



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



## **A business sector on the move towards sustainability**

Susanne Zänker, Director General,  
A.I.S.E.



# « A business sector on the move towards sustainability »



In the  
**1950s**



In the  
**1980s**



In the  
**1990s**



In the  
**1960s**



**60th**  
Anniversary

In the  
**2000s**



In the  
**1970s**



From  
**2010**  
onwards





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*Founding fathers and members of AIS board in 1952*



1952



1967



1995

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**Legend:**

- A.I.S.E. member countries
- Countries covered by A.I.S.E., national associations being extraordinary members

**Total number of companies operating in the country and committed to the Charter for sustainable cleaning**

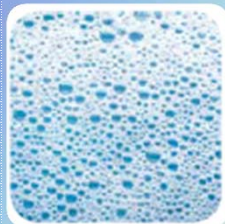
Country	Companies
Albania	49
Andorra	56
Austria	79
Belgium	78
Bulgaria	44
Croatia	64
Cyprus	56
Czech Republic	64
Denmark	49
Estonia	38
Finland	44
France	81
Germany	88
Greece	45
Hungary	51
Ireland	49
Italy	79
Latvia	39
Lithuania	40
Netherlands	78
Norway	25
Poland	56
Portugal	56
Romania	45
Slovakia	50
Slovenia	33
Spain	68
Sweden	44
Switzerland	44
Turkey	37
Ukraine	45
United Kingdom	70
Yugoslavia	47



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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

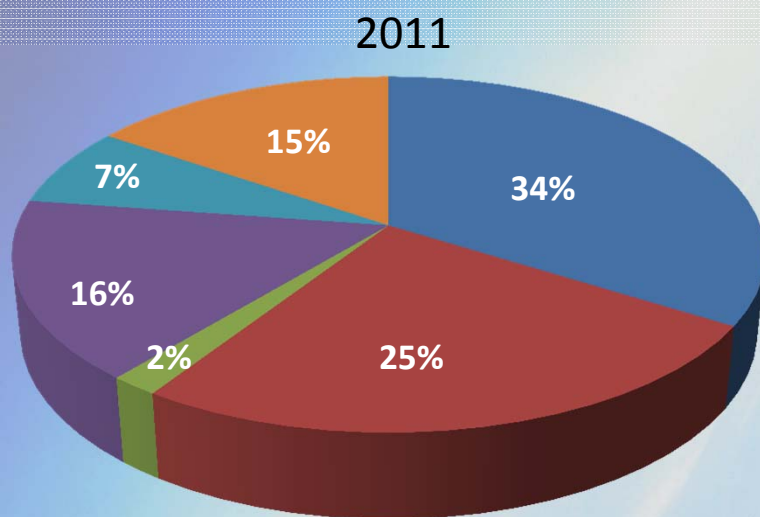
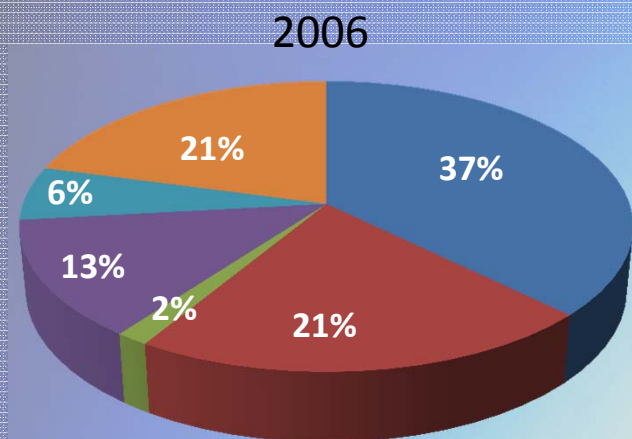
### Technological Innovation (examples)

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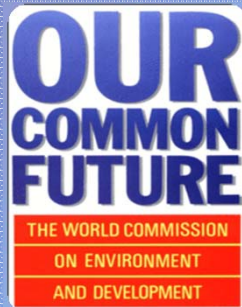
Proactivity and **voluntary action**  
at the heart of industry's work



