

A.I.S.E.  
ACTIVITY AND  
SUSTAINABILITY  
REPORT  
2009-2010



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Created in 1952, A.I.S.E. represents the soaps, detergents and maintenance products industry. Its affiliates include National Associations in 42 countries and also 10 direct member companies. Combined membership of the current network totals more than 900 companies (see map inside) ranging from small and medium-sized enterprises (SMEs) to multi-nationals, active in the Industrial & Institutional (I&I) and the consumer goods market, totalling a market value of around 40 billion Euros.

The A.I.S.E. Agenda for Sustainable Cleaning governs all of the Association's activities. This is represented by the "house chart" below which contains all of the elements of A.I.S.E.'s engagement 'under one roof'.

For more information and to download the A.I.S.E. Agenda for Sustainable Cleaning please visit: [www.aise.eu/agenda](http://www.aise.eu/agenda)



## 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'.

In practice this is done in the following ways:

- The industry develops and markets products that are essential to society.
- Detergents and maintenance products for either household or industrial and institutional (I&I) use, support public health and hygiene, thus improving the quality of life.
- The industry operates in a highly competitive environment.
- The industry is characterised by ongoing innovation driven by a desire to improve the daily life of the consumer and customer through increased product performance and convenience, whilst maintaining human and environmental quality.
- As a responsible industry, we are committed to applying the concept of sustainability.

## THE A.I.S.E. MISSION

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

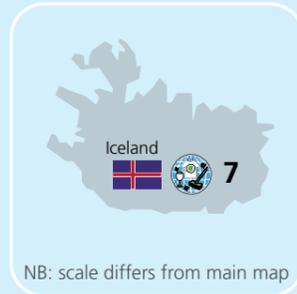
This is done by:

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

# THE A.I.S.E. NETWORK

(as at June 2010)

37 National Associations in 42 countries, representing more than 900 companies!



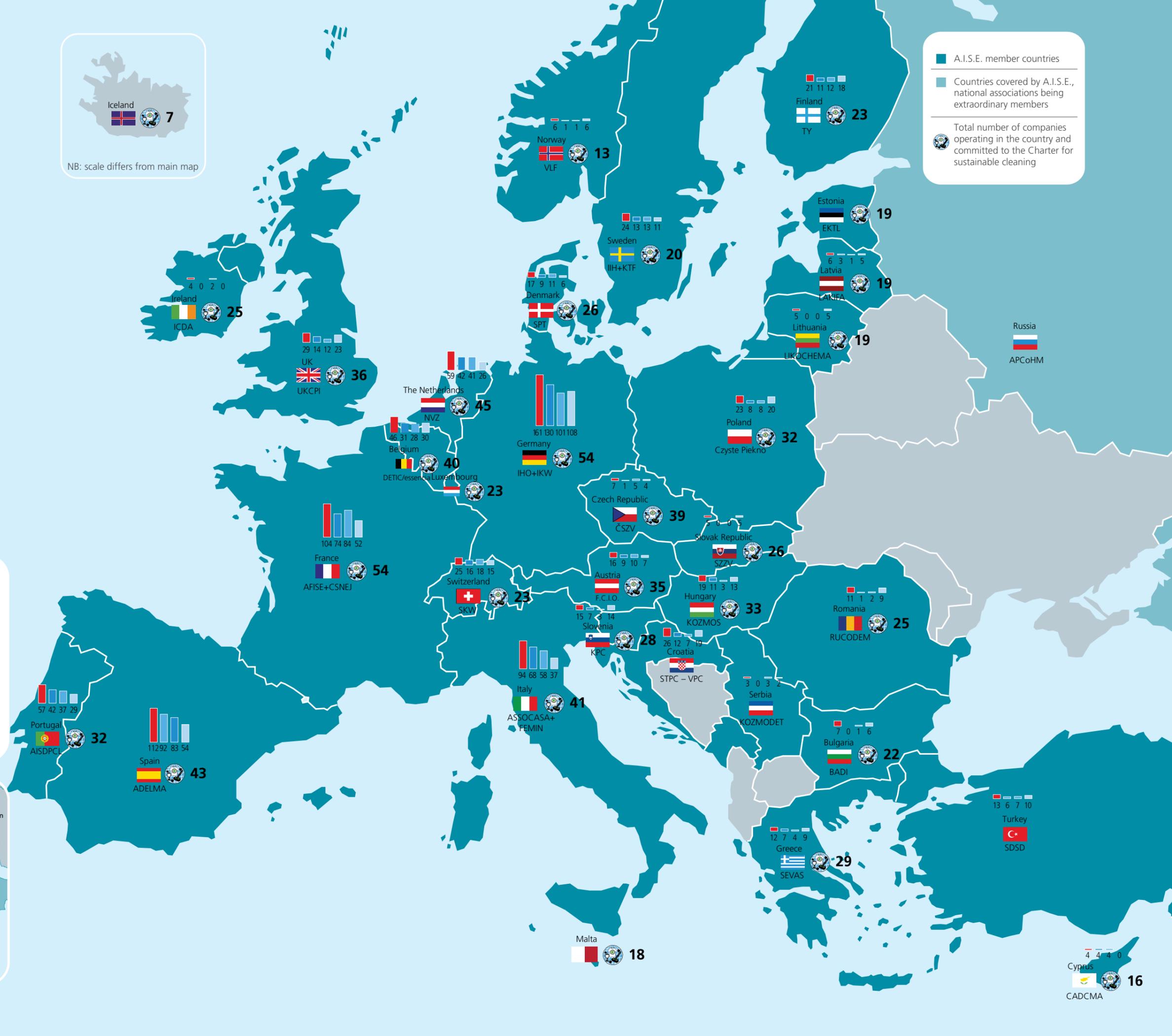
**A.I.S.E. member countries**

Countries covered by A.I.S.E., national associations being extraordinary members

Total number of companies operating in the country and committed to the Charter for sustainable cleaning

**IN SHORT**

Total number of member companies active in the soaps, detergents or maintenance products domains	940
Number of companies which are Small and Medium-sized Enterprises	612
Number of companies which are active in the Industrial & Institutional domain	566
Number of companies which are active in the Consumer Product domain	552



## PRESIDENT'S MESSAGE

### *Staying the course in good and in bad times*

As we look back to 2009, we see a year that started with economic gloom and that ended with cautious signs of recovery. Within this macro-economics, our industry is fortunate in that it provides by and large daily essentials; even in difficult times, consumers tend not to compromise on their standard of cleanliness and hygiene. But also, our industry has seen increased value consciousness and some consumers have traded down to make financial ends meet. Such behavior drives increased competitiveness and innovation; ultimately it keeps our industry healthy and vibrant.

Despite this, the work delivered by the A.I.S.E. network in 2009-mid 2010 shows a long list of significant accomplishments – both in the area of improving the regulatory framework as well as in driving a voluntary agenda. At the root of these results is a commitment to be innovative, be it in providing latest safety insights for correct consumer information, be it by continuously pushing forward on sustainability, be it by listening to consumers to learn which information would be most useful.

I'd like to highlight on the regulatory side the impressive accomplishments aiming to make REACH workable, the deep engagement in finding the appropriate classification and labeling of products (cf CLP Regulation), and the effort to contribute to the drafting of a Biocidal Products Regulation which provides clarity and consistency across Europe.



On the voluntary side, I couldn't be more pleased about the progress made with the sustainability agenda – a program built on industry commitment and fully employing the industry's innovation capabilities. The report reveals latest thinking on updating A.I.S.E.'s Charter for Sustainable Cleaning. The program, which today is supported by more than 80% of the market and which counts more than 100 member companies will see in 2010 the addition of a product dimension to the existing company scheme. This will further encourage sustainable production and consumption with product initiatives such as the move to compacted laundry liquids which offer considerable environmental benefits.

In closing, I'd like thank the staff at A.I.S.E. and at the National Associations across Europe for their relentless engagement in this industry effort and also want to thank all the member companies for their continued support. Stakeholder feedback keeps suggesting that we are role modeling exemplary industry behavior. Let's try to keep it that way!

Hans J Bender

## DIRECTOR GENERAL'S MESSAGE



### *Welcome to our first joint activity and sustainability report!*

It is fair to say that reporting progress in sustainability is a prerequisite for responsible industries today. So, after four years of separate sustainability reporting, sharing progress on the key performance indicators for our sector, we have decided to integrate it into A.I.S.E.'s Annual Review.

With this new structure, the report reflects more appropriately the "Agenda for Sustainable Cleaning" which governs all our activities, driving an ambitious sustainability vision for the industry's work. Our activities are in that sense fully in line with the European Union's newly proposed 2020 strategy which focuses on three inter-linked priorities: growth from knowledge, creating an inclusive society and building a greener economy that is competitive at international level.

You will see that 2009-mid 2010 have been busy at A.I.S.E. with many important developments on our two key pillars of activity - regulatory activities and voluntary initiatives - in both areas working in close interaction and dialogue with our stakeholders at national, EU and global levels, but also closely interacting with our upstream suppliers, other downstream users and retailers.

The basis for the successful stakeholder dialogue and implementation of activities is an effective network of A.I.S.E. and its members across the EU. The changes driven externally by the legislative framework and internally by the restructuring of companies to cope with the economical situation, are also a challenge for our Association. The network is looking forward to further tighten the bonds among its members across Europe. This will be key to remain, now and in the long term, the efficient and recognized voice of our industry, embracing the interests of all enterprises, small and medium sized and multinationals.

Let me take this opportunity to thank the members - companies and National Associations - and my team colleagues for their continuous commitment to our work and the fantastic output that is achieved.

I wish you a nice reading and look forward to continuing the work with you all, in and around the industry, and to receiving your constructive feedback.

Susanne Zänker

# ECONOMIC PERSPECTIVE

This section covers the total A.I.S.E. market value for the year 2009, for the EU 27, plus Norway and Switzerland based on Nielsen sources. Where the data from certain countries was missing, extrapolation based on population data has been used instead.

Data presented with this A.I.S.E. annual publication are provided at retail sales prices for household cleaning products and at manufacturing sales price (ex-factory) for the Industrial & Institutional (I&I) sector.

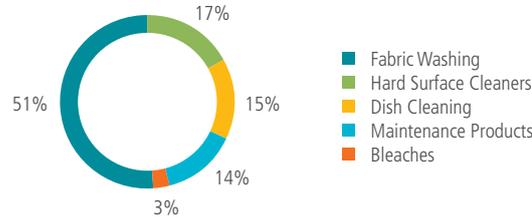
Total market value of the overall detergents and maintenance products industry (for both household and I&I products) for 2009 is estimated to have reached 34.7 billion euros.

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 39.6 billion euros.

The overall total household value is estimated to have reached 28.2 billion euros\* (27.8 billion euros in 2008) and shows a growth of approximately 1.4%. This growth is mainly due to the increase in value of this product category.

