



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

AN OVERVIEW OF A.I.S.E.'S VOLUNTARY INITIATIVES

Over the past years, we have seen a growing awareness around the world of the importance of climate change and a strengthening political and social resolve to act. A.I.S.E. has a long track record of being proactive on the sustainability front and sees its role as a leading one in driving the sustainability agenda forward among its members.

Through our various initiatives we have taken measures to ensure that both the industry and the consumer abide by the principle of 'shared responsibility'. This means that just as our industry contributes to sustainable production practices in the sourcing and manufacturing of products, consumers can also contribute by supporting sustainable consumption practices in the use and disposal of their product.

Below is an overview of A.I.S.E.'s voluntary initiatives which promote the **sustainable production** and **sustainable consumption** of our products.

		Sustainable Production	Sustainable Consumption
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.		
1997 →	WASHRIGHT® 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. www.cleanright.eu		
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 REACH's objectives. www.duccplatform.org		
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		
2005 →	SAFE USE ICONS A harmonised set of icons and sentences for voluntary, proactive use by companies to help consumers use products in a safe way.		
2006 →	LAUNDRY SUSTAINABILITY PROJECTS Educating consumers to dose concentrated laundry detergents correctly. www.aise.eu/preps		
2006 →	SAVE ENERGY AND WATER PROJECT Promoting the use of low-temperature dishwasher programmes www.saveenergyandwater.com		
2007 →	PRODUCT STEWARDSHIP PROGRAMMES Air Fresheners 2007: an initiative to promote responsible manufacturing, communication and use of Air Fresheners www.aise.eu/airfresheners Gel Capsules 2012: an initiative to secure safe use and storage by consumers of liquid laundry detergent capsules. www.aise.eu/capsules		
2008 →	WWW.CLEANRIGHT.EU A joint Cefic and A.I.S.E. industry website initiative 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 houses. www.iprefer30.eu		

Working together for a cleaner Europe

www.aise.eu

September 2013