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

## PROJECT DESCRIPTION

### **A.I.S.E. Laundry Sustainability Project** **Middle East and North Africa** **(LSP-MENA)**

This document provides the details of a new Sustainability initiative launched by A.I.S.E. (the International Association for Soaps, Detergents and Maintenance Products), specifically addressed at powder detergents used for household laundry in the Middle-East and North Africa (MENA) region including all Arabian Peninsula countries.

This project has been approved by the A.I.S.E. Board. It is promoted by A.I.S.E. and will be implemented with the support of local Industry Associations in the countries of the MENA region.

#### **1. Introduction**

Sustainable Development was defined by the Brundtland report<sup>1</sup> as “*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*” and was translated by the UK Government<sup>2</sup> into the more understandable concept that “*it is about ensuring a better quality of life for everyone now and for generations to come*”. Importantly, Sustainable Development comprises three balanced pillars: economic development, social responsibility and environmental protection.

Since its foundation in 1952, A.I.S.E. and its members have been committed to act responsibly in a consumer-oriented way – taking into account all elements of Sustainable Development.

A.I.S.E. has always been proactive in engaging in constructive and continuous dialogue with the EU stakeholders and in the Member States at local Government and NGO level via the network of National Industry Associations to ensure that Industry’s longstanding and extensive know-how and expertise is heard in the development of technical regulation.

In the recent past, A.I.S.E. has extended this dialogue process with key stakeholders into a much broader range of activities concerning both sustainable production and sustainable consumption.

Examples of this A.I.S.E. approach are given in Appendix 1. These initiatives have been covering a broad span of objectives, including and combining significant improvements of the environmental profile and the sustainable consumption of laundry detergents.

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- <sup>1</sup> [Our common Future](#) (World Commission on Environment and Development – 1987 – Oxford University Press – Oxford, U.K.)
- <sup>2</sup> [Opportunities for Change](#) (UK Department of the Environment Transport and the Regions (DETR), 1998)

*Working together for a cleaner Europe*

## **2. The A.I.S.E. “Laundry Sustainability Project MENA” – (LSP-MENA)**

A.I.S.E. together with the National Industry Associations in the relevant countries are now launching in the North Africa / Middle East (MENA) region a new initiative in the spirit of concrete action for a continual progress in terms of sustainable development: the A.I.S.E. “**Laundry Sustainability Project - MENA**” – (*LSP-MENA*).

The objective of *LSP-MENA* is to deliver significant benefits concerning the aspects of sustainability in the field of laundry detergents for household use in the MENA region.

More specifically it wants to provide:

- In the field of sustainable production, a reduction of the environmental impact of the laundry detergent sector across the whole of the MENA region by promoting and encouraging the reduction of chemicals, packaging and energy used in product making and delivery, thus contributing to sustainability targets such as CO<sub>2</sub> emissions.
- In the field of sustainable consumption, an encouragement to consumers to optimize the way they use products, through a harmonised consumer communications campaign. This will provide consumers with important information on how to reduce product and energy usage and thus also costs whilst maintaining the cleanliness delivered.

A.I.S.E. together with the National Industry Associations in the relevant countries of the North Africa / Middle East (MENA) region will also undertake significant action to inform and guide consumers about compacted products and new dosages (See point 7.b).

Ultimately this will continue to strengthen the reputation of the detergent industry represented by A.I.S.E. and its National Industry Associations as a proactive and trusted partner for authorities and civil society in supporting sustainable development.

## **3. Product Scope**

The *LSP-MENA* initiative is aimed at all Low Suds and High Suds laundry powder detergents used for household laundry.

“Multi-purpose” powders should also be included in the commitment in those countries where such a category exists (e.g., Algeria). Those are products which are meant to be used across several cleaning tasks in the home (e.g., laundry, dish and floor cleaning), but whose primary purpose and main positioning is laundry washing.

Also detergents for the I&I (Industrial & Institutional) sector sold in C&C (Cash & Carry) markets and thus being easily available to consumers are included in the scope of this project (even in the case they are sold in big pack sizes).

