities undertaken across Europe can be obtained directly from our members (see contact details on page 20).

3. 2007 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 41 ordinary members of the Charter (as at June 2008), the total number of manufacturing sites with Charter status is 108, representing more than 75 per cent of all EU production 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 29 associate members as at June 2008, including some of the biggest retailers.

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 third Sustainability Report is based on the fiscal year that ended in 2007. This data has been supplied by 33\* companies compared to 19 companies in 2006 and 8 companies in 2005.

The data covers participating companies and their production facilities in the EU 27, 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 6)

### 3. 2007 Performance

#### Charter KPI reporting results

KPI	Reporting data	2005	2006	2007
 <b>Participating companies</b>	Companies reporting data	8	19	33
	Number of the manufacturing sites covered by the Entrance Check in the Charter area	62	78	108
	% of Charter members' manufacturing sites in the Charter area covered by the Entrance Check	81.6 %	78.8 %	84.4%
	The total production covered by the Entrance Check	7.3 m t	9.3 m t	10.5 m t
	% of Charter members' total production in the Charter area covered by the Entrance Check	86.2 %	86.1 %	92.1%
	The total units of consumer products sold by the members in the Charter area (I&I not included)	5,800 m	8,200 m	9,300 m
	The total units of consumer products sold in the Charter area covered by an Entrance Check (I&I not included)	4,100 m	6,800 m	8,600 m
 <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)	64.3 %	68.6 %	72.9%
 <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	0.57	0.55	0.83
 <b>Consumer and customer safety</b>	Number of care lines services offered in the 28 countries of the Charter area	109	258	345
	Total consumer contacts registered in the Charter area	754,197	926,840	903,796
	% of the total consumer contacts that are classified as real or perceived health related calls	0.6 %	1.3 %	1.1%
	% 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)	1.3 %	1.7 %	2.4%
 <b>Consumer and user information</b>	Consumer product units sold in the Charter area with at least two safe use icons/sentences	1,237 m	2,317 m	3,495 m
	Consumer product units sold in the Charter area carrying more than two safe use icons/sentences	562 m	1,549 m	2,136 m
	Household washing machine laundry detergents units sold in the Charter area carrying the "washright" panel	361 m	444 m	935 m
 <b>Poorly biodegradable organics*</b>	kg of PBO chemicals, according to the Charter PBO-list, purchased per tonne of production	16.2 kg/t	25.4 kg/t	24.9 kg/t
 <b>Consumed energy and CO<sub>2</sub> emitted*</b>	GJ of energy consumed per tonne of production	1.3 GJ/t	1.1 GJ/t	1.1 GJ/t
	kg of CO <sub>2</sub> emitted per tonne of production	80.9 kg/t	66.9 kg/t	64.6 kg/t
 <b>Consumed water*</b>	m <sup>3</sup> of water (potable and non potable) consumed per tonne of production	1.6 m <sup>3</sup> /t	1.4 m <sup>3</sup> /t	1.5 m <sup>3</sup> /t
 <b>Waste*</b>	kg of waste (hazardous and non hazardous) produced per tonne of production	10.2 kg/t	12.9 kg/t	11.1 kg/t
	kg of hazardous waste sent off-site per tonne of production	3.2 kg/t	3.9 kg/t	4.2 kg/t
 <b>Packaging used*</b>	kg of packaging material purchased per tonne of production	78.0 kg/t	92.7 kg/t	88.6 kg/t

\*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 results for 2007 alongside those for 2006 and the original benchmark data for 2005.

Reporting is based on data submitted by the companies which were ordinary members of the Charter as at 31st December in each year. They report their results for their own financial years ending during the calendar year.

Associate members, who are predominantly multiple retailers placing products on the market under their own labels but manufactured by ordinary members, do not normally report KPI data directly but contribute to the reporting by individual ordinary members where they hold relevant information.

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

##### 'Charter Area'

The term 'Charter Area' in this report refers to the EU 25 member states (until 31st December 2006) and the EU 27 member states (from 1st January 2007), plus Iceland, Norway and Switzerland.

##### Charter footprint

There was a large increase in the number of companies reporting. For the calendar year 2007, there were 33 companies compared with 19 in the previous year and just 8 for the 2005 benchmark year. This increase means the Charter results now cover approximately 75% of all cleaning and maintenance product output 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 retailers and importers attach to improving sustainability. As at 31 December 2007 total Charter membership stood at 59.

