



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



## A.I.S.E. 'SAVE ENERGY AND WATER' PROJECT

### Project Description

This document provides an overview of a new sustainability initiative launched by A.I.S.E. (the International Association for Soaps, Detergents and Maintenance Products), specifically addressed at automatic dish washing (ADW) detergents used for domestic dish washing in Europe.

This project is promoted by A.I.S.E. and will be implemented with the support of its local national associations.

### Introduction

Since its foundation in 1952, A.I.S.E. and its members have been committed to acting responsibly, in a consumer-oriented way – paying particular attention to the environment. A.I.S.E. and its national association members have always been proactive in engaging in dialogue with stakeholders at EU and national level to ensure that the industry's expertise is taken into account in the development of technical regulation. In recent years, A.I.S.E. has extended its process of dialogue with stakeholders to cover a broader range of activities related to sustainability – ensuring that meeting our current needs does not compromise the ability of future generations to meet their own needs.

A major step in the sustainable development agenda came in January 1997, when A.I.S.E. adopted its voluntary 'Code of Good Environmental Practice' ('the Code') for household laundry detergents. This program, endorsed by the European Commission in 1998, established targets for reductions in consumption of detergents, packaging, poorly biodegradable organic ingredients and energy. It was supported by the 'Washright' campaign, which was launched in 1999. Washright was a coordinated television, radio, press, internet public relations campaign with the aim of educating consumers about how best to wash clothes in a more environmentally sustainable manner. Washright information panels appeared on detergent packs across Europe, with promotional activities by laundry detergent companies and A.I.S.E. national associations.

The Code is being continued in Central and Eastern European countries currently through the Laundry Sustainability Project, which was launched in early 2006. It is expected that this new campaign will help to reduce the amount of detergent used in those countries by nearly 200 000 tonnes.

A.I.S.E. has also undertaken voluntary initiatives on risk assessment (the HERA project) and the handling of detergents (providing Safe Use Tips).

In 2004, A.I.S.E. launched a major voluntary initiative covering all of its product categories – the 'Charter for Sustainable Cleaning' – which covers the whole product life-cycle. Companies wishing to participate must meet specific criteria, all of which are independently verified. Further details can be found at [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com).

*Working together for a cleaner Europe*

## The new A.I.S.E. 'Save Energy and Water' project

A.I.S.E. and its national association members are now progressing another important sustainability initiative - the **A.I.S.E. 'Save Energy and Water' project**.

A.I.S.E. recognised that there was an opportunity to achieve sustainability benefits in the use phase of ADW (automatic dish washing) detergent - specifically through optimising the amount of energy and water used. Through this project, consumers who generally use higher temperature dish washing programs at present are encouraged to use lower temperature 50°C, 55°C and auto dish washing programs, where appropriate. This is a voluntary initiative which is freely open to all ADW product companies - whether from inside or outside the European region, and regardless of whether or not an individual company is or is not a member of A.I.S.E. or one of its national associations. Any company putting ADW products on the market in European countries is free to join.

Apart from the environmental benefits – where reduced energy consumption helps to reduce greenhouse gas emissions, which contribute to climate change, and reduced water use optimises the use of public water resources - a secondary benefit is reduced costs for consumers. If those people who currently use higher temperature programs switch to lower temperature programs, they will save money on household bills, because their energy and water usage will be reduced.

## The scope



The A.I.S.E. 'Save Energy and Water' project is specifically aimed at ADW detergents used for domestic dish washing and placed on the market in Europe (the EU-25, plus Norway, Iceland and Switzerland).

## The commitment

Each company joining the A.I.S.E. 'Save Energy and Water' project makes a formal commitment to take concrete and specific steps towards achieving the objectives of the project - which means communicating the message to consumers.

In particular, ADW detergent companies joining this initiative have made a commitment to encourage consumers to use 'Save Energy and Water' by:

- using the project icon on ADW product packaging and referring to the general website address ([www.saveenergyandwater.com](http://www.saveenergyandwater.com));
- promoting the project through information placed on the general project website
- organising other appropriate consumer communication based on materials provided by A.I.S.E. in the context of an industry communication plan;

- ensuring that its products which bear the project icon will perform satisfactorily under the project icon defined programs (specifically, 50°/55°/auto programs).