On the other hand, products which are sold solely in bulk or in large packs<sup>3</sup> to be used by retailers for selling product in bulk to consumers are not within the scope of this project. The decision to exclude them is based on the objective difficulties to inform consumers about compaction and the need to comply with the new lower dosages. In fact these products are sold as loose non pre-packaged powder in the amount consumers want and usage instructions are normally not provided. Therefore, we would normally expect that consumers would rather tend to use the same dosages as for “normal” detergents, even though the product is compacted. In those cases where the brand name for these large sizes is the same as for other regular consumer SKUs, for this exclusion to apply there must be at least a clear differentiation in the artworks of the packs.

## **4. Geographical Scope**

The *LSP-MENA* initiative will run in the following countries: Mauritania, Morocco, Algeria, Tunisia, Libya, Egypt, Sudan, Jordan, Lebanon, Syria, Iraq, Saudi Arabia, Kuwait, Oman, Yemen, UAE, Qatar and Bahrain.

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<sup>3</sup> The actual size limit for this exclusion to apply will have to be decided on a local basis.

## 5. Criteria of participation

The project addresses both branded products and private labels. It is open to companies manufacturing and/or placing on the market within the defined geographical scope laundry detergent powders which includes, if all the other applicable conditions are met:

- companies active in the markets within the geographical scope, independently of their size;
- members and non-members of A.I.S.E.;
- members and non-members of the National Industry Associations of the countries within the geographical scope;
- manufacturers, distributors, and importers where applicable;
- companies established within and/or outside of the geographical scope.

## 6. Timing

**May 1, 2009** is the “Sign-off” starting date for the National Industry Associations to sign the “*Licence Agreement*” with A.I.S.E. This will give them the right to sub-licence the use of a distinctive logo (see below) to those companies which will join the initiative.

For companies, the “Sign-off” starting date<sup>4</sup> for the *LSP-MENA* initiative will also be by default on **May 1, 2009**. As of that date, companies will be allowed to sign a “*Licence Agreement*” with those National Industry Associations which are cooperating with A.I.S.E. to implement the project in their respective countries. In countries where there is no cooperating National Industry Association, the “*Licence Agreement*” will be signed directly with A.I.S.E.

In case some National Industry Associations in some countries may not be ready to implement the project on May 1, 2009, the “Sign-off” starting date for those countries may be postponed. In case a National Industry Association is still not ready to implement the project by January 1, 2010, a company which is interested to join the project in that country can sign the “*Licence Agreement*” directly with A.I.S.E. Such “*Licence Agreement*” will then be “transferred” to the relevant National Industry Associations when they start cooperating with A.I.S.E. to implement the project in their respective countries.

In any case, the project is intended to last for a two and half year period until **October 31, 2011**. Companies will be able to join the initiative by signing the “*Licence Agreement*” during the whole lifetime of the project and will be allowed to use the “*Logo*” (see below and Appendix 2) for an additional year (until October 31, 2012 – for exhaustion of stocks only) if they wish so, provided they comply with all principles of the project.

A period of two and half years is deemed appropriate to allow companies, which are keen to join the project, to adapt both technically and in terms of investment/business strategy. The additional 12 month period may serve for exhaustion of potential stocks, thus avoiding any unnecessary throw away of finished product and/or packing materials which would represent a burden both economically and importantly for the environment.

In view of the difficulties encountered in some countries within the region, in May 2011 the A.I.S.E. Board has agreed to extend the project life until December 31, 2012. This additional period is expected to allow the implementation of the project in those countries where the project has not been deployed within the original timeframe.

## 7. Companies’ Commitment

Each Company adhering to the *LSP-MENA* initiative will commit to take concrete specific steps towards achieving the objectives of the project. In particular companies participating in this initiative will commit to:

- a. **Develop and place on the market optimized formulations that will enable consumers to achieve at the new lower recommended dosages end-results at least equivalent to before.**

<sup>4</sup> By “Sign off” starting date it must be understood the date as of which companies will be allowed to sign the “*Licence Agreement*” and start using the A.I.S.E. on-pack communications materials on their products.