## Household sector:

Value per product category / 2009 (EU 27, plus Norway and Switzerland)



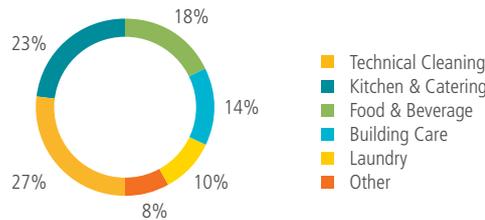
A. Household	100%	Total EU 27+CH+NO million euros	Growth 2009 vs 2008 %
Fabric Washing	51%	14.381	1,5
Hard Surface Cleaners	17%	4.832	0,3
Dish Cleaning	15%	4.192	5,4
Maintenance Products	14%	3.929	1,9
Bleaches	3%	922	2,0

Results: Aggregated Nielsen data\*

The I&I market is a stable market. In 2009, the total I&I value is estimated at 6.5 billion euros (6.6 billion euros in 2008).

## I&I sector:

Value per product category / 2009 (EU 27, plus Norway and Switzerland)



B. I&I	100%	Total EU 27+CH+NO million euros	Growth 2009 vs 2008 %
Technical Cleaning	27%	1.733	-4,0
Kitchen & Catering	23%	1.521	0,2
Food & Beverage	18%	1.169	-1,5
Building Care	14%	906	-2,5
Laundry	10%	637	-1,7
Other	8%	535	-2,0

Source: National Associations' data benchmarked with experts' data

\*The basis for these figures differs from that of last year. Contrary to the years before, toilet soaps have been excluded from the calculation, since A.I.S.E. does not cover this product category. Although A.I.S.E. does cover hard soaps excluded from the Cosmetics Directive (i.e. not intended for the body), those cannot be included in this report since economic data on this product category is not available. For comparison reasons, back data for 2008 was re-calculated.

### Household products

Fabric Washing	Household laundry washing products, such as heavy/light duty detergents, fabric conditioners, laundry aids and care
Hard Surface Cleaners	General purpose, scourers, special purpose, lavatory
Dish Cleaning	Hand wash, machine wash, auxiliary products
Maintenance Products	Wood, leather, floor, household metals, insecticides, disinfectants, room deodorisers/air fresheners, other specialties
Bleaches	Classic/pure bleaches, basic conventional bleaches; e.g. acid bleach, non chlorine/peroxygen bleach, dichlorocyanurates
Soaps*	Hard soaps, excluded from the Cosmetics Directive (i.e. not intended for the body)

### Industrial & Institutional Sector

Technical Cleaning	Products for transportation/car/aircraft/railroad care, workshop cleaning, industrial plant, storage, equipment cleaning, metal products cleaning, degreasing, chemical treatment (phosphatising, chromatising etc), delaquering, metal surface conversion, metal working aids, etc.
Kitchen & Catering	Dish cleaning (hand/machine, liquid/powder), additives, e.g. water hardness regulators for dishwasher, glassware cleaners, rinse aids, hard surface cleaners for equipment, hard surface disinfectants, combined products, hand hygiene, hand care, etc.
Food & Beverage	CIP (Cleaning In Place) chemicals, bottle cleaning, chain lubricants, disinfectants for food industry, personal hygiene (body, skin, toilet), combined cleaning and disinfection, caustic/acid/neutral surface cleaners, transportation and storage hygiene, foodstuff surface disinfection; also including products for agriculture: teat dips, sheep dips, milking equipment hygiene, stable hygiene, etc.
Building Care	Cleaning and maintenance products: general purpose cleaners, facade cleaning (stone/wood/metal/glass/graffiti removers), floor care (general, hard surface, tapestry, sealants, strippers, polishes, crystallizers), sanitary cleaners, abrasive cleaners, sanitizing cleaners, air conditioners hygiene, surface disinfectants (hospital, sanitary, general, wipes), etc.
Laundry	On-premise laundry detergents, fully formulated detergents, powder/liquid detergents, pre-wash additives, boosters, pH-adjustment, water hardness regulators, bleach additives, disinfectant detergents/additives for hygienic laundry (hospital, food industry), fabric softeners, starch finishing, ironing aid, fragrance rinse, etc.
Others	Water conditioning/cooling treatment, swimming pool hygiene, medical hygiene (surgical instruments and surfaces), "exotics" like gravestone cleaning, etc.



## PART ONE

# ACTIVITY REPORT 2009-2010

### 1.

#### ADDRESSING PROACTIVELY THE SUSTAINABILITY AGENDA

*Through its broad network across 42 countries, A.I.S.E. represents an important European industry sector delivering cleanliness and hygiene for millions of people. Whether it is laundry detergents, or floor cleaners, the products made by A.I.S.E.'s member companies are used every day in homes, schools, offices and public places across Europe.*

*Health and safety have long been top priorities for A.I.S.E. Sustainability follows on from that and has been at the centre of the industry organisation for the past decade. The first part of this report highlights the key activities that have been undertaken by A.I.S.E. during the year, and include voluntary sustainability initiatives and related developments on one hand, and activities within the technical and regulatory framework on the other.*

A.I.S.E. strongly believes that industry has a key role to play in driving mainstream change for more sustainable production and consumption patterns, while equally addressing the economic, social and environmental pillars of sustainable development. It is within this context that A.I.S.E. has developed and implemented a number of voluntary initiatives intended to spearhead improvements for the majority of products in its sector over the last 12 years, leading thus to substantial sustainability benefits.

#### Voluntary work to drive industry best practice



#### Charter for Sustainable Cleaning

The Charter for Sustainable Cleaning is the most comprehensive voluntary industry initiative for the whole detergents and maintenance products sector. Launched in 2005, it allows companies to implement sustainability procedures across the life-cycle and to report progress on a set of key performance indicators (KPIs) that measure economic, social and environmental criteria.

The Charter covers a wide variety of aspects ranging from human and environmental safety of chemicals and products to eco-efficiency, occupational health and safety, resource use and consumer information. In January 2010, A.I.S.E. welcomed its 100<sup>th</sup> member to the Charter - Musgrave Retail Partners, based in Ireland. With 108 companies committed (62 manufacturers and 46 retailers), the great majority of the EU detergent and maintenance output is now covered by this tailored industry sustainability scheme.

As in previous years, the Charter has been promoted at EU and national level, with the media (for example in Germany jointly with the trade, and in Italy at the Pulire international trade exhibition). Companies which are members of the Charter must submit to external independent verification of their internal sustainability procedures and certain Key Performance Indicators (KPIs).

In order to build on the enormous success of the Charter since it was launched in 2005, A.I.S.E. has been working on a major upgrade for 2010.

Announced at the 2009 A.I.S.E. Information Day, the forthcoming "Charter 2010" will add a new "product dimension" in response to stakeholders' suggestions. The result will be a scheme which, when fully implemented, will indicate that a product was not only manufactured by a company committed to sustainability but also that the product itself has an advanced sustainability profile. During the A.I.S.E. Information Day, the Charter upgrade was welcomed by, among others, Christophe Legraverend from Carrefour, who drew attention to the importance of A.I.S.E.'s work in driving examples of best practice for the wider market.



Martin Eifel, DG Industry and Entrepreneurship, welcoming the Charter development at A.I.S.E.'s 6th Information Day

Martin Eifel, European Commission, highlighted the synergies with the Ecodesign Directive, confirming that the new industry scheme fits well with the objectives of the EU's SCP/SIP policy framework.

More information on the Charter is available in Part Two of the report.

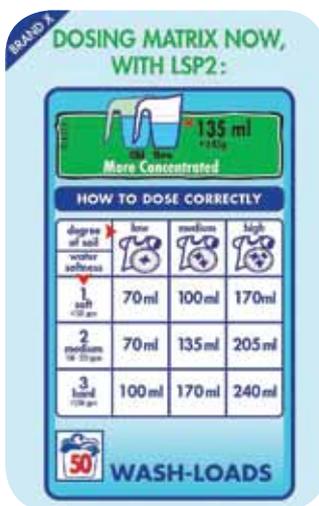
## Laundry Sustainability Projects

Since 2006, A.I.S.E. has been working on specific sustainability projects in the household laundry detergent sector with the primary objective of encouraging a reduction in the environmental impact of the laundry detergent sector across the whole of Europe by promoting and encouraging the reduction of chemicals, packaging and energy used in product manufacturing, delivery and use. These Laundry Sustainability Projects (LSPs) are backed by communication activities designed to encourage consumers to wash in a more sustainable way, and in particular, to dose according to the new instructions. Implemented across the EU 27+ Norway, Switzerland, Iceland and Liechtenstein, the LSP projects and their achievements are summarised below.

The first Laundry Sustainability Project (LSP-1) was launched in 2006 and completed in December 2007. It was implemented mainly in the Central & Eastern European countries. Participating laundry powder manufacturers compacted their products by an average of 33% of their weight versus the standard powders. 17 Companies committed to the project across 12 countries.

Over the whole lifetime of the LSP-1 project, the following benefits were achieved:

- 387,000 tonnes less detergent
- 21,300 tonnes less packaging
- 17,580 fewer truck journeys



The second Laundry Sustainability Project (LSP-2) was launched in January 2009 and focused on the further compaction of laundry powders. Detergent manufacturers were invited to join the project over a two-year period. There are currently 13 companies committed to the project across 19 countries.

**Look!** Your liquid detergent is more concentrated. Follow the dosage instructions and help the environment!



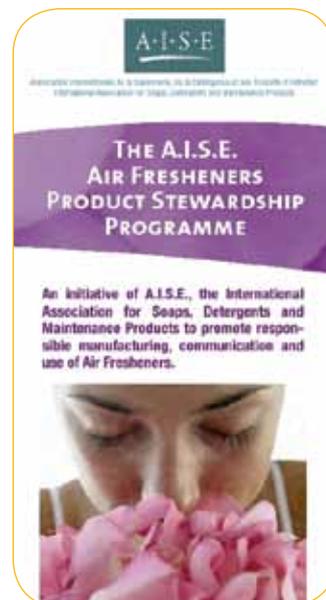
In mid-2009, A.I.S.E. embarked on its latest Laundry Sustainability Project (LSP-L) aimed this time at the household liquid detergents market. The new concentrated liquid detergents, which standard recommended dose should not exceed 75ml per wash will start appearing on shelves from 1 July 2010. The project should last until mid 2011 and will be accompanied by a consumer communication campaign on the importance of dosing correctly.

The LSP-2 and LSP-L are expected to achieve savings of the same or even greater magnitude than those accomplished by the LSP-1.

For more information, please visit [www.aise.eu/lsp5](http://www.aise.eu/lsp5)

## Air Fresheners Product Stewardship Program (AFPSP)

The Air Fresheners Product Stewardship Program launched in October 2007 builds on a series of voluntary initiatives already undertaken by A.I.S.E. on safety assessment and sustainability. The programme is aimed at companies placing air fresheners on the market. Companies which commit must abide by a set of rules which aim to promote best practice in the industry through responsible manufacturing and communication to the consumer. Throughout 2009-2010, good progress has been made on the implementation of the AFPSP with 7 companies committed to the scheme. Among others, companies committed to the project have added voluntary safety phrasing to their labels and have recently requested the support of the European Commission on extending the AFPSP to include developing a method for the measurement of emissions of products of combustion from scented candles.



For more information please visit: [www.aise.eu/airfresheners](http://www.aise.eu/airfresheners)



Since 2006, billions of packs of automatic dishwashing detergents have been featuring this visual, inviting consumers to use their dishwasher in a sustainable way.



