THE SECOND A.I.S.E. “PRODUCT RESOURCE EFFICIENCY PROJECT” FOR LAUNDRY LIQUID DETERGENTS (PREP-L2)

PROJECT DESCRIPTION

This document provides the details of a new sustainability initiative launched by A.I.S.E. (the International Association for Soaps, Detergents and Maintenance Products), specifically addressed at liquid detergents (both Heavy Duty and Light Duty) used for household laundry in Europe, more specifically in the 28 EU + 4 EFTA (Iceland, Liechtenstein, Norway and Switzerland) countries.

This project is promoted by A.I.S.E. and will be implemented with the support of its local National Associations in the countries of the above region.

1. Introduction

Since its foundation in 1952, A.I.S.E. and its members have been committed to act responsibly in a consumer-oriented way – taking into account all elements of Sustainable Development. Importantly, Sustainable Development comprises three balanced pillars: economic development, social responsibility and environmental protection.

In the recent past, A.I.S.E. has extended this dialogue process with key stakeholders into a much broader range of activities concerning both sustainable production and sustainable consumption.

A non-exhaustive list of such activities is shown in Appendix A. These initiatives have been covering a broad span of objectives, including and combining significant improvements especially of the environmental profile and the sustainable consumption of laundry detergents. In particular between July 2009 and June 2011, A.I.S.E. deployed a specific project (LSP-L) aimed at improving the sustainability profile of heavy duty low suds liquid detergents for household laundry.

2. The new “Product Resource Efficiency Project” for laundry liquid detergents (PREP-L2)

Continuing to build on the successful implementation of several “Laundry Sustainability Projects” (LSPs), A.I.S.E. recognises that there is an opportunity to continue to extend the sustainability benefits of such type of initiatives. Therefore it decided that it would be appropriate to take another step towards a more sustainable future by launching a second voluntary industry initiative in an area (household laundry liquid low suds detergents) with continuously growing relevance to consumers.
As a result, A.I.S.E. and its National Associations members are now launching another important initiative in the spirit of concrete action for a continual progress in terms of sustainable development in the field of laundry liquid detergents.

This is the second “Product Resource Efficiency Project” for household laundry liquid detergents (PREP-L2)\(^1\).

The objective of PREP-L2 is to continue to deliver significant benefits concerning the aspects of sustainability in the field of the household laundry process.

Laundry liquid detergents represent nowadays the most important segment of laundry products across Europe. The LSP-L initiative, which ran from 2009 and 2011, has already been successful in eliminating the presence of the very large majority of the diluted “heavy duty” liquid detergents on the markets in Europe. With PREP-L2, A.I.S.E. wants to go further and decrease the impact of this category. In particular A.I.S.E. wants also to extend for the first time this approach to the “light duty” liquid detergents for fine fabrics.

Importantly, PREP-L2 is carried out in coherence with the A.I.S.E. Charter so as not to undermine the efficiency and the positioning of the Charter scheme as the main A.I.S.E. sustainability framework and the “most advanced sustainability scheme for the industry”. In fact in parallel to the deployment of PREP-L2, there is a plan to update the requirements for the Charter 2010 Advanced Sustainability Profile (ASP) for laundry liquid detergents.

More specifically PREP-L2 wants to provide:

- In the field of sustainable production, a reduction of the environmental impact of the laundry detergent sector across the whole of Europe by promoting and encouraging the reduction of chemicals, packaging and energy used in product making, delivery and use, thus contributing to sustainability targets such as CO\(_2\) emissions.

- In the field of sustainable consumption, an encouragement to consumers to optimize further the way they use products, through harmonised on-pack consumer communications and possible relevant accompanying communication activities (e.g. PR-campaign). This will provide consumers with important information on how to reduce product and energy usage and thus also costs whilst maintaining the cleanliness delivered.

Also in the context of PREP-L2, A.I.S.E. together with the National Industry Associations in the relevant countries will continue to undertake adequate action to inform and guide consumers about concentrated products and their new dosages (See point 7.b.).

The PREP-L2 initiative has been developed based on the conviction and the experience\(^2\) that only an Industry Association-led initiative could make consumers’ habits move further towards even more sustainable patterns in the field of household laundry liquid detergents. This is because such an approach can build on and benefit from coordinated communication activities that can only be possible in such a context.