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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

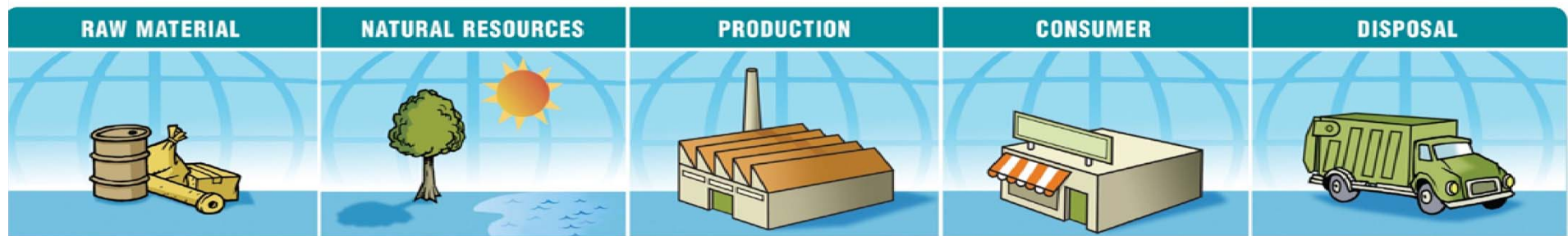
		Sustainable Production	Sustainable Consumption
1997 2002	<b>CODE OF GOOD ENVIRONMENTAL PRACTICE</b> The 'Code of Good Environmental Practice' ('the Code') was the first major voluntary initiative by A.I.S.E. specifically designed for household laundry detergents.		
1997 →	<b>WASHRIGHT®</b> Initially 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. <a href="http://www.cleanright.eu">www.cleanright.eu</a>		
1999 2004	<b>HERA (Human and Environmental Risk Assessment on Ingredients of Household Cleaning Products)</b> A joint A.I.S.E./Cefic initiative, five years ahead of REACH. <a href="http://www.heraproject.com">www.heraproject.com</a>		
2001 →	<b>DUCC (Downstream Users of Chemicals Co-ordination group)</b> A platform to address REACH's objectives. <a href="http://www.duccplatform.org">www.duccplatform.org</a>		
2004 →	<b>CHARTER FOR SUSTAINABLE CLEANING</b> Promoting a life-cycle approach to sustainability through independent assessment, with annual reporting. Updated in 2010 with additional product specific requirements. <a href="http://www.sustainable-cleaning.com">www.sustainable-cleaning.com</a>		
2005 →	<b>SAFE USE ICONS</b> A harmonised set of icons and sentences for voluntary, proactive use by companies to help consumers use products in a safe way.		
2006 →	<b>LAUNDRY SUSTAINABILITY PROJECTS</b> Educating consumers to dose concentrated laundry detergents correctly. <a href="http://www.aise.eu/lsp">www.aise.eu/lsp</a>		
2006 →	<b>SAVE ENERGY AND WATER PROJECT</b> Promoting the use of low-temperature dishwasher programmes <a href="http://www.saveenergyandwater.com">www.saveenergyandwater.com</a>		
2007 →	<b>AIR FRESHENERS PRODUCT STEWARDSHIP PROGRAMME</b> An initiative to promote responsible manufacturing, communication and use of Air Fresheners <a href="http://www.aise.eu/airfresheners">www.aise.eu/airfresheners</a>		
2008 →	<b>WWW.CLEANRIGHT.EU</b> 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. <a href="http://www.cleanright.eu">www.cleanright.eu</a>		



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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.

