












CHARTER FOR SUSTAINABLE CLEANING

2020 KPI PERFORMANCE COMMENTARY - JULY 2021

The Key Performance Indicators (KPIs) published in 2021 include the results for 2020 alongside those for earlier years. Note: with the Charter update 2020+, the number of KPIs has been reduced, focusing on priority areas aligned with EU and global policy agendas. KPI data are submitted by the Charter Ordinary Member companies and checked by the external consultancy Deloitte, ensuring both the integrity and the year-after-year comparability of the data; aggregated results are then provided to A.I.S.E. Companies submit their data for their twelve-month reporting periods during the calendar year. The data reports are subject to an independent verification process conducted by the international audit firm SGS on behalf of A.I.S.E. Associate Members, i.e. importers, distributors or retailers not manufacturing but placing products on the market under their own labels, do not report KPI data directly but contribute any relevant information to the submissions made by the Ordinary Members which are the contract manufacturers of those products.

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
 Participating companies	Number of reporting companies	8	19	33	45	59	65	72	89	93	92	100	100	103	112	102	112
	Manufacturing sites covered	62	78	108	133	152	162	172	191	185	175	183	178	180	187	184	193
	% vs Total	81.6%	78.8%	84.4%	88.7%	89.9%	92.6%	94.0%	94.6%	94.9%	94.1%	95.3%	95.2%	94.7%	94.9%	94.6%	95.9%
	Production covered	7.3mt	9.3mt	10.5mt	11.1mt	11.1mt	11.6mt	12.0mt	12.1mt	11.1mt	11.2mt	11.4mt	11.7mt	11.7mt	11.1mt	11.3mt	13.1mt
	% vs Total	86.2%	86.1%	92.1%	94.7%	95.7%	97.8%	98.8%	95.3%	99.6%	99.7%	99.4%	99.3%	99.5%	99.5%	99.4%	99.2%
 Occupational health and safety	Units of consumer products sold (PC&H not included)	5,800m	8,200m	9,300m	9,700m	10,200m	10,300m	10,600m	10,600m	9700m	11,300m	12,000m	11,700m	13,400m	14,800m	13,200m	14,100m
	Covered by CSP Check	4,100m	6,800m	8,600m	9,200m	9,800m	10,000m	10,400m	10,500m	9600m	11,200m	11,900m	11,600m	13,300m	14,600m	13,000m	14,000m
 Occupational health and safety	Accident frequency rate (expressed per 100,000 man-hours worked by all employees)	0.57	0.55	0.83	0.90	0.98	0.81	0.83	0.79	1.05	0.85	0.69	0.87	1.07	0.89	0.92	0.61
 Poorly biodegradable organics ^(1,2)	kg / % of PBO chemicals ³ , according to the Charter PBO-list, per tonne of production	16.2kg/t	25.4kg/t	24.9kg/t	22.1kg/t	27.2kg/t	23.5kg/t	24.1kg/t	18.9kg/t	19.0kg/t	19.5kg/t	18.2kg/t	19.9kg/t	19.0kg/t	19.6kg/t	22.8kg/t	18.7kg/t