**More specifically, they will commit to the following:**

- a.i. Companies participating into the initiative will reduce the recommended dosage for a normally soiled laundry load (to be washed in medium hardness water) of their household laundry powder detergents in a given country,
- by a minimum of 25% (in weight) and
  - by a minimum of 15% (in volume)

Both targets will be judged against a baseline of the dosage declarations made on January 1, 2009. In view of the unique and peculiar situation existing in Tunisia, exceptionally for that country, the baseline has been postponed to July 1, 2009, which is also the “sign-off” starting date for that country.

We realize that it is very complex to get a full picture of how dosage tables are expressed in the MENA region. Therefore, in order to be able to benchmark the reductions claimed by companies under the *LSP-MENA* initiative, each participant, when committing, should declare to the relevant National Industry Association or to A.I.S.E. both the recommended dosages and load definitions that are applicable at the baseline date and after compaction has taken place (information to be included in the “*Licence Agreement*”).

- a.ii. Companies participating into the initiative will compact ALL their household laundry powder detergents of the categories (High/Low Suds) they choose to compact.

In case a company introduces a new product during the life of the project, the commitment for these new products should be to have recommended dosages (both in weight and in volume) at the maximum at the levels that should have been reached by implementing the 25% / 15% compaction on the product with the highest recommended dosage at the time of the base-line. This will be judged against the baseline of the dosage declarations made on January 1, 2009 and will be applied within each individual category (High/Low Suds).

In order to maximize the potential for Sustainability benefits and minimize the possibility of Consumers’ confusion, where a company places on the market in a given country both High Suds and Low Suds powder detergent products, it shall commit to strive to compact both types of products. However, should a company foresee such a high level of complexity that will prevent it from being able to compact both categories, it is at its discretion to choose to compact all its brands in only one of these two categories.

The above conditions will allow striking the right balance between a significant increase in compaction and the largest possible access to the project. It is in fact expected that the requirements can be reached with conventional technologies, thus not representing a technological barrier to entry into the project for any company (including SMEs) who wishes to join the project. In any case A.I.S.E. will make available Guidelines to compaction and/or even expert’s advice if necessary.

- b. Communicate clearly to consumers how best to achieve the intended sustainability improvements by encouraging the correct use of the new products.**

A.I.S.E. has developed a template for a consumer communication package, including harmonised, non-branded material which aims to raise awareness among consumers about the benefits of using more compacted products. Communication to consumers will focus on educating consumers to compaction and correct dosage. Companies will do this mainly via on-pack communication (e.g., with the Logo) in parallel to the Communication Campaigns that will be organized by the local National Industry Associations.

**All the above steps should be implemented by companies in parallel to ensuring that detergents placed on the market are safe for man and the environment.**

Any company which commits to the *LSP-MENA* initiative, shall sign a “*Licence Agreement*” with the relevant National Industry Association(s) or with A.I.S.E. where no National Industry Association is in charge of implementing the project. From the date of the signature of the “*Licence Agreement*” onwards, the company will commit not to change their products nor introduce new products in a way that would represent a step in the wrong direction in terms of sustainability (e.g., products with higher recommended dosages, either in volume or in weight than those which were on the market at the base-line date – Jan. 1, 2009).

In return, the company will be licensed to use in those countries it commits in a distinctive logo, (to be registered and licensed by A.I.S.E.), enabling the company to place the logo on packs, scoops, advertising and promotional material within a defined framework. The logo and any other communication material can only be used by companies (including for their products on shelves) once they have committed to the project by signing the “*Licence Agreement*”. For more details on the “Logo” and on its “conditions of use” please refer to Appendix 2.

## **8. Internal promotion and communication with stakeholders**

A.I.S.E. and its National Industry Associations will be responsible for the promotion of this scheme to the whole of the industry, both members and non-members of A.I.S.E.

In addition, National Industry Associations (with the support of A.I.S.E., as appropriate) will interact with National bodies (e.g., Ministries of Health and Environment, Competition authorities, NGOs) and consumers to present and explain the background of the project and its benefits. In those countries where there is no National Industry Association in charge of implementing the project, it will be the responsibility of A.I.S.E. to run such information campaigns.