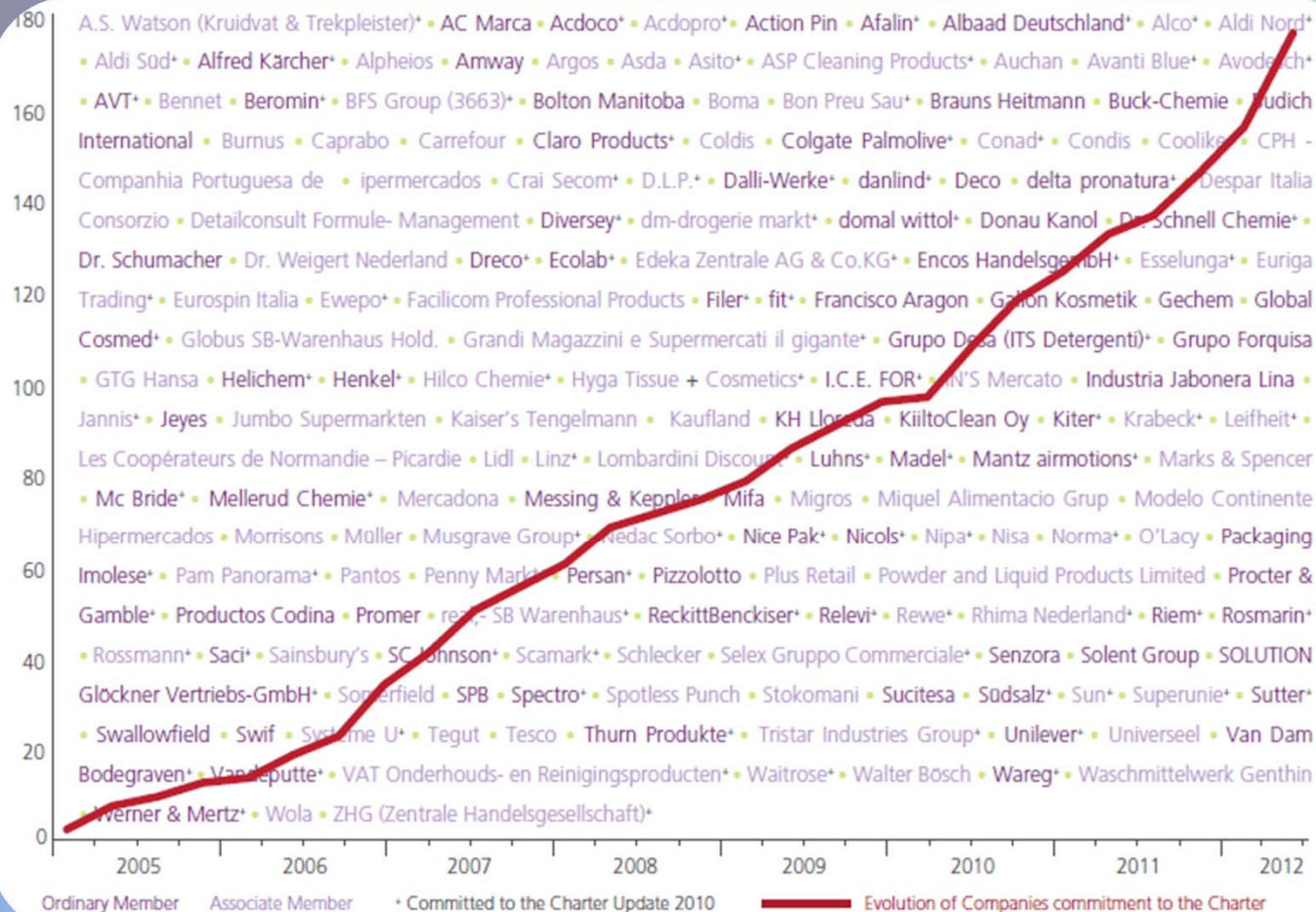
- 12 Company Sustainability Procedures (CSPs) across the product life cycle
- 11 Key Performance Indicators (KPIs) reported annually by companies
- Advanced Sustainability Profiles (ASPs) for products
- End user guidance on best use of products
- Logo allows companies to demonstrate commitment
