



« Visions for the future, tackling societal and sustainability challenges »



A business sector on the move towards sustainability

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A.I.S.E.



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In the
1950s



In the
1980s



In the
1990s



In the
1960s



In the
2000s



In the
1970s



From
2010
onwards

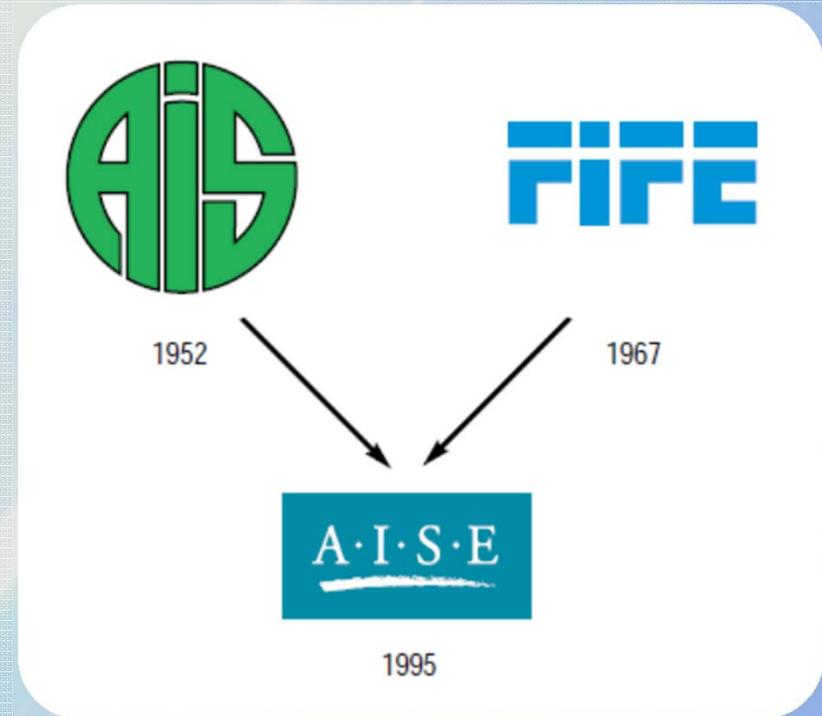




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Founding fathers and members of AIS board in 1952





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Delivering cleanliness and hygiene, in and outside the home



34,2 bn Euros
42,000 employees



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Innovation is key

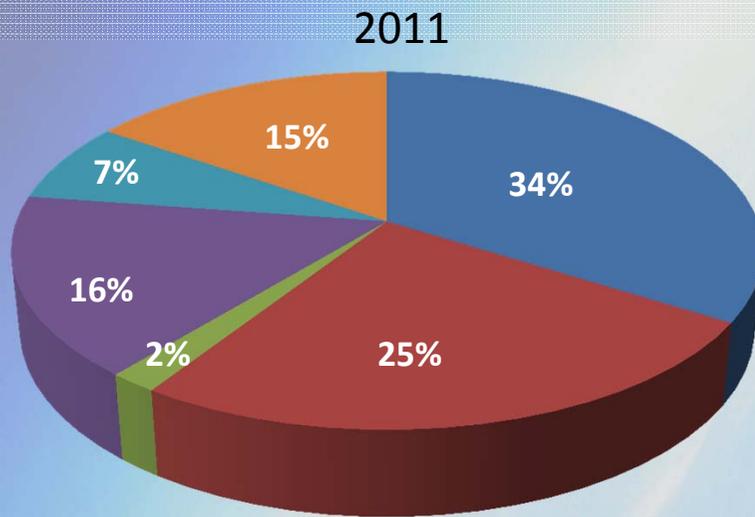
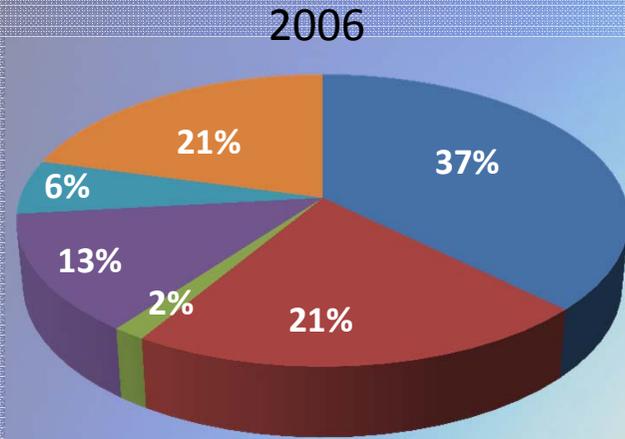
Technological Innovation (examples)