##### Comparability

The Charter is very much a living and developing project, and the number of companies joining continues to increase. As mentioned last year, because of the increase in the reporting base, caution is advised before drawing firm conclusions from data comparisons between the years. However, the database is now much more representative of the full range of A.I.S.E.

product categories. 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, together with companies' own improvements in data gathering, means that the data can now be considered reasonably stable. Therefore it should become possible to assess future trends with more confidence than has been the case so far. For 2007 trends, caution continues to be advised, and guidance is given in the commentary below as to how one may interpret the variances.

KPI results for the Industrial & Institutional sector are currently too limited to be meaningful but with an increase in the number of I&I speciality companies expected to join during 2008 these data may be published next year.

#### Highlights

##### Charter participation

The total production tonnage covered by the Charter was 10.5 million tonnes, representing approximately 75% of all Charter Area output.

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

Emissions of CO<sub>2</sub>, at 64.6 kg per tonne of production, were lower than the 66.9 kg per tonne recorded in 2006.

##### Chemical safety

The proportion of total chemical tonnage subject to HERA risk assessments increased to just under 73%.

##### On-pack consumer advice

There was a further big increase in the number of consumer packs carrying at least two standard safe use advice icons.

##### Packaging ratio

There was a decline in the amount of packaging used per tonne of production.

##### Poorly biodegradable organics

There was a small decline in usage of 'poorly biodegradable organics' as a proportion of total chemicals.





### 3. 2007 Performance

#### Comments on the data

##### Participating companies

The number of companies reporting in 2007 was 33, which was 14 more than in 2006. The number of manufacturing sites belonging to Charter members and adhering to Charter rules, rose to 108. As a percentage of all Charter members' sites this was 84.4%. 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. For several companies the three year anniversary will occur in 2008, therefore the overall figure is likely to rise further in the 2009 Report.

##### Tonnage production

In terms of the total production to which these KPI results apply, the reported tonnage increased from 9.3 mt to 10.5 mt, which was 92% of total tonnage produced by Charter members. However, on a like-for-like basis, there was an underlying decrease in output of approximately 7% attributable mainly to the A.I.S.E. Laundry Sustainability Project launched in 2006 (see page 18). The reported increase shown in these results is the consequence of adding the tonnage of the 14 additional companies reporting this year for the first time.

##### Chemical safety evaluation

The proportion of total chemicals purchased, in tonnage terms, which was covered by full HERA risk assessment rose to 72.9% from 68.6% last year. This was partly due to finalisation of certain risk assessments not available during 2006, and partly to reduction in usage of chemicals not covered by HERA assessments.

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.

##### Occupational health and safety

The average number of accidents per 100,000 hours worked during 2007 was 0.83 against 0.55 in the previous year. Overall, it continues to be a good performance. As one example of relative performance, in Italy, the average is 2.26 for all manufacturing industries and 1.01 for the chemical industry (source: Federchimica).

##### Consumer and customer safety

There was a welcome increase in the number of dedicated consumer care lines operated in the Charter Area from 258 to 345, though much of the increase was attributable to aggregating the extra 14 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 1.1% compared with 1.3% in 2006. We believe this slight decline may partly be attributable to the increased use of the A.I.S.E. safe use icons on pack labels; it may also be due to the decline in media attention given to chemical safety issues following the enactment of the REACH legislation. However it is too early to read this as a trend.

##### Consumer and user information

Charter members continued to take advantage of the labelling changes required by the Detergents Regulation to implement wider use of the voluntary safe 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 two or more safe use icons (or sentences) from 2,317 million to 3,495 million. Usage of the 'Washright' on-pack information panel, which encourages sustainability at the consumer use stage, doubled.

##### 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. Although the reported figure shows a slight reduction from 25.4 kg per tonne (2.5%) to 24.9 kg per tonne (2.5%), this was mostly due to low figures among the 14 new companies reporting. In fact there was an underlying further small increase like-for-like as companies continued to re-formulate laundry detergents ahead of the expected phasing-out of phosphate 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 continuing 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 per wash is unchanged.

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

Total energy consumed was level year on year at 1.1 GJ per tonne of production.