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1 In order to avoid any confusion in light of the relation of the LSP initiatives with the Charter and retain the concept of “sustainability” solely for the Charter, it has been decided to replace the definition of “Laundry Sustainability Projects” (LSPs) with the new definition of “Product Resource Efficiency Projects” with “PREP” as the acronym. In the case of this PREP-L2 initiative, the “L” stands for “liquids” and the “2” is a reminder that this is the second project of this kind for this product category in Europe.

2 Similar LSP / PREP initiatives in the field of household laundry detergents have delivered very encouraging results. Appendix A provides more details on these initiatives that have been run over the years in Europe by A.I.S.E. with the support and cooperation of the National Industry Associations in the individual countries. In fact some of those initiatives are still underway.
Furthermore this initiative will ultimately continue to strengthen the reputation of the detergent industry represented by A.I.S.E. and its National Industry Associations as a proactive and trusted partner for authorities and civil society in supporting sustainable development.

3. **Product Scope**

The **PREP-L2** initiative is aimed at all Heavy Duty\(^3\) Low Suds (HDLS) and all Light Duty\(^3\) Low Suds (LDLS) liquid\(^4\) detergents used for household laundry.

The following product executions are, inter alia, included in the scope of this project:
1. HDLS / LDLS liquid detergents sold in traditional containers (e.g., bottles).
2. HDLS / LDLS liquid detergents sold in “mono-doses”.
3. HDLS / LDLS liquid detergents which are sold solely in large containers to be used exclusively by retailers for selling product to consumers in refillable bottles.
4. HDLS / LDLS liquid detergents for the I&I (Industrial & Institutional) sector which are sold in C&C (Cash & Carry) markets and thus are easily available to consumers (even in the case they are sold in large sizes).

4. **Geographical Scope**

The **PREP-L2** initiative will run in the following countries: EU 28 + EFTA 4. In case a country becomes a new member of the EU during the lifetime of the project, it will be included automatically in the geographical scope as well. Companies can choose the countries for which they wish to commit.

5. **Criteria of participation**

The project addresses both branded products and private labels. It is open to companies manufacturing and/or placing on the market within the defined geographical scope laundry liquid detergents which includes, if all the other applicable conditions are met:
- companies active in the markets within the geographical scope;
- members and non-members of A.I.S.E.;
- members and non-members of the National Industry Associations of the countries within the geographical scope;
- manufacturers, distributors, and importers where applicable;\(^5\)
- companies established within and/or outside of the geographical scope.

\(^3\) A clarification of the definitions for “Heavy Duty” and “Light Duty” detergents can be found in the already mentioned Annex VIIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents, “a detergent shall be considered to be a heavy-duty detergent unless the claims of the manufacturer predominantly promote fabric care i.e. low temperature wash, delicate fibres and colours.”

The classification of a detergent in one or in the other category is normally made by the manufacturer and can be clearly identified from the way the legally required “number of standard washes” is calculated. In fact the same annex states:
- “The packaging of detergents sold to the general public intended to be used as laundry detergents shall bear the following information:
  - For heavy-duty detergents, the number of standard washing machine loads of ‘normally soiled’ fabrics, and, for detergents for delicate fabrics, the number of standard washing machine loads of ‘lightly-soiled’ fabrics, that can be washed with the content of the package using water of medium hardness (....).”

\(^4\) A liquid detergent is an aqueous or non-aqueous fluid (where molecules can move freely among themselves) or a colloidal solution/dispersion (gel or any other non-solid/gas form) with suspended particles, meant to wash household laundry.

\(^5\) These include “Contract manufacturing” companies and “Trade chains” with their own private label products. (See the last paragraphs of point 7).
6. **Timing**

The key dates for the PREP-L2 initiative are as follows:

- In principle approval by the A.I.S.E. Board: 05 February 2015
- Confirmation of the green light by the Board: 04 February 2016
- Opening date\(^6\): 01 April 2016
- Activation date\(^7\): 01 April 2017
- End of the "Industry Preparation" period\(^8\): 30 September 2017
- Launch of the TV communication plan (*if foreseen*): 01 January 2018
- Closure date\(^9\): 31 March 2018
- Beginning of the "Exhaustion" period\(^10\): 01 October 2018

A detailed “timetable” with all the milestones and the specific conditions to be followed is also shown in *Attachment 1*.