With 12 languages available, Cleanright now reaches out to 376 million European consumers!

## Promoting sustainable consumption to consumers

Life cycle analysis shows that most of the environmental impact of the industry's products occurs during the use phase. In addition to developing projects which drive sustainable production, A.I.S.E. and its members also develop communication and information campaigns promoting the sustainable use of products. Since 1998 for example, when the Washright campaign was first developed, millions of laundry packs across Europe have been carrying the Washright consumer information panel promoting best washing practice. A similar initiative was carried out in 2006 to encourage consumers

to save water and energy by using the 55 °C or 50 °C wash cycle on their automatic dishwashing machines.

In an effort to further expand and complete such consumer communication, A.I.S.E. decided in 2008 together with Cefic, the European Council for Chemicals, to develop [www.cleanright.eu](http://www.cleanright.eu), a website for consumers and stakeholders aimed at becoming the primary source of information on the safe and sustainable use of detergents and maintenance products. The site features a range of information on A.I.S.E.'s voluntary industry initiatives and sustainable consumption tips in one common industry portal.

Following the successful launch of Cleanright in English, French, German and Polish, A.I.S.E. and Cefic decided in 2009 to develop the site further in 4 additional languages: Bulgarian, Dutch, Italian, Spanish. With Hungarian, Slovenian, Swedish

and Portuguese versions launched in mid 2010, the website is now available to over 376 million European consumers. The website aimed at consumers, schools, and students answers a broad range of questions on household detergents and maintenance products. It addresses the increasing demand from consumers as well as regulators and stakeholders for more openness, advice and information on the products they buy. The website was welcomed by former European Commissioner for Consumer Affairs, Meglena Kuneva and Monique Goyens, the Director of the European Consumers' Organisation, Beuc as well as various national bodies. A.I.S.E. and Cefic will continue to develop the site further and promote it to consumers in Europe, in close cooperation with stakeholders. Examples of promotional activities undertaken by A.I.S.E.'s network of National Associations are summarised below:

## Testimonials from A.I.S.E.'s National Associations in Bulgaria (BADI), Germany (IKW) and Switzerland (SKW):



BADI has been very active in the promotion of the consumer friendly website in Bulgaria. Activities included placing the website URL banner on various websites, profiling the site on Facebook and Twitter and raising awareness of Cleanright as a consumer information tool in supermarkets. In March 2010, BADI was delighted to receive support and praise for the website from Bulgarian Minister for the Environment and Water, Ms Evdokia Maneva.



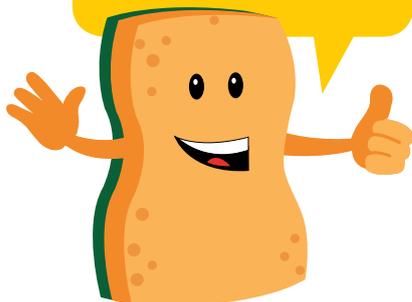
During the course of the year, IKW has presented Cleanright to specific media groups and to relevant stakeholders in Forum Waschen. More recently, 2 articles including an interview with a member of IKW's Forum Waschen, were published in trade journals which mention the usefulness of the Cleanright tool.



Although not yet an official Cleanright host, SKW has promoted Cleanright via its National Association homepage and issued a press release on Cleanright to relevant consumer media, consumer organisations, and schools. The site has also been featured in SKW official publications.

### Want to help promote Cleanright?

Please visit: [www.aise.eu/cleanright](http://www.aise.eu/cleanright) to download free promotional material, web banners etc





## The EU SCP/SIP Action Plan:

In July 2008, the European Commission published its Action Plan on Sustainable Consumption and Production and on Sustainable Industrial Policy (SCP/SIP). Led by DG Industry and Entrepreneurship, DG Environment, DG Transport, DG Energy, this Action Plan sets the scene for a number of medium and long term shifts that the European Union aims to steer through in order to promote more sustainable consumption and production behaviour patterns from industry, authorities and consumers across Europe. The Action Plan consists of different policies, some of which already exist, others which are being updated, and others which are new. Below is the list of the main proposals which make up the Action Plan:

- **Ecodesign Directive:** Ecodesign requirements for energy related products (2009/125/EC). Recast: published in OJ on 31 October 2009
- **Ecolabel Regulation: Revision Community Ecolabel scheme (EC) No 66/2010:** published in OJ on 31 January 2010
- **EMAS: Eco-management and audit scheme EMAS, voluntary participation by organisations (repeal. Regulation (EC) No 761/2001):** published in OJ on 22 December 2009
- **Energy Labelling: Energy-related products: indication of the consumption of energy (repeal. 'Energy Labelling Directive' 92/75/EEC).** Recast.
- **GPP: Green Public Procurement: approved by Council 5 December 2008**
- **The Retail Forum: launched on 3 March 2009**

Overall, the work carried out by A.I.S.E. under its sustainability strategy can be considered to be in line with the European Commission's Action Plan. The Charter for Sustainable Cleaning and the various other sustainability initiatives in place amount to a "mini SCP/SIP Action Plan" tailored to the A.I.S.E. sector.

In addition to its work on voluntary initiatives, A.I.S.E. is actively contributing its expertise to specific activities proposed in the SCP/SIP Action Plan:

- **Ecodesign:** A.I.S.E. is following developments on the scope of products related to the

Directive and ways in which to apply self-regulatory measures as set out in Annex VIII.

- **Ecolabel:** overall Regulation and criteria revision for relevant products: A.I.S.E. has always preferred measures which improve sustainability at all levels of the market rather than the limited approach of the Ecolabel Type 1 scheme. Nevertheless, since 2009, A.I.S.E. has been involved in the revision of criteria for relevant products and in particular, has stressed the importance of basing the criteria on sound science.

- A toolkit on **Green Public Procurement** was produced by the European Commission, providing examples of environmental criteria established for 11 product and service groups, including cleaners. A.I.S.E. has provided comments to the European Commission on this proposal. These clearly call for a tailored approach and a set of criteria for professional products, given their specific uses and applications

- **The Retail Forum** – co-chaired by the European Commission, EURO-COMMERCE/ERRT (European Retailers Round Table) - aims to stimulate best practice sharing between retailers, suppliers and all actors involved so as to promote more sustainable products and better sustainable consumption patterns among consumers. On the occasion of the launch of the Retail Forum in March 2009, Susanne Zänker, Director General of A.I.S.E. was invited to make an opening speech in the presence of the former Environment European Commissioner Stavros Dimas, and Consumer Affairs European Commissioner Meglena Kuneva. Since then, A.I.S.E. has been an active participant in the Retail Forum discussions and contributed to various Issue Papers such as for example the one on "Marketing and Effective Communication". A.I.S.E. will continue to seek opportunities for closer cooperation and dialogue with Retail Forum members.



Susanne Zänker, speaking at the Retail Forum launch event

The EU Retail Forum website: [http://ec.europa.eu/environment/industry/retail/index\\_en.htm](http://ec.europa.eu/environment/industry/retail/index_en.htm)

## In line with the EU Sustainability Agenda

The voluntary industry activities featured above, and in Part Two of this Report contribute to the overall objectives of the European Union as set out in its EU 2020 strategy and in the European Commission Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP).

The detailed elements of the Action Plan's regulatory framework were subject to progress, revision, and in several cases, publication as legislative acts in the EU Official Journal (see the text box aside).

## 2.

### SECURING A WORKABLE REGULATORY FRAMEWORK

As manufacturers of detergents and maintenance products, A.I.S.E.'s members are 'downstream users' of chemicals. Legislation applicable to the chemical industry is therefore also relevant in many cases to A.I.S.E. Between 2009 and 2010, A.I.S.E. has been busy working on policy areas which reinforce the regulatory framework in which the industry operates and safeguards environmental and human health. These include Classification, Labelling and Packaging of Substances and Mixtures, REACH implementation, the revision of the Biocides Directive, the Detergents Regulation and Sodium Hypochlorite.



### Regulation for Classification, Labelling and Packaging of Substances and Mixtures

The new Regulation on Classification, Labelling and Packaging of Substances and Mixtures (CLP), which aligns existing EU legislation with the United Nations Globally Harmonised System (GHS), officially came into force on 20 January 2009. Following a transitional period, this Regulation will replace the current rules on classification, labelling and packaging of substances (Directive 67/548/EEC) and mixtures (Directive 1999/45/EC). The deadline for substance classification according to the new rules will be 1 December 2010 and for mixtures, 1 June 2015.

A.I.S.E. continues to assess the various strategic options for classifying detergents under the new CLP Regulation and aims to develop a unified sector approach that is technically and legally robust, transparent, and conveys the right information to EU consumers, based on a Classification Network model. In addition, A.I.S.E. has initiated an in-depth evaluation

of existing skin/eye irritation/corrosion in-vitro test methods and their applicability for laundry and hand dish wash detergents plus some surface cleaning products.

This in-vitro project, which represents significant investment by A.I.S.E., is scheduled for completion by end 2011. In order to explore options further, A.I.S.E. organised a stakeholder workshop in September 2009 which examined ways in which CLP requirements could be met. A discussion and sharing of ideas on the feasibility of a 'classification network' based on 'weight of evidence' and 'expert judgement' was undertaken with the competent authorities and other stakeholders invited to the event.

Further stakeholder workshops are envisaged for later in 2010 and 2011 to:

- continue dialogue on the classification network process, and
- share experiences resulting from the in-vitro test method evaluation program.

As part of its on-going CLP implementation programme, A.I.S.E. has identified some additional issues requiring further consideration, e.g. classification 'corrosive to metals' for supply, single unit

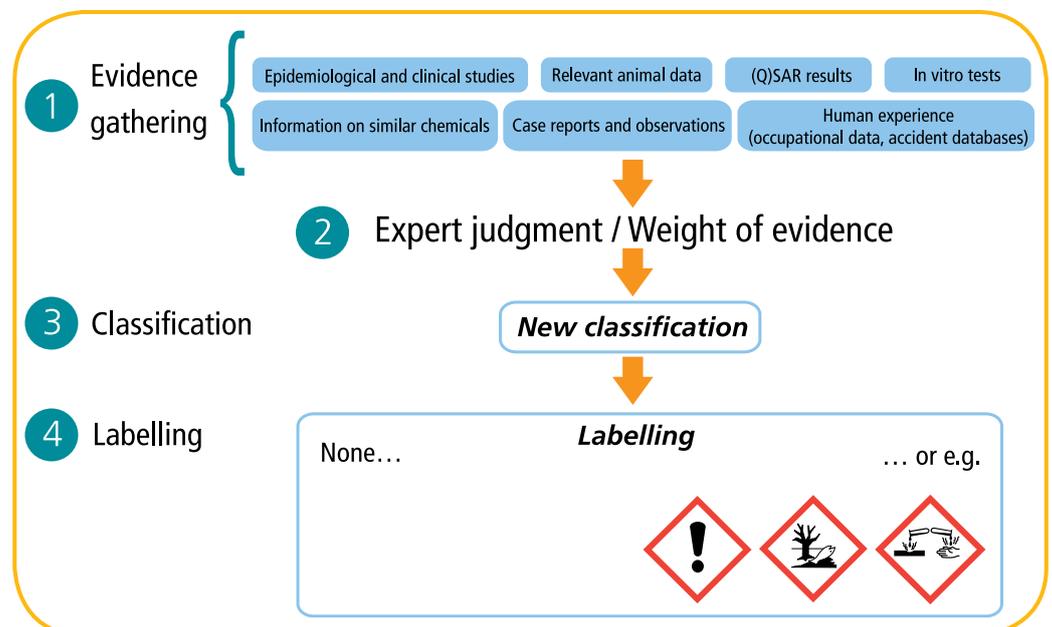
dose/soluble wrapper labelling, and Poison Control Centre (PCC) reporting requirements. A.I.S.E. is developing guidance and recommendations for its members.