This will be done via ad-hoc communication programs to be run centrally and locally, including PR campaigns and harmonised, non-branded advertising which will aim to engage consumers and attempt to persuade them of the benefits of modifying behaviour.

Timings and specifics for such campaigns will be discussed both at A.I.S.E. and in the various National Industry Associations. Preliminary contacts with authorities at national level by the local National Industry Associations should take place as early as possible.

## **9. Financing the initiative**

A.I.S.E. will establish a separate dedicated budget to support all expenses related to this project. This budget will be financed on an equal basis by those A.I.S.E. Direct Member Companies which are marketing laundry powder detergents in one or more of the countries in the MENA region. This budget will cover all the “central” expenses covering the development of the communication material (including TV advertising and PR material), the LCA study, the eventual technical support and the management expenses.

Also the advertising space on TV is bought by the same A.I.S.E. Direct Member Companies on the basis of their combined estimated 2008 “Share of Voice” (SOV) and “Value Market Share” (VMS) of the laundry powder detergents’ market in the countries where TV advertising is aired. Importantly this split will be calculated in GRPs rather than in currency for confidentiality reasons.

With regard to the “local” expenses covering any needed adaptation of the template Communication PR Material developed centrally by A.I.S.E. and the roll out of the project in a given country (i.e. PR campaign implementation), these will be covered by all participating companies in that country on the basis of the following criteria:

- All companies with a SOV in 2008  $\neq$  0 and with a national LS+HS laundry powder detergents’ VMS in 2008  $>$  5.0% contribute to the local expenses, according to their estimated combined SOV and VMS of the laundry powder detergents’ market during year 2008 within a given country.

- Companies with a SOV = 0 and/or with a VMS  $\leq$  5.0% contribute to the local costs with a flat fee of 1,000 US\$. Under exceptional circumstances, and if local conditions require and/or allow so, this fee can be increased by local Associations, but the final amount must be such that it should not represent an obstacle for any (small) company wishing to join the project.

Importantly all “*market shares*” and “*shares of voice*” will be based, wherever possible, on historical data collected by an independent third party (e.g. ACNielsen). Specific details on the contributions will be part of the licensing agreements.

## **10. Quantification of the Sustainability Benefits**

The *LSP-MENA* initiative has the potential for delivering environmental benefits as well as enabling consumers to obtain the same performance for less chemicals and energy. As the execution of this project is expected to follow the model established in previous similar projects, we can expect a significant saving in chemicals and packaging in line with what was achieved in the original “*Code of Good Environmental Practice*” and in various other A.I.S.E. sustainability initiatives.

A system of auditing and measuring progress will be put into place, based on the collection of individual company data (in full confidentiality) comparing the status quo at the end of the project versus the situations in the market on the baseline date.

The indicator for success of the project will be the increase in the share of the HS and LS powder detergents market which converts to the new reduced dosages. The measure will be on a country-by-country basis, for those countries having a significant number of their producers joining the project. The data will be extracted from market tracking data already provided (e.g. by ACNielsen), and collated by A.I.S.E.

A.I.S.E. undertakes to calculate the environmental benefits reached through the project and to publish a close-out report at the end of the project, (mid 2012) which it will make available to all stakeholders. This report will present the results obtained through this project.

## **11. The Plan and Support provided by A.I.S.E.**

In order to achieve success, A.I.S.E. will provide appropriate levels of resources both centrally and in the various countries through the local National Industry Associations engaged in the project.

Importantly A.I.S.E. will also stand ready to provide technical assistance to those companies (mainly SMEs) which on one side are interested in joining the project, but may feel the need for some technical support to be able to compact their products.

A.I.S.E. has foreseen the means for this technical assistance to be provided to those companies which might be requesting it to solve any difficulty to develop and produce compacted products, with the aim to resolve technical questions which may represent an obstacle to the *LSP-MENA* progress in the region.

In case one or more companies ask a National Industry Association for this kind of support, that National Industry Association will in turn pass such a request to A.I.S.E. Upon approval by A.I.S.E., A.I.S.E. will organize a trip of a technical expert to that country and eventually a visit (organized by the National Industry Association) to the company(ies) which have asked the support. The technical expert will be nominated by A.I.S.E. This person will normally not be affiliated to any of the A.I.S.E. Direct Member companies.