7. **Companies’ Commitment**

Each Company adhering to the PREP-L2 initiative commits to take concrete specific steps towards achieving the objectives of the project.

It must be noted that companies are free to decide in which countries they want to participate to the initiative and in which they may choose to stay out. Also they are free to decide whether to adhere to the project in a given country, for both HDLs and LDDs or for just one of the two product categories.

In particular, companies participating in this initiative commit to:

7.a. *Develop and place on the market optimized formulations that enable consumers to achieve at the lower recommended dosages end-results at least equivalent to before.*

Specifically, companies must ensure that in a given country all their household laundry liquid detergents of the categories (Heavy Duty and/or Light Duty) they choose to concentrate have recommended dosages *not greater than 55 ml per wash* for a standard washing machine load\(^11\) to be washed using water of medium hardness. Importantly when used at these lower dosages, detergents should deliver in the use phase washing end-results at least equivalent to those the consumer is expecting from previous experience.

In case a participating company introduces a new product during the lifetime of the project, the commitment foresees to have also for these new products recommended dosages which are not greater than 55 ml/wash for a standard washing machine load to be washed using water of medium hardness. This is also valid in case of acquisitions.

\(^{6}\) Beginning of the "Industry Preparation" period. By this date companies can start to sign-in, but no product with the on-pack communication material can be "placed on the market".

\(^{7}\) Beginning of the "Implementation" period. Companies can continue to sign-in and after this date they can start "placing on the market" products with the on-pack communication material.

\(^{8}\) After this date companies cannot apply to the project anymore.

\(^{9}\) Beginning of the "Closing down" period. By this date participating companies must have started "placing on the market" the new products with the on-pack communication material and must have stopped producing pre-PREP-L2 products.

\(^{10}\) By this date participating companies must have stopped producing products using the "comparative" on-pack communication material.

N.B. “Placing on the market” shall be interpreted to mean the moment when the ownership of the products transfers from the company to the trade customer.

In order to maximize the potential for Sustainability benefits and minimize the possibility of Consumers’ confusion, where a company places on the market in a given country both Heavy Duty and Light Duty liquid detergents, it shall commit to strive to concentrate both types of products. However, should a company foresee such a high level of complexity that will prevent it from being able to concentrate all their products in both categories, it is at its discretion to choose to concentrate all its brands in only one of these two categories.

The 55 ml/wash maximum limit was selected based on an industry consultation which confirmed their technical feasibility. In practical terms this would represent a significant reduction in the recommended dosages in weight and in volume versus the most common situation for this type of detergents that exists to-date. In fact an initial calculation shows that this minimum level to reach will allow significant environmental benefits.

Appendix B provides a brief summary of this initial calculation and presents an overview of the potential benefits in terms of savings of ingredients, packaging materials and transport.

The above requirement will allow striking the right balance between a significant increase in concentration and the largest possible access to the project. In fact it is expected that this requirement can be reached with conventional technologies, thus not representing a technical barrier to entry into the project for any company (including SMEs) who wishes to join the project.

7.b. **Optimize the usage of packaging materials.**

Participating companies must continue to strive to optimize the usage of packaging materials for the new products.

As the new formulations entail a reduced volume per wash, participating companies commit to a reduction of packaging materials, remaining at least overall in line with current filling levels.

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

The objective of such communication aims to ensure that consumers have the information needed to dose correctly and are aware of the right consumer behaviours to follow in order to maximize the sustainability benefits. This will be achieved providing a uniform approach to consumer information regarding the concentration of the products.

In particular communication to consumers will focus on educating consumers to use more concentrated products and to apply the correct dosage, using the A.I.S.E. non-branded material.

To that end, A.I.S.E. is developing a template for a consumer communication package, including harmonised, non-branded material which aims to raise awareness among consumers about the benefits of using more concentrated products.

The elements of such consumer communication for PREP-L2 will essentially but not exclusively be related to on-pack material and specific PR activities with institutional stakeholders. In addition material for “Viral marketing” and for POS (“Point-of-sale”) activities on the Internet is being considered.