The first document in this series has already been circulated to A.I.S.E. members. A.I.S.E. will continue to develop guidance for members over the coming months on specific areas of CLP implementation.

### REACH

Following the end of the pre-registration phase in December 2008, A.I.S.E. has been actively assisting its members in implementing the chemicals legislation REACH. It has done this by developing various tools, and cooperating with stakeholders as well as multiple networks of experts and suppliers.

During 2009-2010, A.I.S.E. has continued to update the information available on the REACH website [www.aise.eu/reach](http://www.aise.eu/reach) for its members.



The steps for an appropriate classification and labelling system under CLP

**AISE REACT** (Reach Exposure Assessment Consumer Tool)

**USER INPUT**

**ASSESSMENT IDENTIFICATION**

Substance name	
CAS number	
Date	
Version	
Comments	

**HAZARD DATA VALUES**

Reference value in mg/kg/day	Data source
Dermal	
Oral	
Inhalation	

**INGREDIENT SPECIFIC PARAMETER VALUES (ONLY FOR DERMAL EXPOSURE CALCULATIONS)**

For direct skin contact: Is exposure based on permeation coefficient (Dk) or weight fraction absorbed through skin (Fsk)?	Yes
For indirect skin contact: Is amount of substance deposited on fabric (Dsk) available or not?	Yes
Permeation coefficient (Dk, cm <sup>2</sup> /hour)	
Weight fraction absorbed through skin (Fsk) (mandatory for indirect skin contact calculations)*	
Amount of substance deposited on fabric, Dsk (mg/cm <sup>2</sup> )	
* A default value of 2 will be used for Fsk if no value is entered	

**EXPOSURE ASSESSMENT**

Overview of the A.I.S.E. Reach Exposure Assessment Consumer Tool, available from [www.aise.eu/reach](http://www.aise.eu/reach)

To facilitate the communication in the supply chain and assist manufacturers in the registration process, A.I.S.E. published on the website a consumer and institutional and industrial (I&I) mapping tool.

More recently A.I.S.E. developed the REACH Exposure Assessment Consumer Tool, REACT, which allows an assessment of the possible risk associated to consumer exposure of substances used by the industry. A workshop assisting members and suppliers in developing the required exposure scenarios for substances was also organised. Other areas of importance covered by the workshop included the potential changes to classification and labelling resulting from CLP.

A.I.S.E. continues to participate in ECHA activities and contribute to the development of REACH and CLP guidance for example the Guidance on the Use Descriptor System and the one on Exposure Assessment.

A.I.S.E. also contributes to the development of the ECHA IT tool for Chemical Safety Report (Chesar). A first version of this tool has been launched in May 2010 and further upgrade is due in summer 2010.

Furthermore, A.I.S.E. is contributing to the activities of the ECHA Risk Communication Network and to the drafting of the risk communication guidance for Member States in particular.

It is also involved in the drafting of a study on communication to the public on safe use of chemicals as required under CLP. A.I.S.E. believes that the Eurobarometer study (the European Commission's tool for monitoring European Public Opinion) could provide useful feedback from consumers on their expectations regarding information on product labels. The Eurobarometer survey, which ECHA is due to conduct, is envisaged for 2011.

Other activities carried out by A.I.S.E. include cooperating with the members of the Downstream Users of Chemicals Co-ordination Group (DUCC) on the implementation of REACH and participating in several Cefic working groups. (See [www.duccplatform.org](http://www.duccplatform.org))



A.I.S.E. followed the European Commission's revision of Annex II of REACH for Safety Data Sheets (SDS). Significant changes have been introduced for both substances and mixtures that will lead to modifications of SDS content and format in the near future. In December 2009 a vote was taken on Annex II including modifications on registration number requirements. The text was published in May 2010. It will be implemented progressively as of 1 December 2010.

A.I.S.E. has closely monitored developments related to Annex V of REACH on registration exemptions and provided input on the related guidance document. At stake for A.I.S.E. is the topic of "ionic mixtures" due to combinations of acids and bases present in their ionic form in liquid detergents.

## The Detergent Regulation

The Detergent Regulation (EC) No 648/2004 was published in April 2004 and entered into force on October 2005. The Regulation includes provisions for ultimate biodegradability requirements for all surfactants used in detergents. It also addresses information to the public (consumers, professional users) and medical professionals as well as specific labelling requirements.

It had been conveyed that the European Commission would work on three additional matters for a possible update of the Detergent Regulation: phosphate use, anaerobic biodegradation of surfactants and biodegradation of main non surfactants ingredients. Conscious of the need to base its proposal on sound scientific basis, the European Commission is working closely with the EU Scientific Committee on Health and Environmental Risks (SCHER) as well as other stakeholders on this matter.

With regard to the use of phosphates in detergents, the final INIA (Spanish National Institute for Agricultural and Food Research and Technology) report on eutrophication assessment was published in April 2009. Subsequently, SCHER adopted in November 2009 an updated opinion on this final report, concluding that at pan-European level, the contribution of the phosphate-based detergents to the eutrophication process is limited. The European Commission's report on the impact assessment on phosphates in detergents, including a decision whether EU legislation on phosphates is justified is expected to be published in the second half of 2010.

The European Commission's report on the anaerobic biodegradation of surfactants was also published with the conclusion that anaerobic biodegradation is not a relevant indicator of environmental risk.

This was based on a SCHER opinion published in November 2008, building on work and data generated under the ERASM programme (Environment & Health Risk Assessment and Management), a research partnership of the detergents (A.I.S.E.) and surfactants (CESIO) industries.

Finally, the report from the European Commission pursuant to Article 16 of the Detergents Regulation on the biodegradation of main non-surfactant organic ingredients was published in May 2009 based on a SCHER opinion, concluding that no risk to the environment had been firmly identified.

As a conclusion, the European Commission, supported by Member States representatives in the EU Detergent WG, does not intend EU to propose legislation concerning these last two topics.

Early 2010, a SCHER publication on one specific ingredient – polycarboxylates, which saw its use rising lately- called for data gaps and the need for a refined risk assessment to be developed by industry. A.I.S.E. committed to work further with polycarboxylates suppliers on this, in close interaction with the scientific community, confident that the use of polycarboxylates in detergents does not pose a risk to the environment.

## Biocidal Products Directive and forthcoming Regulation

The biocidal products manufactured by A.I.S.E. members include household as well as industrial and institutional (I&I) disinfectants and household insecticides. They are commonly used by consumers as well as professionals, and play an essential role in maintaining high levels of hygiene and health by combating the spread of germs. These products are being governed under the EU Biocidal Products Directive which endeavours to harmonise the European market for biocidal products while ensuring a high-level of protection for humans, animals and the environment.

A.I.S.E. has been carefully following developments on biocides following the publication of a proposal by the European Commission on 12 June 2009 for a Regulation concerning the placing on the market and use of Biocidal Products (COM (2009) 267). The Regulation will replace the Biocidal Products Directive, be directly applicable in all member states and is envisaged to come into force in 2013.

The proposal aims to improve the existing regulatory framework while maintaining a high level of protection for the environment and human health. It recommends introducing new criteria to prevent the use of the most hazardous active substances, and replacing them with safer alternatives wherever possible. A.I.S.E. welcomes the revision of the Biocidal Products Directive and forthcoming Regulation which will establish a harmonised regulatory framework for biocidal products across Europe.

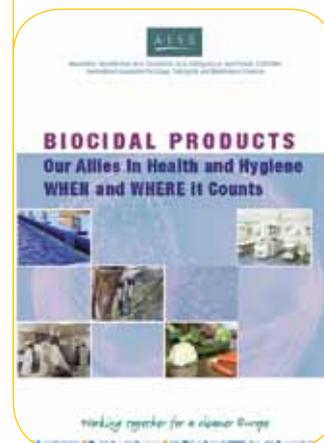
### A.I.S.E.'s six priorities on the Revision of the Biocidal Products Directive

1. Access for all products to the centralised procedure
2. Full recognition and implementation of frame formulations
3. Simplification of authorisation procedures
4. Research & development: appropriate procedures which encourage innovation
5. Workable provisions for treated articles and materials consistent with other existing legislation
6. Exclusion criteria based on science and allowing risk benefit

The benefits of biocides are numerous. They help to maintain health and hygiene:

1. In the home and in public places
2. In hospitals
3. In the food and beverage industry
4. For consumer safety
5. For animal welfare
6. For household insect control

Further details can be found in the A.I.S.E. publication illustrated below. This is available for downloading in 7 languages from [www.aise.eu](http://www.aise.eu)



## Sodium Hypochlorite

Sodium Hypochlorite is used in bleaching and disinfectant products to deliver unique benefits in terms of hygiene and health. Whilst hypochlorite-based products are purposely formulated to perform effectively, producers always develop them with respect for user and environmental safety.

The environmental reclassification of Sodium Hypochlorite under the Classification, Labelling and Packaging Regulation (CLP) will lead to products containing low concentrations of Sodium Hypochlorite being potentially classified and labelled as 'dangerous for the environment'.

The EU Risk Assessment on Sodium Hypochlorite conducted under Regulation EEC 793/93 concluded that this substance is safe for human health and the environment in all its current uses. Moreover, A.I.S.E. organised an exchange of views between some Member States and industry experts (A.I.S.E./Eurochlor) to review ecotoxicity data available on Sodium Hypochlorite and mixtures containing it. No conclusion has yet been reached although it may have a direct impact on the classification threshold for mixtures containing it, which has further consequences for A.I.S.E. members due to related downstream legislation (e.g. Seveso Directive). A.I.S.E. and the National Associations are engaged in discussions with authorities both at national and EU level with the objective of achieving, to the extent possible, an EU harmonised opinion on A.I.S.E. data and proposal for classifying mixtures containing Sodium Hypochlorite. Sodium Hypochlorite will also be evaluated under the Biocidal Products Directive.

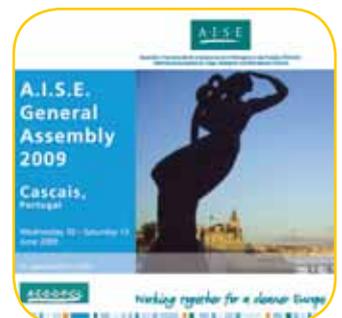
## 3. COMMUNICATING TO MEMBERS AND EXTERNAL AUDIENCES

Communicating A.I.S.E. activities and developments to external audiences and members along the year is important to the association. A.I.S.E. does this by attending conferences as guest speaker, hosting and attending events, meeting with members and developing publications or websites. Here is a summary of the main activities that took place in 2009-mid 2010.