A.I.S.E. will support financially the first visit (and exceptionally a second one) of the technical expert to a given company. It will be the responsibility of the National Industry Association to optimize these trips, combining as appropriate more than one company to be visited in the same country. In principle A.I.S.E. would expect to support a maximum of 2 three-full-day visits per country. Those visits will be funded from the central budget held at A.I.S.E. Technical support beyond what is indicated above shall not be funded from the central budget.

In parallel the National Industry Associations, on behalf of the Industry, will undertake to interact with and explain to Governments, NGOs and consumers the background to the project and its benefits. This will be done via ad-hoc meetings and PR campaigns.

## Examples of the A.I.S.E. initiatives in the field of Sustainable Development

- In the late 1980s A.I.S.E. promoted a novel “*Ingredient labelling*” approach in partnership with the EU Commission, which resulted in a Commission Recommendation (CEE 89/542).
- In January 1997, A.I.S.E. adopted its “*Code of Good Environmental Practice*” (“*Code*”) for Household Laundry Detergents in the then 15 EU + Iceland, Liechtenstein, Norway and Switzerland. This program was endorsed by the EU Commission through a Recommendation (98/480/EC) published on July 22, 1998. The “*Code*” was a voluntary initiative designed to promote more sustainable consumption of laundry detergents. The “*Code*” established targets for reductions in per capita consumption of laundry detergents, packaging and poorly biodegradable organic ingredients (all by 10% over a five year period) and a reduction of the energy per wash (thus washing temperature) by 5%. These targets were established based upon the findings of a peered-reviewed LCA<sup>5</sup> of the overall laundry-washing process.

Companies who committed to the “*Code*” undertook to apply human and environmental risk assessment methodology to the design and production of their products and to strive to design products to contribute to a reduction in consumption. Furthermore, companies undertook to communicate standard information to consumers on how best to use products through the “*Washright*®” instructions, in order to educate consumers towards more sustainable consumption.

Progress towards achieving reductions in consumption of raw materials, packaging and wash temperature was delivered through progressive compaction of products, coupled with a strong communication campaign.

The fact that more concentrated detergents have a better environmental profile has been proved by several “Life Cycle Assessment” (LCA) studies conducted over the years<sup>678</sup> and based upon this, the majority of the Detergent manufacturers in Western Europe have progressively compacted their laundry granules over the last 10 plus years since more “compacted” formulae allow consumers to achieve the same cleaning performance at lower weight and volume recommended dosages, provided that consumers use the product as recommended.

In parallel, A.I.S.E. developed a very strong consumer communication campaign in order to engage the public in applying the most appropriate “best use practices” when using laundry detergents. The so-called “*Washright*®” campaign was deployed by Companies, committed to the “*Code*” using the most relevant media: TV, radio, press, Internet and was augmented through the activities of A.I.S.E.’s National Industry Associations. A dedicated [www.washright.com](http://www.washright.com) website was designed by A.I.S.E. and publicized successfully.

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<sup>5</sup> [Rationale and Technical Appendices on the A.I.S.E. Code of Good Environmental Practice](#) (A.I.S.E. - Nov. 1997)

<sup>6</sup> [The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part I: Environmental Risk Assessment](#) (Saouter E; Van Hoof G; Pittinger CA; Feijtel TCJ) - International Journal of Life Cycle Assessment - 2001; pages from/to: 363-372

<sup>7</sup> [The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part II: Life Cycle Assessment](#) (Saouter E; Van Hoof G; Feijtel TCJ; Owens JW) - International Journal of Life Cycle Assessment – 2002; pages from/to: 27-38

<sup>8</sup> [A Database for the Life-cycle Assessment of Procter & Gamble Laundry Detergents](#) (Saouter E; Van Hoof G) - International Journal of Life Cycle Assessment – 2002; pages from/to: 103-114



The “Code” program came to an official end in 2001. A final report<sup>9</sup> summarizing the results was prepared by IBM, as an independent auditor and shared with the EU Commission and all other relevant stakeholders. A.I.S.E. provided additional perspective on these with an accompanying report<sup>10</sup> that was also shared widely. It was estimated that over the “Code” lifetime, 250,000 tonnes of detergents and 13,000 tonnes of packaging were saved in the concerned region with an obvious positive effect on the environment.