 Poorly biodegradable organics ^(1,2)	kg / % of PBO chemicals ³ , according to the Charter PBO-list, per tonne of production	1.6%	2.5%	2.5%	2.2%	2.7%	2.4%	2.4%	1.9%	1.9%	1.9%	1.8%	2.0%	1.9%	1.9%	2.3%	1.9%
 Energy consumed and CO ₂ emitted ⁽¹⁾	GJ of energy consumed per tonne of production	1.34GJ/t	1.09GJ/t	1.10GJ/t	1.05GJ/t	1.03GJ/t	0.95GJ/t	0.91GJ/t	0.91GJ/t	0.81GJ/t	0.79GJ/t	0.76GJ/t	0.71GJ/t	0.7GJ/t	0.73GJ/t	0.70GJ/t	0.62GJ/t
 Energy consumed and CO ₂ emitted ⁽¹⁾	kg of CO ₂ emitted per tonne of production	80.9kg/t	66.9kg/t	64.6kg/t	64.3kg/t	60.9kg/t	57.3kg/t	52.0kg/t	53.0kg/t	55.6kg/t ²	54.3kg/t	50.0kg/t	46.4kg/t	42.5kg/t	39.6kg/t	37.5kg/t	29.6kg/t
 Water consumed ⁽¹⁾	m ³ of water (potable and non potable) consumed	1.60m ³ /t	1.44m ³ /t	1.47m ³ /t	1.59m ³ /t	1.49m ³ /t	1.40m ³ /t	1.35m ³ /t	1.44m ³ /t	1.30m ³ /t	1.23m ³ /t	1.23m ³ /t	1.18m ³ /t	1.16m ³ /t	1.22m ³ /t	1.20m ³ /t	1.12m ³ /t
 Waste ⁽¹⁾	kg of waste produced (hazardous and non hazardous)	10.2kg/t	12.9kg/t	11.1kg/t	10.8kg/t	12.4kg/t	11.9kg/t	12.0kg/t	12.1kg/t	11.0kg/t	12.6kg/t	12.4kg/t	11.7kg/t	12.1kg/t	13.5kg/t	13.3kg/t	15.4kg/t
 Waste ⁽¹⁾	kg of hazardous waste sent off-site	3.2kg/t	3.9kg/t	4.2kg/t	4.1kg/t	3.7kg/t	3.8kg/t	3.8kg/t	2.8kg/t	3.0kg/t	3.9kg/t	4.1kg/t	4.3kg/t	4.2kg/t	5.3kg/t	5.3kg/t	5.3kg/t
 Packaging used ⁽¹⁾	kg of packaging per tonne of production	78.0kg/t	92.7kg/t	88.6kg/t	84.6kg/t	91.3kg/t	89.9kg/t	91.3kg/t	89.8kg/t	84.3kg/t	91.4kg/t	92.6kg/t	90.3kg/t	90.2kg/t	93.0kg/t	98.1kg/t	95.2kg/t
 Packaging used ⁽¹⁾	kg of packaging per thousand consumer units	98.2kg/KU	105.1kg/KU	100.0kg/KU	96.8kg/KU	99.4kg/KU	101.2kg/KU	103.4kg/KU	102.5kg/KU	96.5kg/KU	90.6kg/KU	88.0kg/KU	90.3kg/KU	78.8kg/KU	70.7kg/KU	84.1kg/KU	87.5kg/KU
 Packaging used ⁽¹⁾	Plastic packaging ratio ⁽⁴⁾ (of all packaging volume)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52.44%	50.93%
 Packaging used ⁽¹⁾	Recycled plastic packaging ratio ⁽⁴⁾	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.52%	13.64%
 Packaging used ⁽¹⁾	Ratio recyclable/reusable/compostable plastic packaging ⁽⁴⁾	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80.69%	81.88%
 Products with ASP logo	Number of household products placed on the market carrying the ASP logo	Not Applicable					N/A	198m	688m	820m	1,003m	1,292m	1,410m	1,577m	1,513m	1,653m	2,085m

m=million - KU=thousand units - t=per tonne of production.

1. Data apply to production covered by the CSP Check. 2. As to the Charter KPI reporting, 25% w/w of fragrances are globally considered as PBOs and all non-ionic terephthalate polymers, even if a relatively large portion of those are easily or inherently biodegradable. 3. Includes water. 4. New KPI in place since introduction of A.I.S.E. voluntary packaging initiative in 2019.