### Internal communication events

Beyond the various committees such as the National Associations Committee, Management Committee, Board and obviously, the various Working Groups active in A.I.S.E, the General Assembly is an opportunity for all members to gather together in order to discuss topical issues, share views on optimal implementation, possible challenges and plan out future projects.

The **2009 A.I.S.E. General Assembly** was hosted by the Portuguese National Association, A.I.S.D.P.C.L., in Portugal. The three-day event took place in Cascais near Lisbon. As in previous years, the General Assembly included an Open Forum. The theme focused on 'The role for industry during times of economic and environmental challenges'.



A broad range of speakers, including representatives from the European Commission, Member States' ministries, and specialists provided tips and

an insight on how to manage business and maintain sustainable business procedures in challenging times. There was also a technical workshop which provided members with an update of A.I.S.E. voluntary initiatives: Charter for Sustainable Cleaning, Cleanright and regulatory developments: GHS and the Detergents Regulation. A special working session for members was dedicated to REACH.



Gwenolé Cozigou, Director DG Industry and Entrepreneurship at the A.I.S.E. General Assembly

From 22-23 March 2010, the **A.I.S.E. Small and Medium sized Enterprises Steering Group** met in Italy. The first day was taken up with a site visit to Sutter Industries followed by a meeting to discuss the future activities and organisation of the A.I.S.E. SME Steering Group. The following day was an opportunity for the SME group to meet with Italian National Association Board Members and share views on SME priorities.

## External communication, congresses and fairs

The **first Helsinki Chemicals Forum**, took place from 27-29 May 2009 and was an opportunity for stakeholders from the chemicals industry to network and to learn about as well as to discuss emerging and future issues for chemicals. Organised by the Chemicals Forum Association, with various supporting partners, the themes for the panel sessions at the conference focused on sustainability, safety, consumers and chemistry as well as innovation. A.I.S.E. President Hans Bender was invited to participate in one of the conference panels on "Chemistry and Consumers" where he provided an overview of activities carried out by A.I.S.E. Stefano Soro, DG SANCO, European Commission also participated in the same panel session and as part of his speech, welcomed industry initiatives such as Washright and Cleanright.



### Cefic welcomes new MEP Assistants

On the 11 September 2009, Cefic organised an event welcoming the new MEP assistants to the Brussels arena. A.I.S.E. attended the event as an Associate member to Cefic. Cleanright.eu was promoted as an interesting way to get to know more about the chemical and the detergent industry sector.

### The 2<sup>nd</sup> Annual Cleaning products Europe conference

took place in Brussels from 29 September - 1 October 2009 and was aimed essentially at industry audiences. The conference provided participants with an insight into how industry leaders are approaching sustainability. A.I.S.E. participated as a speaker at the session 'Market Analysis: trends, drivers and industry initiatives' where an overview of A.I.S.E.'s voluntary initiatives on sustainable production and consumption was presented.

### The 56<sup>th</sup> SEPAWA Congress

took place in Würzburg, Germany in October 2009. It was attended by approx. 1,500 visitors. A.I.S.E. attended as an exhibitor. Visitors to the A.I.S.E. stand were particularly interested in REACH and the A.I.S.E. voluntary industry initiatives. SEPAWA 2010 will change venue from Würzburg to Fulda, Germany.

The **A.I.S.E. 6<sup>th</sup> Information Day** took place on 2 December 2009 in Brussels and focused on 'Sustainability across the cleaning system: best practice and latest developments.' This event takes place once a year and is an opportunity for A.I.S.E. to share progress on its activities with stakeholders. Speakers at the event included European Commission officials, Members of the European Parliament, NGOs and retailers. During the event A.I.S.E. announced three further significant steps in its efforts to encourage sustainable production and consumption: firstly its vision for the Charter 2010, secondly the extension of the Cleanright website to a further 4 languages, and finally the development of a Laundry Sustainability Project for household liquid detergents.



From left to right: MEP Sirpa Pietikäinen, Finland ; representative from Swedish Ministry for Environment Elisabet Falemo ; A.I.S.E. DG, Susanne Zänker ; European Commission, DG Environment, Pavel Misiga



Luigi Meli (CECED), Sergio Salvador (European Commission), Susanne Zänker (A.I.S.E.), Andy Fisk (P&G)

### EU Sustainable Energy Week 2010

A.I.S.E. along with CECED, the household domestic appliance association, was selected to participate in the EU Sustainable Energy Week, which took place in Brussels from 22-26 March 2010 under the leadership of the European Commission and the European Agency for Competitiveness and Innovation (EACI). The joint conference entitled 'Smart Cities need Smart Consumers: changing consumer behaviour in the home', was attended by 150 participants and focused on EU policy vis-à-vis energy efficiency. The role and benefits of voluntary industry initiatives in the detergents industry and the potential of smart technology developed by the household appliance industry were highlighted. The speakers participating in the event included experts from the European Commission, industry, retail, and a consumer organisation. This first joint event was welcomed by the audience.



## External and international relations

A.I.S.E. has continued to be proactive in forging closer links with sister associations from around the globe, as well as reaching common positions on issues of mutual interest. Representatives from the detergents association in Japan, Canada, the USA, Australia and Brazil regularly attend the A.I.S.E. General Assembly. In January 2009 and 2010, A.I.S.E. was represented at the annual meeting of the US Soap and Detergent Association (SDA) Convention by Susanne Zänker who presented an overview of A.I.S.E. activities to participants. SDA has recently changed its name to the American Cleaning Institute (ACI).

In efforts to raise its profile on the international arena with regards to chemicals management, A.I.S.E., together with its sister associations, namely ACI (USA), JSDA (Japan), ACCORD (Australia), CSPA (USA), CCSPA (Canada), and ABIPLA (Brazil), attended the **Second International Conference on Chemicals Management (SAICM)** event as a member of the International Network for Cleaning Products Association (INCPA). Apart from exhibiting information on its activities, A.I.S.E. also made an intervention at one of the International Conference



Sylvie Lemoine, A.I.S.E. intervenes at the SAICM event, Geneva



INCPA Exhibition at SAICM

on Chemicals Management (ICCM) workshops where it briefly covered the industry's position on GHS and REACH as downstream users of chemicals.

The SAICM was developed by a multi-stakeholder and multi-sectoral Preparatory Committee. It supports the achievement of the goal agreed at the 2002 Johannesburg World Summit on Sustainable Development of ensuring that by 2020 chemicals are produced and used in ways that minimise significant adverse impacts on the environment and human health. Progress on the implementation of SAICM was reviewed at the second session of the International Conference on Chemicals Management, ICCM held in Geneva, Switzerland from 11-15 May 2009.



## PART TWO

# SUSTAINABILITY REPORT

The soaps, detergents and maintenance products industry has had a long-standing commitment in addressing the Sustainable Development agenda. In the last decade voluntary initiatives led by A.I.S.E. have aimed to further promote human and environmental safety as well as steer industry towards sustainable production and consumption. The principal expression of this commitment has been the A.I.S.E. Charter for Sustainable Cleaning (the "Charter") which was rolled out as from 2005<sup>1</sup> in all EU 27 countries plus Iceland, Norway, and Switzerland. It covers all product categories of the industry, whether in the household or industrial and institutional sectors.

The Charter voluntary initiative is a life-cycle-based framework for promoting a common industry approach to sustainability improvement and reporting.

Companies that sign up to the Charter commit to:

- embrace a policy of continual improvement at the manufacturing level
- be independently verified on their sustainability procedures
- report annually on their performance under a series of Key Performance Indicators (KPIs).

In recognition of the commitment, companies may use the Charter logo on pack.

As at May 2010, A.I.S.E. is proud to count 108 companies committed to the Charter. This covers more than 80% of the production in Europe! In this 2009-2010 Activity and Sustainability Report, A.I.S.E. provides the outcome of the 5<sup>th</sup> KPI reporting round which delivers progress on 10 KPIs. Furthermore, in this report, A.I.S.E. is glad to provide details of the proposed upgrade of the Charter for Sustainable Cleaning which is due to be launched in the course of 2010.

<sup>1</sup> The Charter was announced at EU level by A.I.S.E. in December 2004; it was then rolled out across Europe from March 2005 onwards.

# 1.

## CHARTER 2005: KEY FEATURES

The A.I.S.E. Charter for Sustainable Cleaning ('the Charter') was launched in 2005 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 on sustainability practices and reporting.

It is open to all companies, whether a member or non-member of A.I.S.E., and whether manufacturing, distributing, or placing on the market soaps, detergents, maintenance products or cleaning systems, either for household or industrial/institutional use. It is relevant both to manufacturing companies placing products directly on the market as well to retailers and distributors wishing to apply the Charter to private label products.

The Charter consists of a set of eleven Charter Sustainability Procedures (CSPs) which companies implement in their management systems. Six are 'essential' CSPs which have to be applied to a minimum of 50% of the production. This commitment has to be checked by an independent external verifier during the Charter Entrance Check. The other five CSPs, which are 'additional', have to be added for the first re-verification after joining the Charter and for subsequent three-yearly re-verifications.

Manufacturers join as 'Ordinary Members' and go through the Entrance Check. Retailers and distributors join as 'Associate Members' and do not have to pass an Entrance Check but do have to commit to the rules of the scheme.

Once the criteria are met and verified, companies are entitled to use the appropriate Charter logo. This logo currently 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.

The Charter requires companies who commit to the scheme to report to A.I.S.E. on ten Key Performance Indicators (KPIs)

## Case Study from Charter Member, the Solent Group

*"It was easy to follow the Charter CSP training tool and it demonstrated what we had to do in order to prepare all necessary information. The tool provides companies in the training area with plenty of guidelines and support which allowed us to effectively prepare for the Charter Entrance Check."*

Solent Group was established in 2001 and employs over 100 people. The SME is specialised in the production of private label household cleaning products for the UK market. The company became aware of the Charter from other Charter member companies who display the Charter logo on their cleaning products.

In addition, it was also informed about the scheme by the UK Cleaning Products Industry Association UKCPI. With customers' interests at heart, Solent registered for the Charter training area in spring 2009 and became an ordinary Charter member in early 2010. Solent has already received positive feedback from customers on their Charter membership.

Through the Charter membership, Solent wants to demonstrate the environmental credentials of their products while at the same time conveying to consumers their commitment to sustainability.

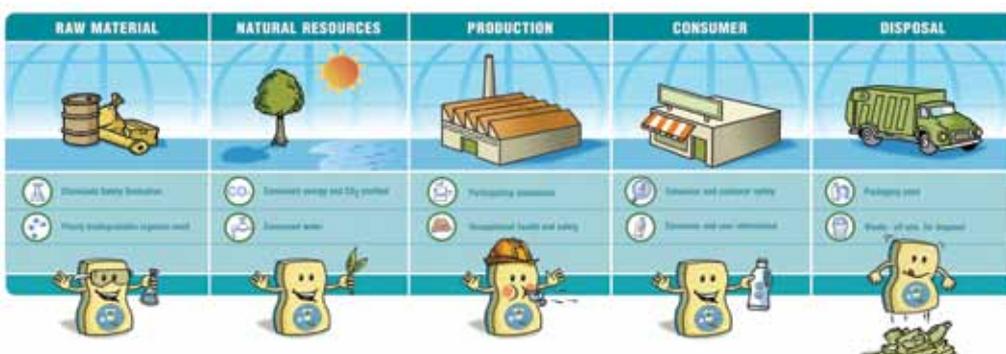


which are specifically linked to the Charter Sustainability Procedures. These are collected and aggregated by Deloitte (see Annex 1); the results of the KPI reporting are published annually in this Activity & Sustainability Report, and demonstrate the progress of the whole industry sector on a European level. Progress on each of the KPIs is discussed in pages 18-21 of this report.