- Independent 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%; CO<sub>2</sub> 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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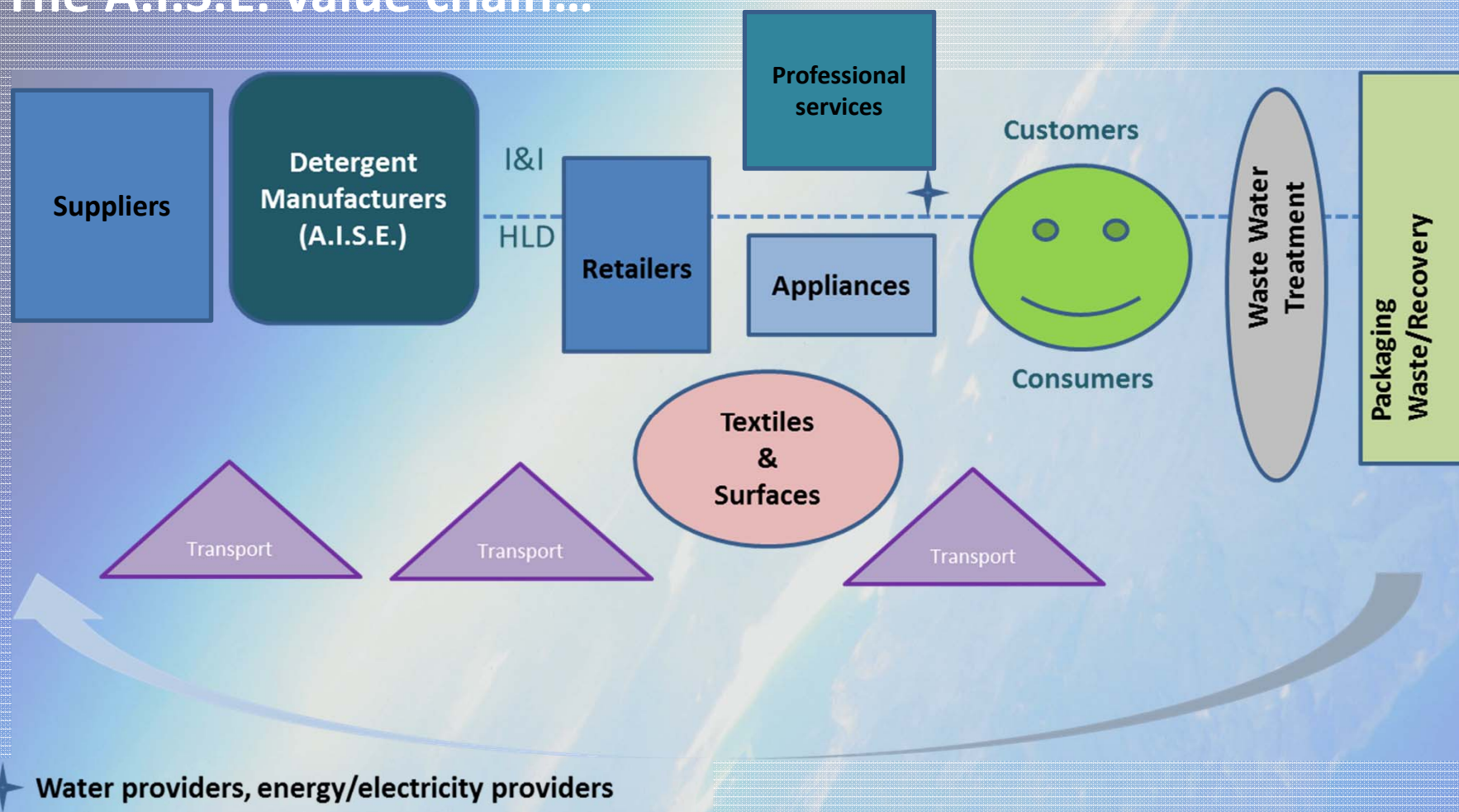


# Charter for **Sustainable** Cleaning

« **Sourcing** of raw  
materials »

« Corporate **Social**  
Responsibility »

## 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!**