Nature and scope of KPI data verification

As in recent years, SGS conducted an independent assurance of the KPI data gathering processes, looking at the data collection processes of 7 reporting Charter members. Deloitte, who assessed the KPI reporting processes of the companies and aggregated the KPI data, was informed of the outcome of this verification. The companies concerned were asked for confirmation of the reported data or to update their declaration. The full Assurance Statement with detailed conclusions can be found at: www.sustainable-cleaning.com



KPI HIGHLIGHTS (2020 VS 2019)

Charter footprint and production

112 companies submitted their KPI data, 10 more than last year for a total number of 193 manufacturing sites. The total production tonnage covered by the Charter including new companies joining was 13.1mt, equivalent to 99.2% of the total output of reporting companies in the EU+EFTA+UK.

Progress on energy and CO₂ emissions since 2006

The 2020 data show that total emissions of CO₂ fell by 21% on a like-for-like basis. Since 2006, energy use per tonne of production is down by 43% and CO₂ by 55%.

Products with Advanced Sustainability Profiles

The number of consumer products carrying the Charter Advanced Sustainability Profile (ASP) logo has increased to 2.085 billion units. In the laundry category alone, 27% of products comply with the Charter Advanced Sustainability Profiles. Since 2011, European consumers have bought more than 12 billion Charter ASP products.

ACHIEVEMENTS SINCE 2006:

55% less CO₂ emissions per tonne of production

43% less energy use per tonne of production

17% less packaging

'Charter Area'

The term 'Charter Area' refers to the EU and EFTA member states, and the UK (effective date 31 December 2020).

Charter footprint

112 companies submitted their KPI data. This number refers to the headquarters of Ordinary Member companies signed up to the Charter. In terms of manufacturing sites in the 2019 reporting, the total has increased from 184 to 193. The KPIs are estimated to cover around 90% of all household, cleaning, and maintenance production in the Charter Area.

At the end of 2020, there were 52 Associate Members in the Charter, which confirms the continuing support of retailers, distributors, and importers for the industry sector's drive to improve sustainability.

Comparability

A steady increase in the reporting base since 2005 means that the results are reliable. Nevertheless direct comparisons between the years, especially the earlier years, should be made with care.

It should be noted that small companies tend to have product portfolio and manufacturing profiles which differ from those of the multinationals, and therefore there can be increases or decreases in the overall KPI results which reflect these differences to a greater extent than any underlying change in performance.

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 provided because all the figures are aggregated.

Tonnage production

The total production output of all companies in the Charter scheme has increased from 11.3mt to 13.1mt. The production of this 13.1mt represents 99.2% of the total output of the reporting companies and means the Charter continues to be representative in Europe.

Consumer unit sales

The total number of consumer units sold by all Charter companies was 14.1 billion, an increase compared with 2019 (13.2 billion).

Occupational health and safety

The average number of accidents per 100,000 hours worked during 2020 was 0.61 against 0.92 in the previous year. Overall, the long-term average of below 1.0 is lower than the typical rate of 2.0 for all manufacturing industries and in line with the rate of 1.0 for the chemical industry. However, the range is still wide, especially among small companies, and drawing too much significance from the year-on-year change should be avoided. One of the benefits of the Charter is to enable companies to benchmark themselves against the rest of the industry, stimulating improvement.



Poorly biodegradable organics

Charter members report their total purchases of the chemicals specified on a published A.I.S.E. list of 'poorly bio-degradable organics' (PBOs) (defined in an Annex of the KPI Detailed Explanation), as a proportion of total chemicals purchased. Compared to recent years, this rate stays stable at 1.9%. In this context it must be said that as to the Charter KPI reporting, 25% of all fragrances and all non-ionic terephthalate polymers are globally considered as PBOs, even if a relatively large portion of those is easily or inherently biodegradable.



Energy consumed

The total energy, expressed in GJ, consumed by the industry was with 8.1 million slightly higher as compared to 2019 (7.9 million GJ). However, expressed as consumption per tonne of production, the energy consumed decreased from 0.70 to 0.62 GJ/tonne. Since 2006 there has been an overall efficiency improvement of 43% per tonne of production.