# 2.

## A SUCCESSFUL COMMITMENT

Since its initial launch, the A.I.S.E. Charter for Sustainable Cleaning has seen a steady and constant rise in the number of member companies – whether ordinary ('manufacturers'), or associate ('distributors') members. As at May 2010, A.I.S.E. counts 108 companies covering 80% of the market in Europe! The list aside provides the names and characteristics of those companies. Given the regular uptake by new companies to the scheme, the list of member companies is being updated on a regular basis (and accessible from [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)).



The Charter covers - across the whole life cycle of the products - a wide variety of activities and initiatives ranging from the human and environmental safety of chemicals and products to ecoefficiency, occupational health and safety, resource use and consumer information.

## List of companies committed to the Charter (as at May 2010)

Company	Ordinary Member	Associate Member	HH	I&I	Company	Ordinary Member	Associate Member	HH	I&I
AC Marca*	X		X		Madel*	X		X	
Action Pin*	X		X	X	Mantz airmotions*	X		X	
Afalin*	X		X	X	Marks & Spencer		X	X	
Alco		X		X	Mc Bride*	X		X	
Aldi Nord		X	X		Mercadona		X	X	
Aldi Süd		X	X		Mifa*	X		X	
Alpheios		X		X	Miquel Alimentacio Grup		X	X	
Amway*	X		X	X	Modelo Continente		X	X	
Argos		X	X		Morrisons		X	X	
AVT*	X		X	X	Müller		X	X	
Bennet		X	X		Musgrave Retail Partners		X	X	
Beromin Chemie*	X		X		Nice Pak*	X		X	X
Bolton Manitoba*	X		X	X	Nisa		X	X	
Brauns Heitmann*	X		X		O'Lacy		X	X	
Budich International*	X		X	X	Pantos		X	X	
Burnus		X	X		Persan*	X		X	
Caprabo		X	X		Pizzolotto	X		X	X
Carrefour		X	X		Plus Retail		X	X	
Coldis		X	X		Powder and Liquid Products Ltd.		X	X	
Colgate Palmolive*	X		X		Procter & Gamble*	X		X	X
Condis		X	X		Productos Codina*	X		X	X
Dalli-Werke*	X		X		Promer*	X		X	X
danlind*	X		X	X	ReckittBenckiser*	X		X	
Deco*	X		X	X	Relevi*	X		X	
delta pronatura*	X		X		Rewe		X	X	
Despar Italia Consorzio		X	X		Rossmann		X	X	
Detailconsult		X	X		Saci*	X		X	
Diversey*	X			X	Sainsbury's		X	X	
dm-drogerie markt		X	X		Sara Lee*	X		X	
domal wittol*	X		X	X	SC Johnson*	X		X	
Donau Kanol*	X		X	X	Scamark		X	X	
Dr. Schnell Chemie*	X		X		Schlecker		X	X	
Dr. Schumacher*	X		X	X	Senzora*	X		X	X
Dr. Weigert Nederland		X		X	Solent Group	X		X	
Dreco*	X		X	X	Somerfield		X	X	
Ecolab*	X			X	SPB*	X		X	X
Esselunga		X	X		Sucitesa*	X			X
Eurospin Italia		X	X		Südsalz*	X		X	
Facicom Professional Products		X		X	Superunie		X	X	
Feucht Hygiene Werk*	X		X		Sutter*	X		X	X
Francisco Aragon*	X		X		Swallowfield	X		X	
Gallon-Kosmetik*	X		X	X	Swif*	X		X	
Gechem*	X		X	X	Système U		X	X	
Global Cosmed*	X		X		Tesco		X	X	
Grupo Forquisa*	X		X	X	Thurn Produkte*	X		X	
Helichem*	X		X	X	Unilever*	X		X	
Henkel*	X		X		Universeel		X	X	
I.C.E. FOR*	X		X	X	Van Dam Bodegraven*	X		X	X
Jeyes*	X		X	X	Vandeputte*	X		X	X
Jumbo Supermarkten		X	X		Walter Bösch		X		X
Kaiser's Tengelmann		X	X		Waschmittelwerk Genthin		X	X	
KH Lloreda*	X		X	X	Werner & Mertz*	X		X	X
KiiltoClean Oy*	X		X	X	Wola		X	X	
Lidl		X	X						
Luhns*	X		X						

# 3.

## THE CHARTER: A LIVING SCHEME

From the outset, the Charter has been seen as a living scheme, with a broad commitment to update it regularly.

*Through regular upgrades of the Charter, A.I.S.E. aims to offer the most advanced sustainability assurance scheme for promoting best practices within the industry using LCA and scientific data as a basis.*



The new Charter 2010 training area will be available for companies from 1 July 2010 via [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)

### The Charter 2010 upgrade

Work on the first major upgrade has been given added priority following the publication in July 2008 of the EU European Commission's own SCP/SIP Action Plan (see Part One). Therefore, as well as reviewing the current operation of the Charter it was felt important to ensure that its overall objectives correlated with the EU European Commission's Action Plan objectives.

The major change being proposed in Charter 2010 is to introduce a **product dimension** called **Advanced Sustainability Profile (ASP)**. This addition follows the feedback gained from stakeholder consultation and fits very well with the overall objectives of the SCP/SIP Action Plan, and particularly in the spirit of the Ecodesign Directive.

At present, use of the Charter logo on pack signifies that the product is manufactured by a company committed under the Charter to continual improvement in sustainability across a wide range of manufacturing parameters. Under the **product dimension**, an enhanced version of the logo will indicate to consumers that the product is not only manufactured by a Charter Member but also meets specific advanced sustainability characteristics.

Drafting the Charter review was the task of the A.I.S.E. Sustainability Steering Group, working with several industry experts and in close liaison with the main A.I.S.E. decision bodies. It was also subject to 3 specific consultations with industry members during 2009/2010 on the overall principles of the proposal and on the specific components of the product dimension.

The announcement of this first major revision as 'Charter 2010' was made on the occasion

of the A.I.S.E. Information Day on 2nd December 2009 and it will be launched in the course of 2010. The proposal for Charter 2010 does not put an end to Charter 2005. Transition elements for companies currently in Charter 2005 for Charter 2010 have been anticipated and are available. The elements below provide the reader with a brief overview of the Charter 2010 principles and components. *All details can be accessed from [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)*

### Summary of Charter 2010 key features:

- 1) Revisions to some of the existing Charter Sustainability Procedures (CSPs), and addition of one new one (on internal target setting).
- 2) Creation of a system of equivalences between the CSPs and ISO and certain other standards in order to avoid duplication between the Charter verification process and regular company audits.
- 3) Companies applying for the Charter must ensure that at least 75% of their production output meet the Charter Sustainability Procedures.
- 4) Development of the product dimension through the addition of Advanced Sustainability Profiles (ASPs) for product categories, enabling companies to give a sustainability assurance for individual products, with a distinctive Charter 2010 ASP logo; compliance to those ASPs would remain voluntary but will be strongly encouraged when committing to Charter 2010. Only products fulfilling the respective ASP criteria would be able to use the Charter 2010 ASP logo.
- 5) Extension of the range of information recommended for consumers and end-users.
- 6) Addition of a Key Performance Indicator relating to the proportion of ASP rated products and refined reporting criteria for current KPI.

## A key component of Charter 2010: the product dimension

The main new feature in the Charter 2010 scheme which differentiates it from Charter 2005 is the creation of a set of product category-specific criteria called Advanced Sustainability Profile (ASP) which can be applied on a case by case basis. ASPs are being developed per product category. They describe the product group characteristics which the industry consider to represent an advanced sustainability profile that is ambitious but reasonably achievable by all.

The objective of the Charter 2010 is to continue addressing the whole industry and steer best practice for the whole market. The methodology used to assess which parameters are relevant per product category is based on Life Cycle Analysis.

It is on that basis that A.I.S.E. and its experts gather scientific evidence and market knowledge, and ultimately, propose the relevant ASP parameters after consultation with a broad range of industry stakeholders. Random external verification will be organised in order to secure control of the system.

## Adequate transition foreseen

At the opening date, the first product categories benefitting from ASPs are: household laundry detergents (liquid, powder) and fabric conditioners. Other product categories will follow progressively.

Charter 2010 is an entire upgraded version of Charter 2005, not just a set of additional measures. The overall aim is to encourage companies to migrate to Charter 2010 while safeguarding the rights and commitments contained in Charter 2005.

### Advanced Sustainability Profiles are being developed per product category; they address relevant life cycle parameters such as:

- Ingredients safety
- Product concentration
- Packaging
- Energy efficiency (when applicable)
- Consumer and customer 'best use information'
- Disposal

Companies which are Ordinary or Associate Members of Charter 2005 will have the right to upgrade to Charter 2010 at any time after Charter 2010 has been opened. They will need to do so as soon as they wish to take advantage of the ASP system. For those companies signing the revised commitment letter, a one-year transition period from the date when they commit to the new scheme will be granted to secure compliance with the upgrade entrance check requirements (see full details on [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)).

2005

### CSPs (CHARTER SUSTAINABILITY PROCEDURES)

#### Essential CSPs (for entrance check)

Raw material selection and safety evaluation

Resource Use Policy

Occupation 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

50% compliance for entrance check 75% after 3 years; 100% ultimately

### KPIs (KEY PERFORMANCE INDICATORS)

#### KPI main headings:

- Company participation
- Chemical safety evaluation
- Occupational health and safety
- Consumer and customer safety
- Consumer and user information
- Use of poorly biodegradable organics
- Consumed energy CO<sub>2</sub> emitted
- Consumed water
- Waste
- Packaging used

### LOGO



A "company" seal

2010

### IDEM

- + A system of "equivalences" vs ISO, EMAS etc
- + 1 additional CSP: Internal target setting
- + the development of a "product dimension" via ASP (Advanced Sustainability Profile)

+ Need for 75% compliance for entrance check; 100% ultimately

### IDEM

- + 1 additional KPI:
  - Percentage of production compliant with ASP



Charter 2010 will provide companies with 2 key logos: a "company" seal and a "company/product" seal

# 4.

## 2009 KPI PERFORMANCE

The performance data published in this fifth Sustainability Report is based on the fiscal year that ended in 2009. The data has been supplied by 59 companies compared to 45 companies in 2008, 33 companies in 2007, 19 companies in 2006 and 8 companies in 2005.