- In 2004, A.I.S.E. developed another initiative, the “*Charter for Sustainable Cleaning*” that was introduced officially on December 1, 2004 and since then has spread across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). By now close to 50 companies, either manufacturers of detergents or distributors have subscribed to the “*Charter*” and A.I.S.E. has already published three official “Sustainability Reports” presenting the progress made so far. Further information on this project can be found in the dedicated website [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com).
- In 2006, A.I.S.E. launched its first “*Laundry Sustainability Project*” (LSP-1) as a direct follow-up of the “*Code of Good Environmental Practice*” and its associated “*Washright*®” campaign. The LSP-1 initiative was particularly beneficial to the CEE countries where the “Code” had originally not been implemented and hence laundry detergents were still relatively diluted. The objective of this project - which ended in December 2007<sup>11</sup> - has been to continue to deliver significant benefits concerning the aspects of sustainability in the field of laundry detergents for domestic use, as set out in a scientific dossier<sup>12</sup> already prepared by A.I.S.E.
- In June 2006, A.I.S.E. launched the “*Save Energy and Water Project*” which is focused on domestic automatic dishwashing detergents and aims primarily at modifying consumer behaviour. The aim of the project is to encourage consumers to use the “auto”, “55°C” or “50°C” wash cycles in order to save energy and water – and to make this an habit, thus achieving among other benefits also a reduction in CO2 emissions that contribute to climate change. This project became in 2006 a “partner” project to the European Commission’s Sustainable Energy Europe campaign. More details on this project can be found in the dedicated website [www.saveenergyandwater.com](http://www.saveenergyandwater.com).
- In September 2008, A.I.S.E. launched a new “*Laundry Sustainability Project*” (LSP-TR) specifically focused on Turkey. The local National Industry Association (S.D.S.D.) is following directly the implementation of this initiative. This project is planned to run until the end of August 2010. The objectives of this project are the same of those of LSP-1, but focussed on Turkey.
- In January 2009, A.I.S.E. launched yet another “*Laundry Sustainability Project*” (LSP-2). This initiative continues to build on the “Code” and on LSP-1 across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). This initiative will run until the end of December 2010.

<sup>9</sup> [A.I.S.E. Code of Good Environmental Practice: Final Report to the European Commission 1996-2001](#) (IBM Global Services - 2002)

<sup>10</sup> [Implementation of the A.I.S.E. Code of Good Environmental Practice for household laundry detergents in Europe – A.I.S.E. 1996/2001 Final Report](#) (A.I.S.E. - Jan. 2003)

<sup>11</sup> In fact the project was prolonged until Dec. 31, 2009 in a limited number of non-EU countries in the original region to maximize the possibilities to reach the originally envisaged sustainability benefits.

<sup>12</sup> [The A.I.S.E. Laundry Sustainability Project – Scientific Dossier](#) (A.I.S.E. – Nov. 2005)

## LOGO for LSP-MENA

### A. Actual Logo



Space for the Company's Sustainability Message

**Note:** The “مسحوق مركز” Arabic descriptor (“*Mashouk Murakaz*” in Latin characters) means “Concentrated Detergent”.

### B. An Example



### C. Space for sustainability messages

Each *Licensee* will have to decide the actual “Sustainability Message” it wants to use.

Here below are **examples** of the message that can be used:

- Old packed weight = New packed weight* (**example:** 400g = 300g)
- Old packed weight standard = New packed weight compact* (**example:** 400g standard = 300g compact)

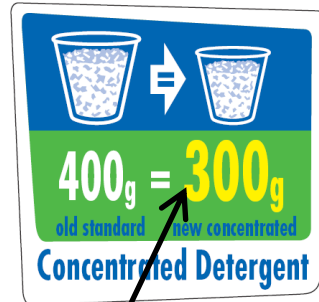
### D. Logo color targets

- 355
- Reflex Blue C
- Yellow C

## E. Additional Languages

An English version and a French version of the logo are available beside the Arabic one, and the sustainability message can also be drafted in either language, as presented on the example below:

### a) – English



**Example** of a Company's Sustainability Message  
in English

As shown in the logo above, here is an example of sustainability message in English that a company can use:

- “*Old standard – new concentrated*” (**example:** 400g = 300g).