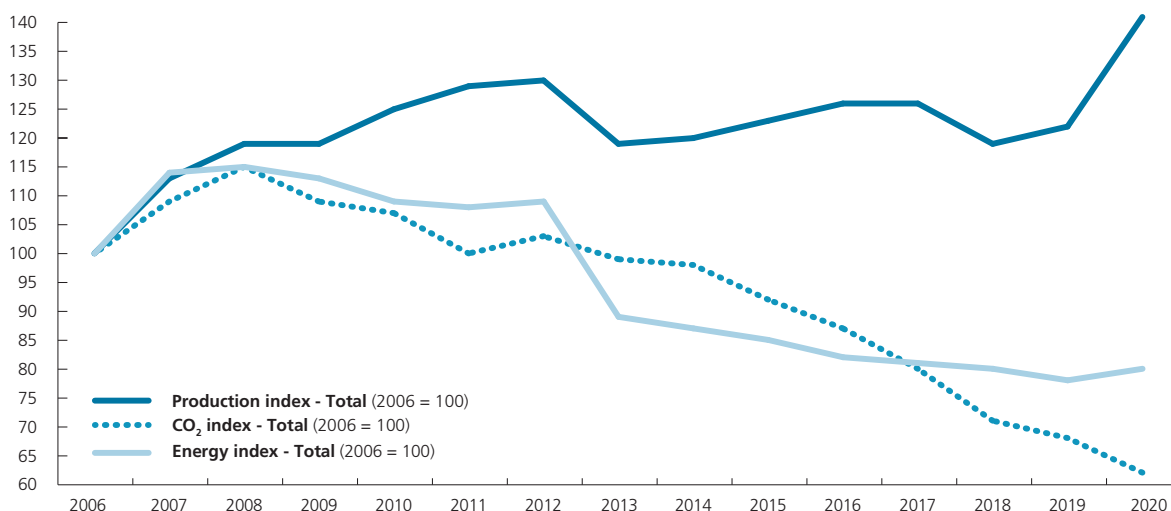
CO₂ emissions

Expressed as emissions per tonne of production there was again a remarkable decrease, this year from 37.5kg to 29.6kg. Since 2006 there has been an overall reduction in emissions of 55% per tonne of production. The match with total energy consumed is not exact because CO₂ emissions are variable depending on the mix of sources used to generate energy.



The trend of absolute decoupling of production from energy use and CO₂ emissions continues to get stronger, demonstrated by the growing gap between the curves of production vs. energy use respectively. CO₂ emission as can be seen in the graph below.

THE PRODUCTION IS ABSOLUTELY DECOUPLED FROM ENERGY USE AND CO₂ EMISSIONS



Waste and hazardous waste

Total waste generated, including hazardous waste sent off site, has increased from 13.3kg per tonne to 15.4kg per tonne of production. The figure is sensitive to site closures which can generate a one-off increase in waste because of de-commissioning. Hazardous waste sent off site is stable with 5.3kg per tonne of production.

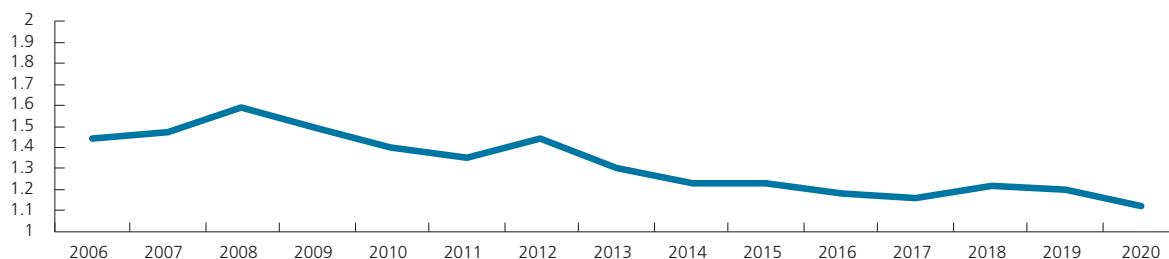


Consumed water

Total water consumed during manufacturing has decreased from 1.20m³ to 1.12m³ per tonne of production. Although caution should be exercised since water consumed is also a function of the mix of products manufactured, a decreasing trend since 2006 can be seen.