## KPI Data

KPI	REPORTING DATA	2005	2006	2007	2008
 Participating companies	Companies reporting data	8	19	33	45
	Number of the manufacturing sites covered by the Entrance Check in the Charter area	62	78	108	133
	% of Charter members' manufacturing sites in the Charter area covered by the Entrance Check	81.6%	78.8%	84.4%	88.7%
	Total production covered by the Entrance Check	7.3 m t	9.3 m t	10.5 m t	11.1 m t
	% of Charter members' total production in the Charter area covered by the Entrance Check	86.2 %	86.1 %	92.1 %	94.7 %
	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	9,700 m
	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	9,200 m
 Chemicals safety evaluation	% 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%	75.7%
 Occupational health and safety	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	0.90
 Consumer and customer safety	Number of care lines services offered in the countries of the Charter area	109	258	345	455
	Total consumer contacts registered in the Charter area	754,197	926,840	903,796	890,746
	% of the total consumer contacts that are classified as real or perceived health related calls	0.6 %	1.3 %	1.1 %	1.5 %
	% 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 %	2.6 %
 Consumer and user information	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	4,907 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	3,091 m
	Household washing machine laundry detergents units sold in the Charter area carrying the "washright" panel	361 m	444 m	935 m	1,090 m
	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	22.1 kg/t
 Consumed energy and CO <sub>2</sub> emitted*	GJ of energy consumed per tonne of production	1.34 GJ/t	1.09 GJ/t	1.10 GJ/t	1.05 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	64.3 kg/t
 Consumed water*	m <sup>3</sup> of water (potable and non potable) consumed per tonne of production	1.60 m <sup>3</sup> /t	1.44 m <sup>3</sup> /t	1.47 m <sup>3</sup> /t	1.59 m <sup>3</sup> /t
	 Waste*	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	4.1 kg/t
 Packaging used*	kg of packaging material purchased per tonne of production	78.0 kg/t	92.7 kg/t	88.6 kg/t	84.6 kg/t

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

## KPI Commentary

2009
59
152
89.9%
11.1 m t
95.7%
10,200 m
9,800 m
74.7%
0.98
545
873,380
1.3%
2.8%
5,757 m
3,618 m
1,112 m
27.2 kg/t
1.03 GJ/t
60.9 kg/t
1.49 m <sup>3</sup> /t
12.4 kg/t
3.7 kg/t
91.3 kg/t

### Introduction

The Key Performance Indicators (KPIs) shown in the table opposite include the results for 2009 alongside those for earlier years.

Data are submitted by those companies which were Ordinary Members of the Charter as at 31st December in each year. They report their results for their own twelve month financial or sustainability reporting periods ending during the year.

Associate Members, which are predominantly distributors and retailers placing products on the market under their own labels, do not normally report KPI data but contribute any relevant information to the reports by the Ordinary Members which manufacture their products.

The data are subject to an independent verification process conducted by the international audit firm SGS and managed by Deloitte management consulting (see Annexes 2 and 5).

### 'Charter Area'

The term 'Charter Area' in this report refers to the EU 27 member states as at 31 December 2009, plus Iceland, Norway and Switzerland.

The total is 30 countries.

### Charter footprint

There was a further significant increase in the number of companies reporting this year. In the previous year there were 45 companies; for this report the number increased to 59. This number refers to the headquarters of Ordinary

Member companies signing up to the Charter. In terms of manufacturing sites included in the reporting, the total increased from 133 to 152. Expressed in terms of operating entities of all the Ordinary Members in each country, including sales offices, the total at December 2009 was 612. This means the KPIs now cover in excess of 80% of all household, cleaning and maintenance production in the Charter Area.

There was also an increase in the number of Associate Members joining the Charter during 2009, from 32 to 40. This trend confirms the continuing support of retailers, distributors and importers for the industry's drive to improve sustainability.

### Comparability

As mentioned in earlier years, the steady increase in the reporting base means that direct data comparisons between the years, especially the earlier years, should be made with care.

For example there were only 19 companies reporting in 2006 compared with 59 this year. The majority of companies joining in 2007 or afterwards were smaller companies typically operating in just two or three member states. These smaller companies tend to have manufacturing profiles which differ from the multinationals, and as a consequence there can be increases or decreases in the overall KPI results which reflect such differences to a greater extent than any underlying change in performance.

Nevertheless, from 2007 onwards year-on-year comparisons can be considered broadly valid. In the commentary that follows, like-for-like comparisons which exclude the effect of companies reporting for the first time this year are provided wherever they are felt to give a better view of the trend than the headline year-on-year change.

### Industrial and institutional companies

Representation of the Industrial & Institutional (I&I) market is still less than the consumer market, and KPIs specific to this sector remain too limited to be meaningful but they may become reportable next year.

### Multinationals and SMEs

Some clear underlying differences in performance emerge between the large multinational companies and the small and medium enterprises. These differences are not visible in the data as presented because all the figures are aggregated. Consideration is being given to whether an analysis of the differences should be provided in future years.

## 2009 KPI HIGHLIGHTS

### Charter participation

The total production tonnage directly covered by the Charter was 11.1 million tonnes, or 96% of total production, unchanged against 2008

### Energy consumption

Total energy consumed per tonne of production fell by -1.1%.

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

Emissions of CO<sub>2</sub>, at 60.9 kg per tonne of production, declined by -5.2% reflecting a shift in the energy consumption mix as well as an absolute energy saving.

### On-pack consumer advice

The number of consumer packs carrying at least two voluntary standard safe use icons rose to 57% of all products sold by Charter Members

### Careline services

The number of consumer advice lines offered in the Charter area rose to 545, an increase of +20%

### Real or perceived health issues

The number of consumer calls received concerning real or perceived health issues, such as skin irritation, fell to 1.3% of all calls.

## Tonnage production

In terms of the total production to which these KPI results apply, the reported tonnage was unchanged at 11.1mt. This represented 95.7% of all output of Charter members compared with 94.7% last year. On a like-for-like basis (comparing the results from all 45 companies which reported in 2008 with the same 45 companies in 2009), there was a decline of about 0.2 mt, but this was fully offset by the tonnage of the 14 additional companies reporting for the first time this year.

## Consumer unit sales

There was an increase +4.7% in the number of consumer units sold despite the stable overall output tonnage. This underlines the fall in the average number of people per household in the EU and the consequent increase in the number of smaller households. Small households tend to purchase smaller pack sizes. Compaction may be another explaining factor.

## Chemical safety evaluation



Overall, the proportion of chemicals covered by full HERA risk assessment eased slightly from 75.7% to 74.7%. On a like-for-like basis there was no real change, reflecting the fact that no new assessments were published during the year. However in the case of the companies reporting for the first time this year the proportion was around 40%, causing the slight decline in the overall figure. This reflects the fact

that HERA assessments cover the main high volume chemicals whereas the new companies joining the Charter are increasingly the users of low volume speciality chemicals.

All chemicals used in the industry have recognised safety approvals, but 'safety evaluation' in the context of the Charter refers to full voluntary human and environmental risk assessments.



## Occupational health and safety

The average number of accidents per 100,000 hours worked during 2009 was 0.98 against 0.90 in the previous year. The reason for the rise was wholly attributable to the inclusion of the 14 additional reporting companies in 2009. These 14 companies had an average rate of 2.43. Overall, it continues to be a good performance, below the typical rate of 2.0 for all manufacturing industries and 1.0 for the chemical industry.



## Consumer health and safety

The number of consumer contacts classified as real or perceived health-related enquiries, as a proportion of all contacts, was 1.3% compared with 1.5% in 2007. This does not represent a material change, and remains well within the expected 1% to 2% range. The number of general enquiries about product safety was slightly up at 2.8% of all contacts, or 2.5 per million units sold.

## Consumer response services

There was a further increase of +20% in the number of dedicated consumer care lines or response services operated in the Charter Area from 455 to 545. The increase was entirely attributable to the additional companies reporting this year. There was a small decline in the total of consumer contacts registered, which, taken with the increase in the number of units sold, resulted in a reduction from 97 to 89 contacts per million units. There has been a steady trend downwards reflecting the wider use of on-pack and website consumer information.

## Consumer and user information



The number of units sold in the Charter Area bearing two or more A.I.S.E. safe use icons rose to 5.7 billion, or 57% of all consumer products sold by the Charter members. This is a year-on-year increase of +17%. Usage of the 'Washright' on-pack information panel on laundry detergent packs, encouraging sustainability at the consumer use stage, increased slightly to just over 1.1 billion units.

Companies committed to the Save Energy & Water 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 2009, the report, based on data from 9 companies, indicates that by the end of 2009 79 % of the total ADW Stock Keeping Units

(SKUs) placed by companies committed on the market carried the SEW Trade Mark.

## Poorly biodegradable organics



Charter members report total purchases of chemicals specified on a published A.I.S.E. list of 'poorly bio-degradable organics' (as defined in Annex III of the KPI Detailed Explanation), as a proportion of total chemicals purchased.

Last year's reduction from 2.5% to 2.2% was reversed with an increase to 2.7%. No clear trend has emerged over the past four years, and some further analysis will be done to try to establish the dynamic underlying these figures.

## Energy consumed



Overall there was in a reduction of -1.1% in total energy consumed by the Charter members. The underlying reduction was approximately -3.7%, demonstrating successful efforts to reduce consumption relative to tonnage. The difference between the two figures arises from the higher average energy consumption of the companies reporting this year for the first time, at 1.7GJ per tone of production compared with 1.0GJ for the companies reporting in 2008.

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

CO<sub>2</sub> emissions fell -5.2%, from 64.3 kg per tonne to 60.9 kg per tonne. The like-for-like decline is closer to -4%, the overall figure being helped by a lower average emission rate among the companies reporting for the first time. The match with total energy consumed is not exact due to the fact that CO<sub>2</sub> emissions are variable depending on the mix of fuel used to generate energy, but there has undoubtedly been a general shift towards lower CO<sub>2</sub> energy sources. The four-year reduction in CO<sub>2</sub> emissions is around -8%.

## Consumed water



Total water consumed during manufacturing decreased slightly to just under 1.5 m<sup>3</sup> per tonne of production, which is close to the four year average. 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 12.4 kg per tonne of production compared with 10.8 kg per tonne in 2008, a year-on-year increase of +15%, but below the figure for 2006. The rate of waste generation appears to be stable in the range 10 kg to 13 kg per tonne. These figures are heavily affected by site closures which generate a one-off increases in waste as a consequence of de-commissioning.

## Hazardous waste



Contrary to the overall waste figure, there was a decline in hazardous waste sent off site to 3.7kg per tonne of production. The four-year average is 4.0 kg.

## Packaging used

There was an increase in total packaging used from 84.6 kg per tonne of production to 91.3 kg per tonne, in contrast to a decrease in the previous year. Since 2006 the trend had been downwards, but this year's increase is thought to reflect the rapid progress of compacted products.

Compaction reduces the absolute quantity of packaging required but the smaller pack dimensions result in a greater weight of packaging relative to the weight of contents. When expressed in grams of packaging per wash or dose, the trend is likely to be more clearly downward, and further analysis will be done to bring more accuracy to the picture.

# CHARTER ANNEXES

## Annex 1 Charter Annex on methodology and quality of data

### 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 2 The verifiers' role

One key element of the Charter system is the external and independent verification of the adequate implementation by companies of the Charter Sustainability Procedures (CSPs).

