Circular Economy and Sustainability: A new inspiration for the detergent industry

Arndt Scheidgen (Henkel) and Françoise Van Tiggelen (DETIC) on behalf of the A.I.S.E. Sustainability Steering Group and network
ALL STAKEHOLDERS TO WORK TOWARDS A TRULY SUSTAINABLE DEVELOPMENT
Steering industry’s sustainability progress through sectoral voluntary agreements…
... in line with global and EU developments
UN SD Goals – Sept 2015
“How can the cleaning and hygiene sector contribute?”
A.I.S.E. Charter for Sustainable Cleaning

Since 2005 in EU+4 flagship voluntary initiative to encourage the whole industry towards continuous improvements in sustainability.

- 12 Charter Sustainability Procedures (CSPs) for the life-cycle phase
- Advanced Sustainability Profiles (ASPs) for 9 product categories
- 11 Key Performance Indicators (KPIs): annual reporting
- Independent verification

www.aise.eu
Charter membership:
225 Companies - 103 Manufacturers & 122 Retailers
>90% of the market
Steering better design of products…

… and better consumption

**1bn products in 2014**

carry the Charter ASP logo &
meet Charter ASP requirements

Multi-stakeholder campaigns
for the sustainable use of products,
driving behaviour change

**LAUNDERY**

- 3,1 a week per household
- 84% loaded
- 42.6° average T°

**TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY**

- Avoid underfilling the machine
- Use the dosing instructions
- Wash at low temperature
- Save packaging, recycle or refill

[www.cleannright.eu](http://www.cleannright.eu)

[www.iprefer30.eu](http://www.iprefer30.eu)
The Professional Cleaning and Hygiene sector

Cleanliness and Hygiene: Benefits of the Industrial & Institutional Cleaning sector

TUESDAY 2 DECEMBER 2014
SOFITEL BRUSSELS EUROPE HOTEL

What’s special about the professional cleaning sector?
- A broad variety of professional customers and needs
- Tailor-made cleaning and hygiene solutions
- Training as an integral part of the service
- Different distribution and sales mode (vs household)
- Vast majority of sales are done through tenders
- Worker friendly dosing and dispensing equipment
- Safety and sustainability as basic principles

DELIVERING PRODUCTS AND SOLUTIONS TO ALL SORTS OF CUSTOMERS

- Laundry € 598 mn
  - e.g. Commercial laundries, textile rental, on-premise laundries, hotels

- Technical Cleaning € 1,140 mn
  - e.g. Industrial cleaning for manufacturing such as automotive, plastics, household & personal care

- Building Care € 813 mn
  - e.g. Airport & rail terminals, commercial buildings, public transport, schools, institutions & government buildings

- Food & Beverage € 1,328 mn
  - e.g. Breweries, dairies, food processing, livestock farming

- Health Care € 1,547 mn
  - e.g. Hospitals, clinics, care & retirement homes

- Kitchen & Catering € 1,274 mn
  - e.g. Restaurants, canteens, offices, schools

⇒ « Service », « Targeted Cleaning solutions » & Sustainability at the heart of the business model
« Circular economy… »

« … is an economy where the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste is minimised ». European Commission

⇒ PACKAGE RELEASED BY THE EUROPEAN COMMISSION ON 2nd DEC 2015
Our understanding (A.I.S.E.)

Resource efficiency

Corporate Social Responsibility

Circular Economy

Sustainable development
(i.e. environment, social, economy)
Our preliminary views

« The detergent and maintenance products industry is a key enabler for other sectors to be more ‘circular’. Indeed, by ensuring the proper maintenance of people’s possessions and enabling them to last longer, we see that cleanliness, hygiene and thus the durability of goods is at the heart of our sector’s contributions.

We welcome the European Commission package and embrace the new opportunities brought by Circular Economy.

The broader framework i.e. Sustainable Development/Ressource Efficiency is on our agenda through proactive sectoral projects since long.

We see this as source of inspiration for the next generation of projects led by A.I.S.E., in dialogue with our value chain and stakeholders. »

Several priorities in the Communication are fully in line with A.I.S.E.’s work:
- Production/Product design: Charter, CSR, Sustainable Sourcing, bio-based ingredients
- Consumption: End-user engagement, Sustainable consumption, Service/PCH, GPP
- Waste/Waste to resources: Clarification REACH/product/waste, secondary raw material (eg plastics)
- Support for SMEs, best practice sharing
- Cross-sectoral/value chain collaboration
- Single market/global aspects.
So what does Circular Economy mean for our sector?

OUR MARKETS (Value, 2014):

HOUSEHOLD SECTOR: 28.3 bn€
Laundry care, surface care, dish washing, maintenance products, bleaches

PROFESSIONAL CLEANING AND HYGIENE (PCH): 6.7 bn€
Health care, Food beverage and agriculture, kitchen and catering, technical cleaning, building care, laundry

Delivering cleaning and hygiene solutions for citizens in Europe, in and outside their homes…

…Thus making those goods, surfaces and infrastructures last longer!
A.I.S.E. value chain engagement:
Delivering the «cleaning solution» and closing the loop together
This is how we will get inspired…

Delivering cleaning and hygiene solutions
for citizens in Europe, in and outside their homes.
Opportunities of Circular Economy through the product stages
Sourcing

Enzymes
Palm oil
Sugar
Cellulosic ethanol

Charter 2016 bio based renewable raw materials

Sustainably sourced materials
CESIO/ERASM (CEN standard)

Renewables as mainstream?
Product design
PREPs, Charter ASP Compaction, unit doses

A.I.S.E./EU collaboration (PEF pilot)

Lead members
- Industry Associations
- Multinational, Large and SMEs

Experts and advisors
- Academia
- Local authorities
- Supply Chain
- Other Organizations

PCH: tailored cleaning solutions

NOW
SHORT TERM
MID TERM
LONG TERM

Plastic value chain
Novel packaging « solutions»

Trends (surfaces? users?)
New ways of cleaning?
« Service » industry?
New business models?
Production

225 Companies
Best practice sharing
Renewable energy, waste management etc

“This product was made by a Charter Member company”

How to reduce CO2

Charter CSR requirements (2016)

Best practice sharing
Less GHG
Zero Waste

Sustainable design and operating as mainstream
Transport

PREPs, Charter ASP

PCH

Intermodal transport

More sustainable logistics models
Synergies

Sustainable transport solutions mainstream

Large packaging (here 900 l)
Use phase

Household: Drive behaviour change (low T°, dosage)
Sectoral agreement BE

PCH: Controlled dosing, cleaning in place.
Sustainable & Efficient solutions

Discussions between A.I.S.E./CECED/Textile sectors

Sustainable choice as default
Novel collaborations and tools (IoT?)
Learn from PCH/Service

Social and demographic trends
New business models?
End of life/New life

Campaigns (recycle/refill)
EPR schemes
Cradle to Cradle

CLP/REACH/Waste legislations.
Value chain case study on plastic?
PCR plastic
Charter
Ecotoxicity

Packaging: Minimum use; recycled packaging; bio-based sourcing?
Ingredients: Bionutrients? Industrial symbiosis?
Water: Recuperate/recycle grey water?
A.I.S.E., Circular Economy and Sustainability

In conclusion:

- High on the agenda of A.I.S.E.’s work
- Proactive initiatives, recognised and delivering results
- Charter for Sustainable Cleaning is our flagship initiative
- Circular Economy is definitely a source of inspiration for the next generations of A.I.S.E. projects
- Complementary work: sector(s)/individual companies
- Key is to collaborate with the whole value chain!

LET’S WORK TOGETHER! THANK YOU