- Synthetic detergents
- Low foaming detergents, enzymes
- Biodegradable surfactants
- Cleaning in place I&I products
- Automated dosing systems
- Aerosol air fresheners, CFC free
- Compacted products, tablets
- Soluble wrappers
- Oxygen-based cleaners
- Liquid tablets
- Sustainable renewable materials





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Europe is the biggest market ... but emerging markets are catching up

Household market	Growth 2011 vs 2006
Europe	+24%
Asia Pacific	+61%
Australasia	+64%
Latin America	+69%
Middle East and Africa	+64%
North America	+1%
Global	+35%

Source: © Euromonitor International



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Dangerous Preparations Directive

Dangerous Substances Directive



REACH

Biocides

Packaging and Packaging Waste Directive

Detergents Regulation

Classification & Labelling

Unit Pricing ...



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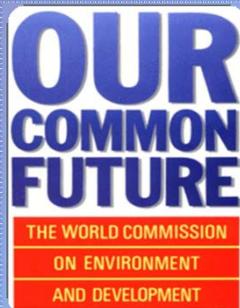
Proactivity and **voluntary action**
at the heart of industry's work



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1987



'Brundtland Report'

1992



2012



RIO+20
United Nations
Conference on
Sustainable
Development



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Track record of Voluntary Agreements

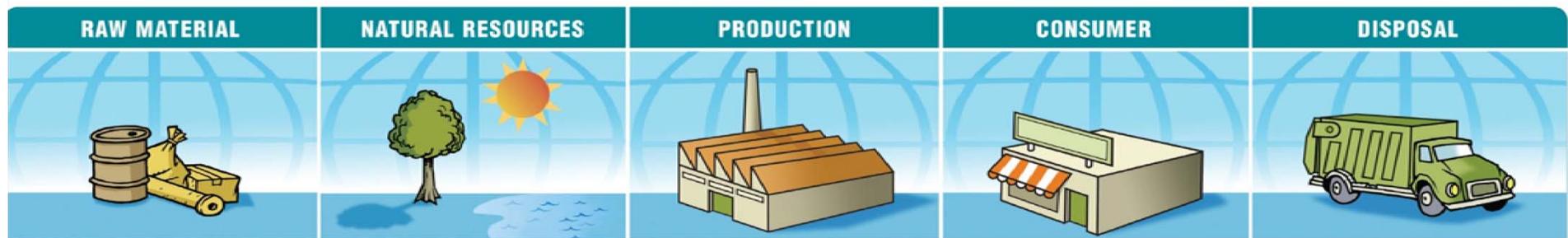
		Sustainable Production	Sustainable Consumption
1997 2002	CODE OF GOOD ENVIRONMENTAL PRACTICE The 'Code of Good Environmental Practice' ('the Code') was the first major voluntary initiative by A.I.S.E. specifically designed for household laundry detergents.		
1997 →	WASHRIGHT® Initially developed in the 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/lsp		
2006 →	SAVE ENERGY AND WATER PROJECT Promoting the use of low-temperature dishwasher programmes www.saveenergyandwater.com		
2007 →	AIR FRESHENERS PRODUCT STEWARDSHIP PROGRAMME An initiative to promote responsible manufacturing, communication and use of Air Fresheners www.aise.eu/airfresheners		
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		



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The A.I.S.E. Charter for Sustainable Cleaning



Vision: Offer the most advanced sustainability reference scheme for steering best practice within the industry.