CO<sub>2</sub> emissions fell 3.3%, from 66.9 kg per tonne to 64.9 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.

Because these ratios are calculated per tonne of output, they tend to rise slightly per tonne when a manufacturing site switches to compacted formulas due to there being both variable and non-variable energy consumption in manufacturing. Consequently any apparent rise in the ratio may be masking an overall saving. This applies particularly with laundry powders. We believe the underlying energy saving trend remains at about 4% per annum.

##### Consumed water

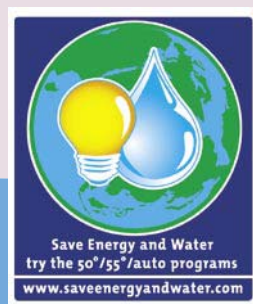
Total water consumed during manufacturing increased from 1.4 to 1.5 m<sup>3</sup> per tonne of production in 2007, but was still lower than the 1.6 m<sup>3</sup> recorded for 2005. Caution should be exercised in extrapolating any trend since water consumed is a function of the mix of products manufactured.

##### Waste

Total waste generated, including hazardous waste sent off site, was 11.1 kg per tonne of production compared with 12.9 kg per tonne in 2006 and 10.2 kg in 2005. The 2006 figure was higher than normal due to certain major site closures which generated a one-off increase in waste as a consequence of de-commissioning. However, it is still too early to pick out any trend.

##### Packaging used

There was a decrease in total packaging used from 92.7 kg per tonne of production to 88.6 kg per tonne. The decline may be the outcome to two conflicting trends: the laundry powder compaction initiative referred to above under 'Tonnage Production' will have reduced the absolute quantity of packaging required, but on the other hand smaller pack sizes have a greater proportion of packaging relative to the weight of contents. There also continues to be a shift within the market towards liquids and the use of smaller packs for single person households, both of which tend to use more packaging relative to the number of washes/uses. It remains too soon to establish any overall trend for this KPI.



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

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

In early 2006 the Laundry Sustainability Project was launched in the EU with a particular focus in countries of Central and Eastern Europe. The project was also open to a number of countries outside the EU, i.e. Moldova, Serbia, Montenegro, Croatia, Bosnia-Herzegovina, the former Yugoslav Republic of Macedonia and Albania. The project came to an end on 31 December 2007 in the EU and in Moldova. However, companies which committed to the project in this region can now only sell products bearing the Eurocompact logo for exhaustion of stocks reason until 31 December 2008. In the other countries, where the project could not be fully deployed, the project was extended until 31 December 2009.

The LSP project has been successful in providing benefits for the environment and consumers. At a glance:

- As at December 2007, the number of participants in the LSP totaled 17, which is approximately 85% of the volume (including SMEs and private label companies as well): PZ Cussons, Ecolab, Engrotus, EVM, Ficosota, Hayat, Henkel, Ineza 2M, Johnson-Diversey, Labud, J.Martins, Maxima LT, Mayeri, Procter and Gamble, Reckitt Benckiser, Saponia and Unilever.
- The conversion to 'Eurocompact' concentrated low sud products reached an average of at least 90% of the market for household laundry detergents at the end of the lifetime of the LSP in the respective countries, 31 December 2007.

Encouraged by the successful implementation of this first A.I.S.E. "Laundry Sustainability Project" initiative in the CEE region, the Turkish Association will launch the LSP in its country on 1st October 2008. In addition, it is planned to also extend the project to other countries in 2009.

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

The Save Energy and Water (SEW) project was launched in June 2006. It is focused on domestic automatic dishwashing (ADW) detergents and aims primarily at encouraging consumers to use the 'auto', '55°C', or '50°C' wash cycles, in order to save energy and water.

#### Did you know...?

- ▶ By running the 50°C / 55°C / automatic programme instead of a higher temperature wash, you could save...
- ▶ ...up to 84 kWh of electricity per year, enough for eighty extra cycles - that's three months of free dish washing!
- ▶ ...up to 1,497 litres of water per year - enough for 43 showers (at moderate use rates)

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.

The logo is now appearing on ADW products across the European Union, Iceland, Norway, and Switzerland, and a website is available in 24 languages, giving consumers tips on sustainable dishwashing.

