



PROJECT DESCRIPTION

A.I.S.E. Laundry Sustainability Project - Jordan **(LSP-Jordan)** **An extension of the LSP-MENA initiative**

This document describes the elements of the new A.I.S.E. “Laundry Sustainability Project” for Jordan (*LSP-Jordan*), which can be considered an extension from January 1, 2013 till June 30, 2015 of the A.I.S.E. *LSP-MENA* initiative in Jordan.

This document highlights only the points which are unique and different from the original *LSP-MENA* “*Project description*” document¹. All other points remain unchanged.

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.

Its original lifetime had been set to last from May 1, 2009 till October 31, 2011. This period was then extended until December 31, 2012, in order to maximize the chances of deploying and implementing the project in as many countries as possible in the whole region².

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 has proven more difficult than expected, also in view of the political developments that have taken place in the region in these years.

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 extension 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.

¹ Final version dated 08/04/2009 – Rev'd 01/06/2011 (see appendix 1)

² Decision of the A.I.S.E. Board of May 2, 2011

2.2. Geographical scope

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

2.3. Timing

The “activation” date for the project coincides with its “opening” date which is January 1, 2013, seamlessly with the currently still underway *LSP-MENA* initiative.

As of that date, companies will be allowed to sign a “Licence Agreement” directly with A.I.S.E. to implement the project in Jordan. In case a participating company intends to export the more concentrated products carrying the Logo into one or more of the neighbouring countries, it will have to inform A.I.S.E. right away. In that case, A.I.S.E. will prepare an ad-hoc “Licence Agreement” to cover such case.

The project is intended to last for a two and half year period until June 30, 2015. Companies will be able to join the initiative by signing the “Licence Agreement” until March 31, 2015 and will be allowed to use the “Logo” (see Appendix 2 of the *LSP-MENA* “Project description” document) for an additional year (until June 30, 2016) for exhaustion of stocks only, if they wish so, provided they comply with all principles of the project.

2.4. Companies commitment

Each Company adhering to the *LSP-Jordan* 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 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.

In case a participating 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.

On the other hand, with regard to those “compacted” products/brands which have recently been placed on the market and which have recommended dosages equal or below those that should be reached by implementing the 25% / 15% compaction on the product with the highest recommended dosage at the time of the base-line, those will fall outside of the scope of this project.

In both those latter instances, companies having signed the Licensing agreement will be allowed to use the standard logo, indicating “a pre-compaction” size which is obtained by back-calculating it on the basis of an assumption of a 25% compaction.

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

In case the project is expanded into covering also the HS segment, the commitments will be the same as the ones for the LS products.

2.5. 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 by all participating companies on the basis of the following criteria:

- All companies with a national LS laundry powder detergents' VMS in 2011 > 5.0% contribute to the local expenses, according to their estimated VMS of the Jordanian LS laundry powder detergents' market during year 2011.
- Companies with a national LS laundry powder detergents' VMS in 2011 ≤ 5.0% contribute to the local costs with a flat fee of 1,000 US\$.

Importantly all "market shares" 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.

In case the project is expanded into covering also the HS segment, the financing principles will be revised to reflect the same approach put in place for the LS products.

2.6. All other project detail

All other elements and provisions of the *LSP-Jordan* initiative (including the Logo, its "conditions of use" and the quantification of the sustainability benefits) will remain unchanged versus the original *LSP-MENA* "Project Description" document.

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