CONSUMED WATER (POTABLE AND NON-POTABLE) IN M³/TONNE OF PRODUCTION



Packaging used

Total packaging material purchased decreased to 95.2kg per tonne (98.1kg in 2019). Compaction of products reduces the absolute weight of packaging required per pack; however, with compacted products the proportion of total pack weight attributable to the packaging is higher relative to the weight of the contents compared with non-compacted products. When expressed in volume of packaging per consumer unit (we report in kg of packaging per thousand units (KU) of consumer products), the trend is clearly downward with a decrease from 105kg/KU in 2006 to 87.5kg/KU in 2020.



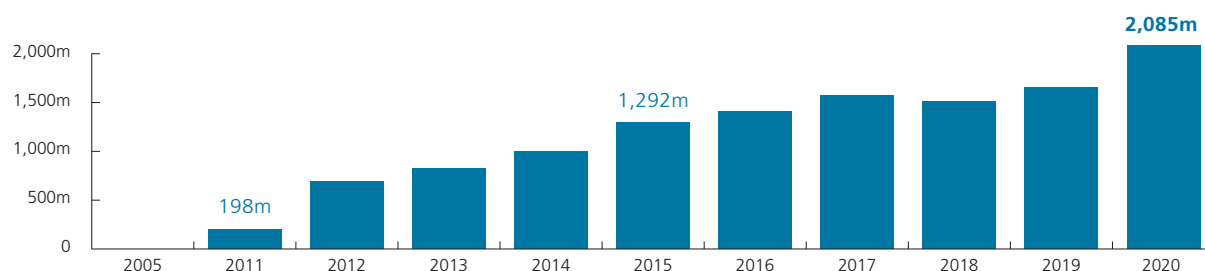
New packaging sub-KPIs were introduced with the launch of Charter 2020+, covering recycled plastic material and the recyclability/reusability/compostability ratio of plastic packaging material. Despite challenges such as delays in the delivery of recycled packaging raw material due to the pandemic, Charter member companies manage to increase their use of recycled plastic material in packaging from 8.5% in 2019 to 13.6% in 2020. About 82% of plastic packaging material was recyclable, reusable or compostable in 2020. To continue in this direction, it is essential that markets are mature enough to ensure sufficient quality and quantity of recycled materials for all players.

Product bearing the Charter ASP logo

In July 2011, the first "Advanced Sustainability Profiles" (ASP) categories were launched for laundry powders, laundry liquids and fabric conditioners, followed by automatic dishwashing detergents and dilutable all purpose and floor cleaners in 2013, trigger spray cleaners in 2014, manual dishwashing and toilet cleaners in 2015 (all household), and professional building care products in the same year. In addition, updated criteria were published for laundry powders (2013) and liquids (2017). Then, with the launch of Charter 2020+, all criteria were reviewed, also aligned with the EU circular economy policy and global policy expectations. In 2020, more than 2 billion products carried the ASP logo, representing 16.8% of the concerned product category units sold during the year, and about 27% of laundry category units. Those figures can be broken down for each of the product categories as follows: 117 million laundry detergent powder products, representing about 6% of this segment, 575 million laundry detergent liquid products (28%), 823 million fabric conditioner products (39%), 40 million automatic (2%) and 197 million manual dishwashing products (9%), 248 million dilutable all purpose & floor cleaners (12%), 84 million trigger spray cleaners (4%), and 2 million toilet cleaners (<1%). Furthermore, 2.5 million professional building care products (5%) carried the Charter ASP logo in 2020.



OVER 2 BILLION CONSUMER PRODUCTS WITH ASP LOGO IN 2020



PRODUCTS WITH CHARTER ASP LOGO PER PRODUCT CATEGORY