This material will be made available to all participating companies in due time before the start of the activation period.

Companies committing to the scheme must use for the products they concentrate the on-pack patches which have been developed by A.I.S.E.
Specifically they must print on their labels:

1. a “front label” patch and
2. a “back label” patch to be added to the products’ dosing table.

In addition they should adhere to the guidelines for such communication, which are provided in Attachment 5. Two versions of these patches (comparative and non-comparative) are shown in Attachment 2 and Attachment 3 respectively.

Furthermore participating companies are strongly encouraged to maximize their communication efforts in order to ensure maximum engagement of consumers in reading and following the new dosage instructions. In particular reference to Industry Web communication material (if available) is recommended to be included in the Company / Brand sites and in their TV / print advertising and ideally also on the labels via a Web address or a QR code.

At this stage no specific TV advertising campaign is foreseen, however A.I.S.E., subject to available funding, stands ready to provide support and guidance both in terms of material development and communication plan development and deployment in case NA(s) and/or companies decide for the need to implement a “heavier” communication plan (e.g., including also TV advertising) in specific countries.

In case a participating company has already implemented some reformulations of its household laundry liquid detergents prior to the launch of this project bringing them to be already complying with the requirements set in the above paragraphs, it can (but is not compelled to) use the appropriate communication elements shown in the attachments, but not earlier than the “activation” date (April 1, 2017).

For new products being introduced during the lifetime of the project, the company can use the appropriate communication elements shown in the attachments, but not earlier than the “activation” date (April 1, 2017).

Companies participating into PREP-L2 are also encouraged to (continue to) use the A.I.S.E. “Cleanright Panel©” (see Appendix C). The A.I.S.E. “Cleanright Panel©” is a pillar of A.I.S.E. sustainability commitment and it clarifies further how consumers should do their laundry in order to reduce water and energy use, saving money and CO2 emissions.

7.d. Adhere to all conditions set in this document and in the “Letter of Commitment”.

The “Letter of Commitment” and the “Timetable” shown in Attachment 1 list some specific conditions to be followed with regard to the milestones of the project.

In case a company does not honour those commitments, A.I.S.E. will take the following actions:

a. As soon as A.I.S.E. becomes aware of an alleged infringement by a company, it will write to that company giving full particulars of the event that might constitute an infringement of the commitments taken, including the time period to remedy the infringement.

The company shall reply in writing within twenty-eight (28) days.

b. In the event that the company agrees its behaviour does constitute an infringement of its commitment, it shall remedy the breach within sixty (60) days (not including the twenty-eight (28) days indicated above) as requested by A.I.S.E. in the letter referred to above.

This remedy may include a requirement to cease use of the on-pack communication material on the products until the infringement has been remedied.
c. In the event that A.I.S.E. and the company do not come to an agreement on the alleged infringement, A.I.S.E. will refer the matter to an independent verifier whose assessment will be definitive for the purpose of assessing the infringement.

Where the verifier confirms the infringement, the company will be requested by A.I.S.E. to remedy the infringement within 60 days.

The remedy may include a requirement to cease use of the on-pack communication material on the infringing products until the infringement has been remedied.

All the above steps should be implemented by companies whilst ensuring that detergents placed on the market meet the safety and environmental requirements defined by law at the time of the project.

In order to join the project, companies shall sign a "Letter of Commitment" that will be provided by A.I.S.E. In turn A.I.S.E. will provide the communication material to be used on the packs. Such on-pack communication material can only be used by companies (including for their products on shelves) once they have committed to the project by signing the "Letter of Commitment". Once the "Letter of Commitment" is signed, such on-pack communication material cannot appear on products on shelves before the "activation" date (April 1, 2017).

By signing-in to the project, a company commits to achieve the above sustainability objectives on all its HDLS and LDLS household laundry liquid detergents brands in one or more of the countries of the geographical scope as defined above.

To note: special provisions apply to “Contract manufacturers” and to “Trade chains”.

- “Contract manufacturers” can adhere to the PREP-L2 initiative (as indicated in foot-note # 5). In case they want to join the project, all the above commitments apply to those brands which are directly “owned” by them (in case they have some specific brands), but not to the brands which are owned by their clients, as the responsibility for these brands rests with the latter.