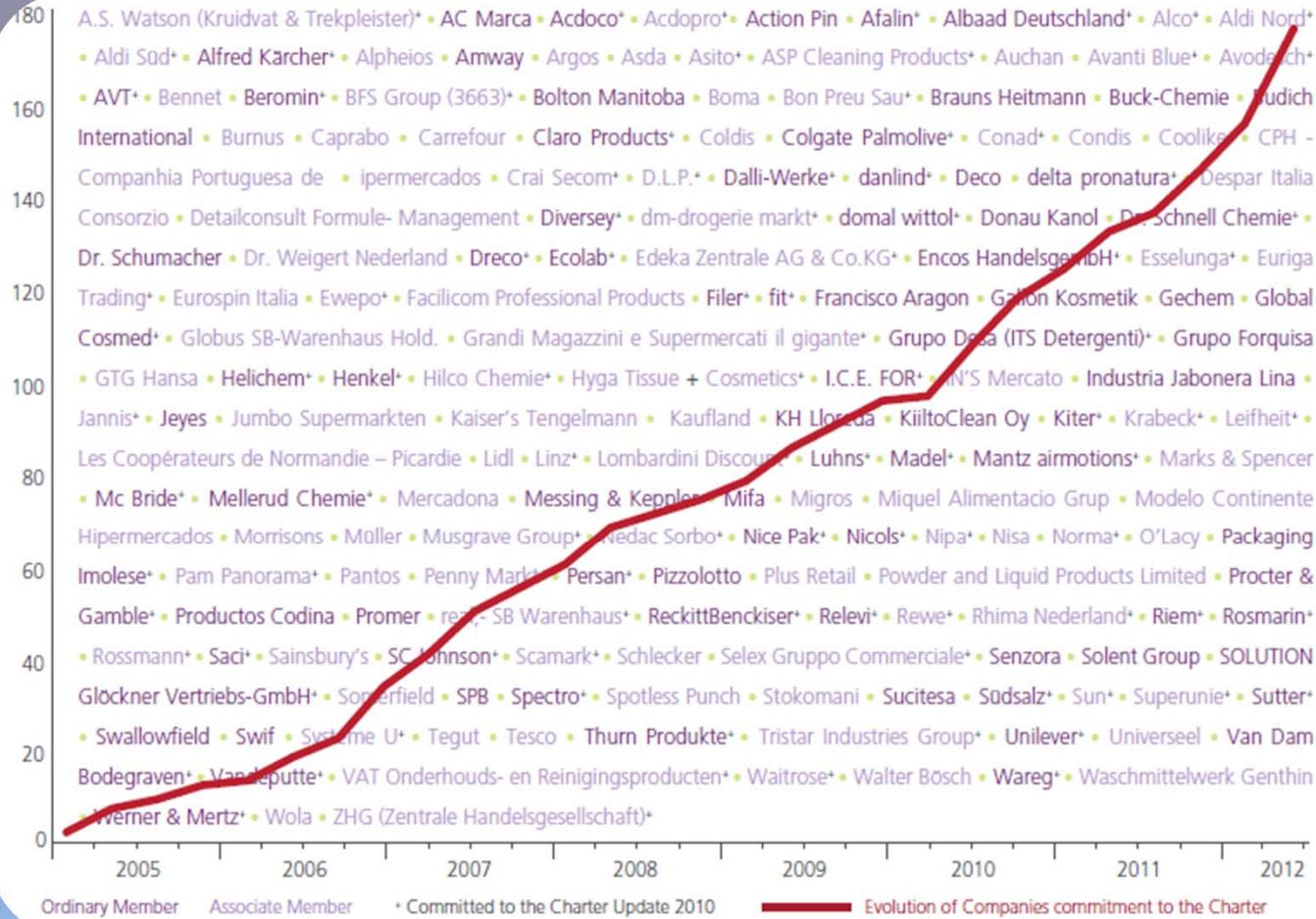
- 12 Company Sustainability Procedures (CSPs) across the product life cycle
- 11 Key Performance Indicators (KPIs) reported annually by companies
- Advanced Sustainability Profiles (ASPs) for products
- End user guidance on best use of products
- Logo allows companies to demonstrate commitment
- Independent verification



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192 companies; > 85% tonnages





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Charter Achievements:

- 192 members have committed (manufacturers and retailers)
- About 85% of output in Europe covered
- KPIs demonstrate progress:
Energy use: -18%; CO₂ emissions: -22%; Waste: -7%; Water: -6% (2011 vs 2006)





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Challenges ahead



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2012



RIO+20
United Nations
Conference on
Sustainable
Development

2020 ?

2050 ??

2052



???