As at June 2008, the following companies have joined the SEW project in Europe: Bennet, Dalli, Henkel, Mayeri, McBride, Mifa, In's Mercato, Procter & Gamble, Realco, Reckitt Benckiser, Senzora, Thurn-Produkte, Unilever. Based on Nielsen data, it is estimated that about 70% of the total sales of automatic dishwashing detergents in the EU is covered by the SEW project.

For further information, please visit the SEW website:  
[www.saveenergyandwater.com](http://www.saveenergyandwater.com)

### The Air Fresheners Product Stewardship Programme

The Air Fresheners Product Stewardship Programme (AFPSP), launched in October 2007 builds on a series of voluntary initiatives already undertaken by A.I.S.E. in the domain of safety assessment and sustainability. The AFPSP was deployed at the end of 2007.

The programme is aimed at companies that produce and place air fresheners on the market regardless of whether or not they are A.I.S.E. members. Companies who sign up to the programme must abide by a set of rules which aim to promote best practice in the industry through responsible manufacturing and communication to the consumer as well as use of air fresheners across the EU, Iceland, Norway and Switzerland.

The following criteria apply to companies participating:

**Ensuring product safety:** companies will commit to evaluating product ingredients beyond the current regulatory environment.

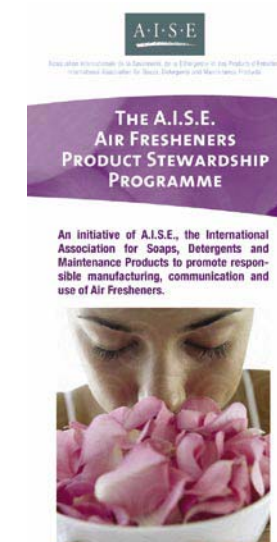
**Product information:** product labels and key safety messages will be visible; details and information on product ingredient composition will be made available on corporate websites indicated on the product label.

**Product form:** air freshener products intended to attract children's attention will not be manufactured or placed on the market.

**Product communication and advertising:** guidance on appropriate use and handling of the products in compliance with product labelling will be provided at all times.

As at June 2008, following companies have committed to the AFPSP: McBride, Procter & Gamble, Reckitt Benckiser, Sara Lee and SC Johnson.

For further information please visit the AFPSP website:  
[www.aise.eu/airfresheners](http://www.aise.eu/airfresheners)



#### ▶ 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 2007, the report, based on data from 5 companies, indicates that by the end of 2007:  
79 % of the total ADW Stock Keeping Units (SKUs) placed by companies committed on the market carried the SEW Trade-mark.





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 2007. 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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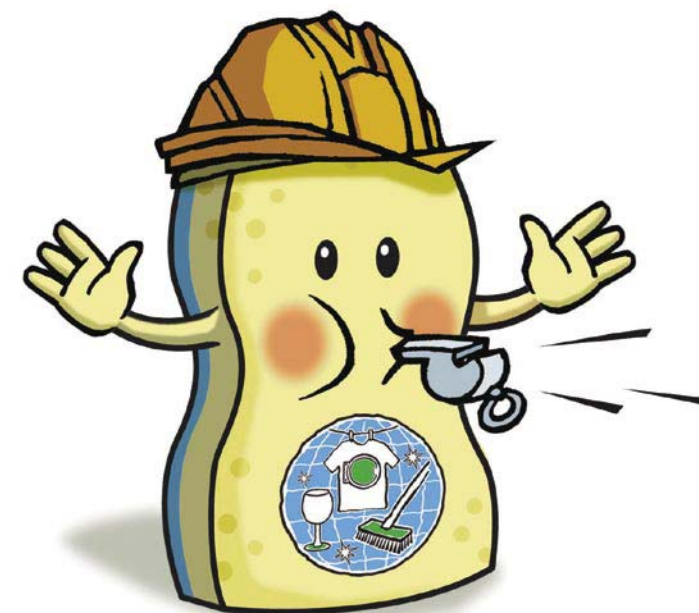
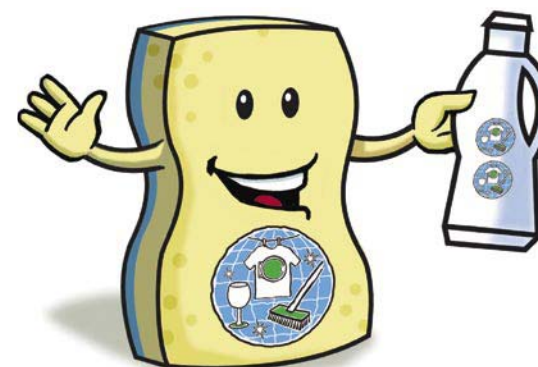
More extensive contact details can be found on our website:  
[www.aise.eu/members/member\\_listordinary.php](http://www.aise.eu/members/member_listordinary.php)

