








A.I.S.E.'s VOLUNTARY INITIATIVES

SUSTAINABLE
PRODUCTIONSUSTAINABLE
USE





SUSTAINABILITY PROGRESS: INITIATIVES OF THE SECTOR

1997 2002	CODE OF GOOD ENVIRONMENTAL PRACTICE The 'Code of Good Environmental Practice' ('the Code') was the first major voluntary initiative by A.I.S.E. specifically designed for household laundry detergents.		
2004 →	CHARTER FOR SUSTAINABLE CLEANING Promoting a life-cycle approach to sustainability through independent assessment, with annual reporting. Updated in 2010 with additional product specific requirements. www.sustainable-cleaning.com		
2006 →	PRODUCT RESOURCE EFFICIENCY PROJECTS Educating consumers to dose concentrated laundry detergents correctly. www.aise.eu/preps		
2013 2016	PILOT PROJECT WITH EU COMMISSION ON PRODUCT ENVIRONMENT FOOTPRINT (PEF) OF LIQUID LAUNDRY DETERGENTS		






SUSTAINABLE CONSUMPTION: CONSUMER EDUCATION

1997 →	WASHRIGHT® / BEST USE PANELS Initially developed in the context of the Code, Washright is a pan-European awareness-raising campaign to promote good washing practices to consumers when doing the laundry. Since then, A.I.S.E. has released a number of best use panels for on pack use to promote sustainable use of cleaning products. www.cleanright.eu		
2008 →	WWW.CLEANRIGHT.EU A joint Cefic and A.I.S.E. website providing consumers across Europe with information and advice on the safe and sustainable use of soaps, detergents and maintenance products. www.cleanright.eu		
2013 →	I PREFER 30° A unique multi-stakeholder campaign by the detergent industry to drive low temperature washing, in partnership with retailers, appliance manufacturers and fashion sector. www.iprefer30.eu		

SAFETY: INDUSTRY COLLABORATION

1997 →	ERASM (Environmental Risk Assessment Management) A research partnership of the detergents and surfactants industries in Europe. www.erasm.org		
1999 2004	HERA (Human and Environmental Risk Assessment on Ingredients of Household Cleaning Products) A joint A.I.S.E./Cefic initiative, five years ahead of REACH. www.heraproject.com		
2001 →	DUCC (Downstream Users of Chemicals Co-ordination group) A platform to address downstream user's needs, rights, duties and specificities under REACH and CLP. www.ducc.eu		
2013 →	DETNET The "Detergent Industry Network for CLP classification", a novel tool to secure adequate implementation of CLP and relevant consumer information. www.det-net.eu		

SAFE USE: STEWARDSHIP & END-USER CAMPAIGNS

2005 →	SAFE USE ICONS A harmonised set of icons and messages for voluntary, proactive use by companies to help consumers use products in a safe way. www.cleanright.eu		
2007 →	PRODUCT STEWARDSHIP PROGRAMMES Air Fresheners 2007 & update 2016: An initiative to promote responsible manufacturing, communication and use of Air Fresheners www.aise.eu/airfresheners Gel Capsules 2012 & update 2015: An initiative to secure safe use and storage by users of liquid detergent capsules. www.aise.eu/capsules		
2014 →	PROFESSIONAL APPLICATION PICTOGRAMS A set of professional application pictograms (kitchen & catering, food & beverage, building care) designed to optimise the correct and efficient use of professional cleaning and care products. www.aise.eu/professionaluseractivities		
2014 →	KEEP CAPS FROM KIDS A consumer education campaign that aims at securing the safe use and storage of liquid laundry detergent capsules to reduce significantly the incidents involving small children due to accidental exposure to these products. www.keepcapsfromkids.eu		
2016 →	BRE&S (Better Regulation & Safe Use Project) An initiative by A.I.S.E., in the context of the EU Better Regulation Agenda, to improve the effectiveness of safe use communication to consumers via labels and other means (e.g. digital) to make sure that consumers notice the safety information, understand it and act upon it.		

Visit our website www.aise.eu

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