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Charter for **Sustainable** Cleaning

« **Sourcing** of raw
materials »

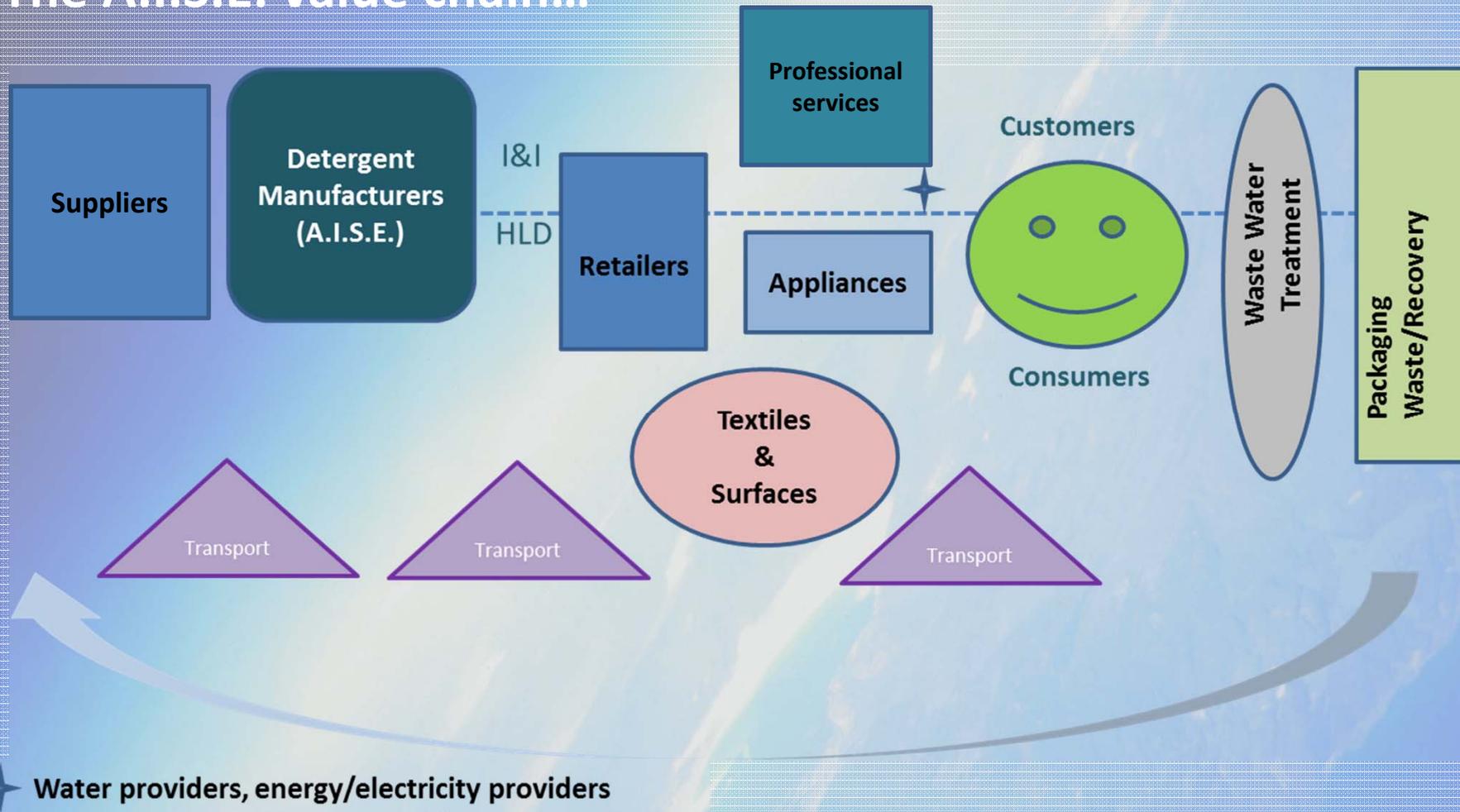
« Corporate **Social**
Responsibility »



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The A.I.S.E. value chain...





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A.I.S.E.'s External Stakeholders environment





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Continue to work together....

=> As a strong network

=> In close dialogue with our value chain partners

=> And with external stakeholders

**... to tackle societal and sustainability challenges and
to communicate the visions for the future to the public**



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Thank you!