\* 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



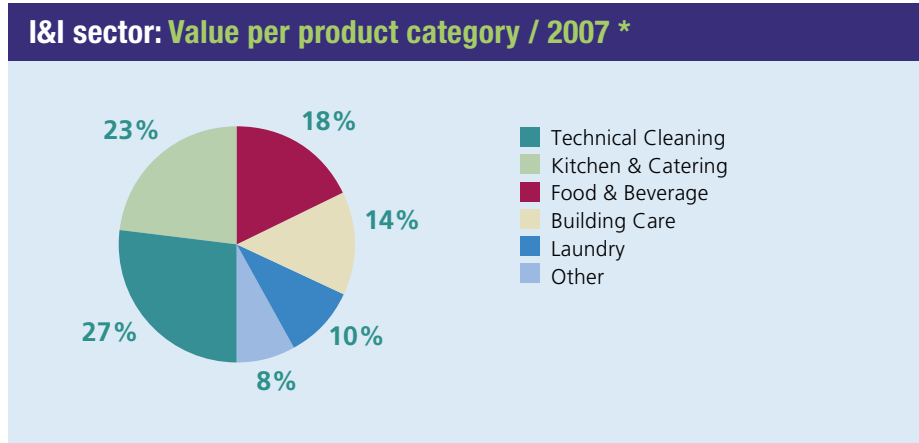
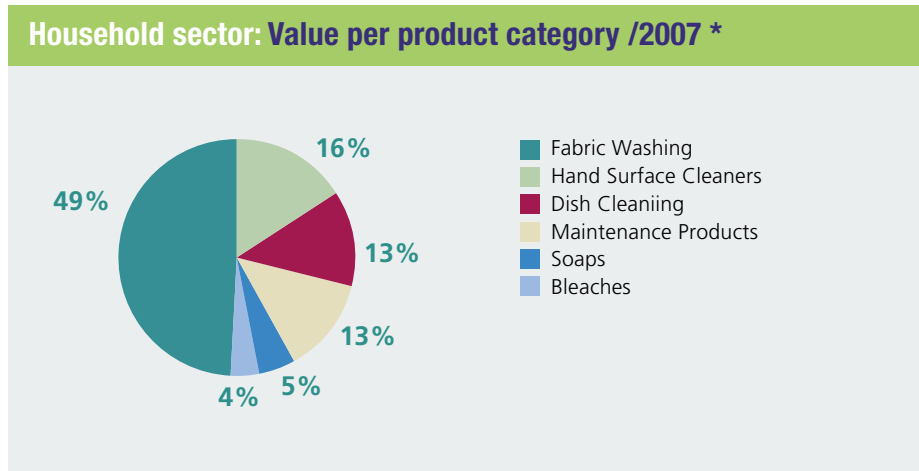
Annex 1:  
A.I.S.E. market value

For the EU 27 (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 35.6 billion € in 2007.

The overall total household value is estimated to have reached 29.1 billion € (28.0 billion € in 2006) and shows a growth of approximately 3.9%.

The I&I sector is a stable market. In 2007, the total I&I value is estimated at 6.5 billion € (6.4 billion € in 2006).

In addition, the estimated total market value of A.I.S.E.'s full membership (EU 27, plus Croatia, Montenegro, Norway, Russia, Serbia, Switzerland and Turkey) is around 40.8 billion €.



\*EU 27, 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. Three years after a company joined the Charter, it has to perform its first additional CSP check. During this additional CSP check, there is a control whether each of the eleven CSPs has been applied to at least 75 % of the total production versus 50 % for the six CSPs for the Entrance Check. This additional CSP check will continue to be performed every three years on a growing percentage of the production. The checks are performed by an independent external verifier, which must be accredited by an official certifying body under the 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, and under control as well as 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 or the additional CSP 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.