In any case “Contract manufacturers” participating to the scheme commit to promote this initiative with their clients suggesting how best to formulate and participate directly to the project.

- “Trade chains with their own private label products can adhere to the PREP-L2 initiative (as indicated in foot-note # 5). In case they want to join the project, all the above commitments apply to them for those brands.

8. Internal promotion and communication with stakeholders

A.I.S.E. and its National Associations will be responsible for the promotion of this initiative to the whole of the industry, both members and non-members of A.I.S.E.

In addition, National Associations (with the support of A.I.S.E., as appropriate) will interact with National bodies, Governments, NGOs and consumers to present and explain the background of the project and its benefits. This will be done via ad-hoc communication programs to be run centrally and locally, including national PR campaigns and harmonised, non-branded on-pack communication which will aim to engage consumers and attempt to persuade them of the benefits of modifying behaviour.

These activities will be led by the associations and specifics and timings for such campaigns will be decided both at A.I.S.E. and in the various National Associations.
Preliminary contact with authorities at national level by the National Associations is however encouraged to take place as early as possible.

9. **Financing the initiative**

A.I.S.E. will establish a separate dedicated budget to support all central expenses related to this project. In parallel, National Associations will also establish local budgets to cover local expenses related to the communication events.

The budget contribution of each participating company for both central and local expenses is based on its estimated “Value Market Share” (VMS) of the household laundry liquid LS detergents’ market during year 2015 in the whole project region (for the central budget) and on a country by country basis (for local budgets).

The final repartition is determined based on the final group of companies joining the **PREP-L2** initiative in any given country.

- **Central contributions** *(to be paid to A.I.S.E.)*: all companies with a “regional share” in year 2015 above 1.0% joining the project contribute to the central costs according to their “regional share” of the household laundry liquid LS detergents’ market during year 2015 (their national VMS, weighted by the countries’ market size).

  All estimated VMS are collected on a confidential basis by the A.I.S.E. secretariat and are based on historical data provided by independent third parties (e.g., ACNielsen, GFK, Euromonitor).

  The “Region” is defined as the whole group of countries indicated in the geographical scope of the **PREP-L2** initiative (See point 4. above).

- **Local contributions** *(to be paid in each country to the local National Association)*: all companies joining the project in a given country with a national VMS in year 2015 in that country above 1.0% contribute to the local expenses, according to their national share of the household laundry liquid LS detergents’ market during year 2015 (their VMS within a given country).

  In case the National Association in a given country decides to run a national TV campaign, the advertising space on TV is bought directly by the companies joining the project in that country on the basis of their combined estimated “Share of Voice” (SOV) and “Value Market Share” (VMS) in year 2015 of the laundry liquid LS detergents’ market in that country where TV advertising is aired. Importantly this split will be calculated in “Gross Rating Points” (GRPs) rather than in currency for confidentiality reasons.

Specific details on the contributions are shown in **Attachment 6** and will be part of the “**Letter of Commitment**”.

10. **Quantification of the Benefits**

The **PREP-L2** initiative has the potential for delivering environmental benefits as well as enabling consumers to obtain the same performance for less raw materials and energy usage.

As the execution of this project is expected to follow the model established in previous similar projects, A.I.S.E can expect a significant reduction in raw materials and packaging in line with what was achieved before.

A system of auditing and measuring progress is in place, based on the collection of individual company data (in full confidentiality) and their consolidation in order to calculate the environmental load reduction achieved at the end of the project versus the situations in the market in calendar year 2015.
The data will normally be extracted from market tracking data provided by independent third parties (e.g., ACNielsen, GFK, Euromonitor) to A.I.S.E. Companies participating into PREP-L2.

The collection and the consolidation of the data will be managed by the A.I.S.E. Secretariat on a confidential basis and participating companies must commit to cooperate with this process.

A.I.S.E. undertakes to publish a close-out report at the end of the project, (end 2019) which it will make available to all stakeholders. This report will present the results obtained through this project.

11. Support

In order to achieve success, A.I.S.E. stands ready to provide appropriate levels of resources (both centrally and in the various countries through its local National Associations).