### b) – French



**Example** of a Company's Sustainability Message  
in French

As shown in the logo above, here is an example of sustainability message in French that a company can use:

- “*Ancien poids – nouveau poids*” (**example:** 400g = 300g).

## Conditions of Use

of the “Logo”, of the relevant “Materials”  
and related “Corporate Communication Materials”  
during the period of duration of the “LSP-MENA” initiative.

1. The “Logo” can only be used as such on packs or in other “Corporate Communication Materials” in relation to the “Goods” and may not be used in relation to any other product or category of products.
2. The “Logo” and the “Materials” can only be used in those countries for which the Licensee has expressed a commitment to participate in the “Project” and is compliant with all its elements.
3. The concept behind the “مسحوق مركز” Arabic descriptor (“*Mashouk Murakaz*”<sup>13</sup> in Latin characters) and the name itself should not be exploited in branded copy, but will be presented and explained only in the institutional copy developed by the Licensor.
4. On Packs and in Advertising material, the descriptor: “مسحوق مركز” in Arabic (“*Mashouk Murakaz*” in Latin characters), “*Concentrated Detergent*” in English or “*Lessive concentrée*” in French can appear in the “Logo” only.
5. The logo with the Arabic descriptor as described in A, B, C, D and 4 shall always be affixed on packs. Companies are free to add to that logo an additional logo with the descriptor in English (“*Concentrated Detergent*”) and /or French (“*Lessive concentrée*”), using the translations thereof (see also E).
6. The sustainability message that companies can write to the space reserved to that end (see B and E) can be mono (Arabic or French or English) or multilingual (Arabic, French, English), provided that where the logo bears the Arabic descriptor it is at least in Arabic.
7. The message (“*Your sustainability message*”) can be customized within the green area of the “Logo” as indicated by the arrow. Companies are strongly encouraged to use a “*Sustainability Message*”, but it is acceptable to have no message in case of very small packs.  
This message must be factually accurate and should not contain any possible misleading or competitive claim. It must concentrate on communicating to consumers the equivalence of the new “compacted” products with the ones they have replaced. The message should in fact concentrate on the weight change. Any other type of communication (including the # of washes) should not be included in the “Logo”, but can obviously be shown in other parts of the pack. Licensees are encouraged to communicate the size change of their products in their own branded communication programs. Key will be to attract the attention of consumers to the newness of these products so to encourage compliance with the new lower recommended dosages.
8. When used on packaging (both “primary” and “secondary”), the “Logo” area can cover:
  - a. Maximum 5% of the Front Panel area (including the handle) for packs with a packed weight  $\geq 400$  g.
  - b. Maximum 15% of the Front Panel area (including the handle) for packs with a packed weight  $< 400$  g.
  - c. In addition to placing the “Logo” on the Front Panel according to the conditions laid out in article 8.a and 8.b above, companies can also place an additional logo either on the bottom panel or the back panel or both, provided its size is not larger than the primary “Logo” placed on the Front Panel.

<sup>13</sup> “Concentrated Detergent» in English.

9. In advertising related to a specific brand, the “*Logo*” should never be shown as stand-alone, but can be shown only as part of the brand artwork / pack-shot.
10. In TV or cinema copy it would be possible to zoom onto the “*Logo*” for maximum 2 seconds with the “*Logo*” being maximum 30% of the pack-shot displayed on the screen.
11. In other forms of advertising (Print, POS, Internet, Direct to Consumer material), it would be possible to zoom onto the “*Logo*”, but the “*Logo*” size can be a maximum of 30% of the pack-shot area displayed on the copy screen.
12. The “*Logo*” shall not be used in any way which is misleading, deceptive or confusing, or which abuses it or may bring it into disrepute.