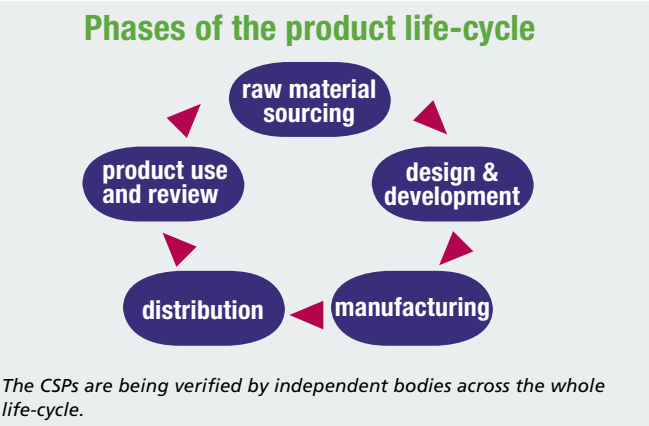
Safeguards are built in the Charter Extranet, which is used record company details and compliance levels during the check. These safeguards ensure that neither the verifier, nor A.I.S.E., can be unduly influenced whilst the check is being carried out.

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 2008):

- Aenor
- BVQI
- Certiquality
- DQS
- Dr. W. Bethäuser Umweltgutachter
- DS Certificering
- Happy Note
- Lloyd's Register
- Quality Masters
- SD3
- SGS
- Umweltgutachter Henning von Knobelsdorff
- URS Verification

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.





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 is 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 - confidentiality is ensured.

**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 the Household sector, the Industrial and Institutional sector, and large companies and SMEs. For confidentiality reasons, there will only be separate sector reporting when there is a sufficient number of Charter member companies belonging to that sectors.

**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:  
Comparison: Charter versus 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

Complementary note from  
Deloitte.

“SGS was requested by A.I.S.E. to assess the KPI reporting processes of the companies who have been participating in the Charter for Sustainable Cleaning for two years. 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. SGS raises certain issues in that report.

On the basis of the SGS report, Deloitte was asked by A.I.S.E. to contact the companies concerned to ask for confirmation of the reported data or to update their declaration. Following these inquiries, the concerned companies provided adjusted data for inclusion in the final data set, as communicated in this 3rd Sustainability Report. These data have not been audited by Deloitte.”



ASSURANCE STATEMENT

SGS United Kingdom Ltd's report on sustainability activities in the A.I.S.E Sustainability Report for 2008

**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 2008. 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 Sustainable Cleaning Charter 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 2008 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 2008.

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 (2006) and the AA1000 Assurance Standard (2003). These protocols follow differing levels of Assurance depending 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:

Brauns-Heitmann, GmbH & Co. KG, Warburg, Germany	SC Johnson Ltd, Frimley Green, UK
Bolton Manitoba Group, Milan, Italy	Danlind as, Holstebro, Denmark
Colgate Palmolive Europe, Geneva, Switzerland	

**STATEMENT OF INDEPENDENCE AND COMPETENCE**

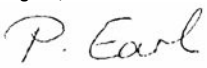
The SGS Group of companies is the world leader in inspection, testing and verification, operating in more than 140 countries and providing services including management systems and service certification; quality, environmental, social and ethical auditing and training; environmental, social and sustainability 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 well established and reliable for the majority of KPI's and should be able to be applied consistently on a year on year basis. To maintain this level of consistency we recommend that A.I.S.E emphasize to the Charter members the benefits of internal verification of KPI data prior to submission to A.I.S.E.

Signed, for and on behalf of, SGS United Kingdom Ltd



Pauline Earl  
Managing Director  
[www.sgs.com](http://www.sgs.com)  
May 2008

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Glossary

- ADW:** Automatic dishwashing
- AFPSP:** Air Fresheners Product Stewardship Programme
- Charter Area:** EU countries + Norway, Iceland and Switzerland
- 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
- 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 (SEW) project:** An A.I.S.E. project promoting the use of low-temperature dishwasher programmes
- SME:** Small & Medium-sized Enterprise
- t:** Tonne
- Washright:** A pan-European awareness-raising campaign to promote good laundry washing practices to consumers

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Or contact any of the A.I.S.E. National Associations involved in the Charter.

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