Any ADW detergent manufacturer who commits to join the project shall provide a written declaration to A.I.S.E, including assurance as to their appropriate use of the project icon. In return, the manufacturer will be licensed by A.I.S.E. to the appropriate use of the project icon (the 'Project Trade Mark'). The licensee will then be able to place the Project Trade Mark on packs, advertising and promotional material within a defined framework for their relevant ADW brands in the countries where they are implementing the project.

A.I.S.E. and its national associations, on behalf of the industry, will undertake to explain to governments, non-governmental organisations and consumers the background to the project and its benefits.

## The quantification of the benefits

The A.I.S.E. 'Save Energy and Water' project has the potential to deliver significant environmental benefits whilst enabling ADW detergent consumers to continue to obtain the same good performance that they have come to expect from these products. Reduced energy consumption helps to reduce greenhouse gas emissions, which contribute to climate change, and reduced water use optimises the use of public water resources.

If just half of the European households currently using higher temperature dish washing programs switch to energy saving programs, they could cut up to 388,000 tonnes of greenhouse gas emissions from annual energy use. They could also save up to 7000 million litres of water a year – enough for over 200 million showers (at moderate use rates)<sup>1</sup>.

The A.I.S.E. will collate information on the extent to which the project icon is placed on ADW product packaging across Europe, to monitor and demonstrate the implementation of the project.

Of course, it will not be possible to directly attribute changes in consumer behaviour to the use of the project icon on ADW product packaging, since other factors also influence consumers choice of automatic dish washing programs. However, it is hoped that the project will encourage consumers to use lower temperature 50°C, 55°C and auto dish washing programs, where appropriate.

## The timing

The project was formally launched at the A.I.S.E. General Assembly in June 2006, although it will be a number of months until a significant proportion of the dish washing detergents placed on the European market feature the icon.

Information about the initiative will be generally communicated from June 2006, following its official launch at the A.I.S.E. General Assembly in Oslo. The timing of this further communication is intended to allow a sufficient number of detergent product manufacturers to add the on-pack icon to a sufficient number of their product packs across Europe, before embarking upon more proactive communication initiatives. However, communication will be primarily via the on-pack icon. Synergies for communication with the ADW appliance industry will also be sought.

<sup>1</sup> Source: Anglian Water website ([www.anglianwater.co.uk](http://www.anglianwater.co.uk)), Welsh Water ([www.dwrcymru.co.uk](http://www.dwrcymru.co.uk)) stating that on average, a bath is 80 litres and a shower is 35 litres.

## Save Energy & Water project becomes an official Partner to the European Commission campaign Sustainable Energy Europe



### Sustainable Energy Europe 2005-2008

#### A European campaign to raise awareness and change the landscape of energy

An initiative of the European Commission, Directorate General for Energy and Transport

In September 2006, the A.I.S.E. Save Energy & Water project was recognised as an official Partner project to the European Commission campaign **Sustainable Energy Europe 2005-2008** [www.sustenergy.org](http://www.sustenergy.org). Set in the context of the EU's commitment to change the landscape of energy, Sustainable Energy Europe 2005-2008 has been launched for a period of four years and will contribute to the achievement of EU energy policy goals and targets in the fields of renewable energy sources, energy efficiency, clean transport and alternative fuels. The specific objectives of the Campaign are: to raise awareness of decision-makers at local, regional, national and European level; spread best-practice; ensure a strong level of public awareness, understanding and support; and, stimulate the necessary trends towards an increase in private investment in sustainable energy technologies and products.

One of the key instruments within the Sustainable Energy Europe Campaign over the next four years is the **Sustainable Energy Partnership**, designed to actively involve and promote a wide range of concrete and replicable sustainable energy projects and programmes that are able to provide results. By incorporating these initiatives into a common dissemination action, the aim is to ensure greater visibility and more efficient spread of know-how on sustainable energy implementation at a European level.

The A.I.S.E. **Save and Water project** ([www.saveenergyandwater.com](http://www.saveenergyandwater.com)), which can lead to savings of up to 388,000 tonnes of greenhouse gas emissions from annual energy use (if just half of the European households currently using higher temperature dish washing programs switch to energy saving programs), is therefore seen as a concrete example fitting perfectly in the Sustainable Energy Europe campaign.

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