

PROJECT DESCRIPTION

A.I.S.E. Laundry Sustainability Project - Jordan **(LSP-Jordan)** *In a nutshell*

1. Background

The A.I.S.E. “*Laundry Sustainability Project – MENA*” (*LSP-MENA*) initiative was launched in 2009 with the objective to deliver significant benefits concerning the aspects of sustainability in the field of laundry detergents for household use in the Middle Eastern and North African region. It ended on December 31, 2012.

During its current life, the project was implemented successfully in the majority of the most important countries of the original geographical scope. Those include Morocco, Libya, Egypt, Sudan and all the “Gulf Cooperation Council” (GCC).

The deployment and implementation of the initiative in the rest of the region - including Jordan - has proven more difficult than expected. We now see the possibility to move in Jordan following the interest shown by several companies present on that market.

In absence of a local National Industry Association, A.I.S.E. will take the role of leading and coordinating the deployment and the implementation of the project.

2. Project details

2.1. Product scope

The *LSP-Jordan* initiative is aimed primarily at all Low Suds (Low Foam) laundry powder detergents used for household laundry.

The extension to High Suds (High Foam) is encouraged as a second stage and could be implemented within this project lifetime, or might require an additional lifetime extension in case its timing goes beyond the lifetime of this initiative.

2.2. Geographical scope

The A.I.S.E. *LSP-Jordan* initiative is focused on Jordan exclusively.

2.3. Timing

The project has opened on January 1, 2013 and will last until June 30, 2015.

2.4. Companies commitment

Each Company adhering to the *LSP-Jordan* initiative will commit to:

- a. **Develop and place on the market optimized formulations for ALL their LS household laundry powder detergents that will enable consumers to achieve at the new lower recommended dosages end-results at least equivalent to before.**

More specifically, Companies participating into the initiative will commit to reduce the recommended dosage for a normally soiled laundry load (to be washed in medium hardness water) of their household laundry powder detergents in Jordan,

- 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, 2013.

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

2.5. On-pack communication

A logo has been specifically developed for the project. It will be placed on packs of compacted products to allow consumers identify the products and pay attention to the new dosage (companies will customise the logo by writing a dosage message):



2.6 Quantification of the benefits

A.I.S.E. undertakes to calculate the environmental benefits reached through the initiative. 3 indicators will be taken into account: chemical, packaging and equivalent truck saving (which impacts on CO2). It will publish a close-out report at the end of the project which it will make available to all stakeholders.