A preliminary condition for a manufacturing company to join the Charter is indeed to first gain assurance - through the organisation of an external visit by an independent verifier - that the company does have the required processes/CSPs in place, under control as well as adequately applied.

This assurance is organised through the 'Charter entrance check', and the verification process is designed to follow a well-defined path and directs attention to those critical sustainability elements. All requirements under the CSPs are then duly rated and recorded by the independent verifier via a secured website called the 'Charter extranet'. Such verifications form an integral part of the Charter as they are conducted every three years in the company (these are the 'additional CSP checks').

Through the Charter extranet, A.I.S.E. provides training modules for the companies to test themselves their performance prior to the actual verification procedures.

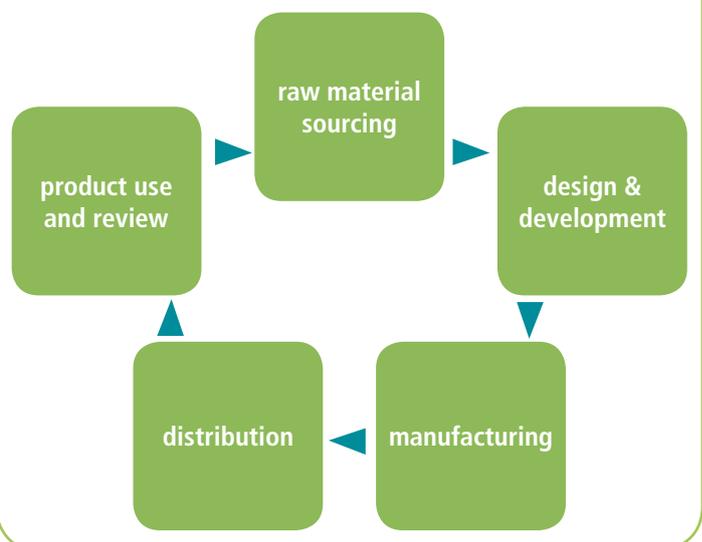
Safeguards are built in the Charter extranet, which is used to record company details and compliance levels during the check. These safeguards ensure that neither the verifier, nor A.I.S.E., can be influenced whilst the check is being carried out.

### Accredited Verifiers for the Entrance Check (as at June 2010)

Aenor, Bureau Veritas Certification, Certiquality, DQS, Dr. W. Bethäuser, DS Certificering, Happy Note, JJD Consultant, Lloyd's Register, OFC, Quality Masters, SGS, Two Tomorrows group, Umweltgutachter H. von Knobelsdorff, URS Verification.

This list can be expanded given that new verifiers will be regularly added.

### Phases of the product life-cycle



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

# Annex 3

## Equivalent elements of Charter Sustainability Procedures and ISO 9001, ISO 14001/EMAS and BS OHSAS 18001

A number of schemes exist with regard to quality management or environmental management systems, such as ISO 9001, ISO 14001/EMAS and BS OHSAS 18001. However, those are common to any industry sector.

Within the Charter system, a tailored approach to quality/environmental management schemes is proposed for the detergent and maintenance products sector. However, it is also proposed that as from the launch of Charter 2010, where companies are already certified annually under ISO 9001, ISO 14001/EMAS and BS OHSAS 18001, there is a system of "equivalences" or "synergies" in place.

This principle is based on the assumption that for those Charter CSP control activities which are essentially the same as the relevant elements of the above standards, those can be regarded by the independent verifier as having been already verified.

The aim is to avoid duplication of company resources spent on audits. However, the CSPs include a number of additional or separate management controls which relate to wider sustainability considerations, tailored to the detergents and maintenance products sector.

The chart aside is intended to illustrate how the A.I.S.E. Charter for Sustainable Cleaning compares with three important established benchmarks: ISO 9001, ISO 14001/EMAS and BS OHSAS 18001. It does not attempt to show all the instances where the requirements of standards are more detailed than required by the Charter.

*Detailed guidance can be found on the Charter site: [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)*

## Charter sustainability procedures vs. ISO 9001, ISO 14001/EMAS AND BS OHSAS 18001

CSP	ISO 9001	ISO 14001/EMAS	BS OHSAS 18001
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)	●	●	●

- Standard fulfils the CSP (at least scoring level 3). (No actions needed)
- Standard could fulfil the CSP under certain conditions. (Easily adoptable, few efforts needed)
- Standard contains no requirements to fulfil the CSP. (Relatively easy to adopt, some actions needed)

Source: Analysis of Dr. W. Bethäuser, official Charter verifier

# Annex 4

Charter Annex on  
SGS statement

Complementary  
note from Deloitte.

**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. 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 raised a few minor issues in this 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 5th Sustainability Report. These data have not been audited by Deloitte.”

**SGS**

## ASSURANCE STATEMENT

### SGS UNITED KINGDOM LIMITED'S REPORT ON SUSTAINABILITY ACTIVITIES IN THE A.I.S.E SUSTAINABILITY REPORT FOR 2010

#### NATURE AND SCOPE THE VERIFICATION

SGS United Kingdom Limited 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 2010. 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 2010 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 Limited has not been involved in the preparation of any of the material included in the Sustainability Report 2010.

Our responsibility is to express an opinion on the KPI data collection methods used within the scope of verification set out below with the intention to inform all A.I.S.E stakeholders.

The verification 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:

AC Marca S.A., Spain  
Dalli Werke GmbH&Co.KG, Germany  
Dr. Schnell Chemie, Germany  
Helichem BV, Netherlands

Jeyes Group Ltd, UK  
MIFA AG, Switzerland  
Sara Lee Internacional, Spain  
Sutter Industries S.p.A, Italy

#### 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 undertaken, we are satisfied that the KPI data collection processes employed by the A.I.S.E charter members are well established and generally reliable and should be able to be applied consistently on a year on year basis. No significant deviations away from A.I.S.E's reporting guidelines were observed; the few minor deviations away from A.I.S.E's reporting guidelines observed were reported to both to 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 Limited

Pauline Earl  
Managing Director  
May 2010  
WWW.SGS.COM

# PART THREE

# A.I.S.E. MEMBERS AND CONTACTS

## 1.

**BOARD**  
(from 1 July 2010  
till 30 June 2011)



**Walter AULMANN**  
Ecolab



**Hans BENDER**  
(President)  
Procter & Gamble



**Otto BLODER**  
Both representing  
Bulgaria, Croatia,  
Czech Republic,  
Hungary, Poland,  
Romania, Russia,  
Serbia/ Montenegro,  
Slovak Republic,  
Slovenia



**Georg GRASSL**



**Paolo CAVALLO**  
(Vice-President)  
Reckitt Benckiser



**Rini CLAASSENS**  
Diversey



**Ana-Maria COURAS**  
(Vice-President)  
Portugal, Spain



**Alain DE CORDEMOY**  
France, Turkey



**Ad JESPERS**  
Sara Lee  
(till 31 Dec. 2010)



**Peter KARDORFF**  
Austria, Germany,  
Switzerland



**John KOOYMAN**  
Colgate-Palmolive



**Philip MALPASS**  
Ireland,  
United Kingdom



**Filippo MERONI**  
SC Johnson



**Thomas MÜLLER-KIRSCHBAUM**  
(Treasurer)  
Henkel



**Mike PARKINGTON**  
Unilever



**Wouter PFEIFER**  
Chairman of  
the National  
Associations  
Committee



**Luciano PIZZATO**  
Cyprus, Greece,  
Italy



**Juha SAARINEN**  
Denmark, Estonia,  
Latvia, Lithuania,  
Finland, Norway,  
Sweden



**Jozef SCHOEMAKER**  
Belgium,  
Luxembourg,  
The Netherlands



**Tim SEAMAN**  
McBride

## 2.

### MEMBERS

### Ordinary Company Members

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**PROCTER AND GAMBLE**  
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**RECKITT BENCKISER**  
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Tel: 39 02 844 752 51  
paolo.cavallo@reckittbenckiser.com

**SARA LEE (till 31 dec. 2010)**  
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NL-2500, AE DEN HAAG  
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# 3.

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## GLOSSARY

ACI	American Cleaning Institute	I&I	Institutional and Industrial (Products)
AFPSP	Air Fresheners Product Stewardship Programme	IA	Impact Assessment
ASP	Advanced Sustainable Profile	IAQ	Indoor Air Quality
BADI	Bulgarian Association of the Detergent Industry	ICPAIE	International Cleaning Products Associations Information Exchange
BEUC	European Consumers Organisation	IKW	Industrieverband Koerperpflege- und Waschmittel e. V (the German Cosmetic, Toiletry, Perfumery and Detergent Association).
BPD	Biocidal Products Directive 98/8/EC	INCPA	International Network for Cleaning products Association
BPR	Biocidal Products Regulation	IUCLID	International Uniform Chemical Information Database
CARACAL	Competent Authorities for REACH and CLP	JRC	Joint Research Centre
CAS	Chemical Abstracts Service	KPI	Key Performance Indicator
CECED	European Committee of Household Appliance Manufacturers	LCA	Life Cycle Analysis
CEFIC	European Chemical Industry Council	LCI	Life Cycle Inventory
CESIO	Comité Européen des Agents de Surfaces et leurs Intermédiaires Organiques	LSP	Laundry Sustainability Project
CHESAR	Chemical Safety Report	OJ	Official Journal
CLP	Classification, Labelling and Packaging	PCC	Poison Control Centre
CSA	Chemical Safety Assessment	PCE	European Chemical Bureau Department of Physical & Chemical Exposure
CSR	Chemical Safety Report	PEC	Predicted Environmental Concentration
CSP	Charter Sustainability Procedures	PEG	Partner Experts Group
DPD	Dangerous Preparations Directive	RA, RAR	Risk Assessment, Risk Assessment Report
DSD	Dangerous Substances Directive	RAC	Risk Assessment Committee (REACH and CLP)
DUCC	Downstream Users of Chemicals Co-Ordination Group	RCN	Risk Communication Network
EC	European Commission	REACH	Registration, Evaluation and Authorisation of Chemicals
ECHA	European Chemicals Agency	REACH-IT	REACH Information Technology
ECRN	European Chemicals Region Network	REACT	REACH Exposure Assessment Consumer Tool
EEB	European Environmental Bureau	SAICM	Strategic Approach to International Chemicals Management
EMAS	Eco-Management and Audit Scheme	SCHER	Scientific Committee on Health and Environmental Risks
ERASM	Environmental Risk Assessment and Management	SCP/SIP	EU Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy
ES	Exposure Scenario	SDS	Safety Data Sheet
ESC	Environmental Safety Check	SKW	Schweizerischer Kosmetik-und Waschmittelverband (the Swiss Cosmetic and Detergent Association)
EUEB	EU Eco-labelling Board	SME	Small and Medium Sized Enterprise
EUSES	European Union System for the Evaluation of Substances	WG	Working Group
FORUM	ECHA Forum on Enforcement (REACH) and CLP		
GHS	Global Harmonised System (for Classification and Labelling)		
GPP	Green Public Procurement		
HERA	Human & Environment Risk Assessment on Ingredients of Household Cleaning Products		



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*Working together for a cleaner Europe*