Importantly A.I.S.E. stands also ready to provide technical assistance to those companies interested in joining the project and which might be requesting it to solve any difficulty to develop and produce more concentrated products.

In parallel the National Industry Associations undertake to interact with and explain to Governments, NGOs and consumers the background to the project and its benefits. This can be done via ad-hoc meetings and national PR campaigns.
The project’s key dates are as follows:

- Approval of the project: 04 February 2016
- Opening of the project: 01 April 2016
- Activation of the project: 01 April 2017
- Closure of the project: 31 March 2018

**Milestones:**

0 = The idea of a new PREP initiative emerges
1 = In principle agreement by the Board
2 = “Approval” of the project (final approval and “Go ahead” by the Board)
3 = “Opening” of the project
4 = “Activation” of the project
5 = End of the “Industry Preparation” period
6 = Launch of the TV communication plan (if agreed)
7 = “Closure” of the project
8 = Beginning of the “Exhaustion” period

**Note:**

1 “Placing on the market” shall be interpreted to mean the moment when the ownership of the products transfers from the company to the trade customer.

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**PREP-L2 Timetable**

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestones</th>
</tr>
</thead>
<tbody>
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<td>01/01/2014</td>
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</tr>
<tr>
<td>01/07/2015</td>
<td>1</td>
</tr>
<tr>
<td>01/04/2015</td>
<td>2</td>
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<td>01/01/2016</td>
<td>3</td>
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<tr>
<td>01/04/2016</td>
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<td>01/01/2017</td>
<td>5</td>
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<td>01/04/2018</td>
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</tr>
<tr>
<td>01/01/2019</td>
<td></td>
</tr>
<tr>
<td>01/04/2019</td>
<td></td>
</tr>
</tbody>
</table>

**Steps:**

- Exploration work
- Consultation & development work
- Information deployment
- Industry Preparation
- Stakeholders’ communication plan deployment
- Implementation
- Closing down
- Exhaustion
- Close-out reporting
**Attachment 2**

**PREP-L2 – On-pack Communication Material**

**Disclaimer:** this on-pack communication material has been developed by A.I.S.E. for the PREP-L2 initiative. It can only be used by Companies committing to this initiative and upon signature of a “Letter of Commitment”.

“Comparative patches”

FOR COMPANIES/BRANDS THAT ARE CONCENTRATING THEIR LAUNDRY LIQUID DETERGENTS IN ORDER TO REDUCE THE STANDARD RECOMMENDED DOSE ≤ 55 ml/wash

1. **“Front label” patches**

**Overall Intent:**

This patch, which is put on the front label, signals to the consumer that the product contained is a concentrated laundry liquid and that less product is needed than with non-concentrated laundry liquids. Its colour and style is matched to the A.I.S.E. “Cleanright Panel™”, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

<table>
<thead>
<tr>
<th>Silent version</th>
<th>Monolingual version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Silent version" /></td>
<td><img src="image" alt="Monolingual version" /></td>
</tr>
</tbody>
</table>

**Guidelines:**

<table>
<thead>
<tr>
<th>Element</th>
<th>Recommended minimum (as per example above)</th>
<th>Optional (at discretion of individual companies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patches</td>
<td>Companies must use a patch.</td>
<td>The choice between the “silent” version or the other one is left to the individual company.</td>
</tr>
<tr>
<td>Wash basket</td>
<td>Positioned on the left hand side, the icon indicates the number of loads contained in the bottle of detergent.</td>
<td>Companies may use their own basket logo to ensure graphical consistency.</td>
</tr>
<tr>
<td>Dosing device icon</td>
<td>Positioned on the right hand side; lines, colours and arrow should be consistent.</td>
<td>Companies are encouraged to choose a graphic that most closely represents their planned level of concentration (see examples in attachment 4).</td>
</tr>
<tr>
<td>Wording</td>
<td>“More Concentrated” or “Concentrated”</td>
<td>No words is acceptable. The additional sentence “New dosage” is allowed and in fact encouraged.</td>
</tr>
<tr>
<td>Colours</td>
<td>Green background, white text; outline should match that used on the “Cleanright Panel™”. The colour of the product in the “old” scoop should be a lighter version of the colour of the product in the “new” scoop.</td>
<td>A black &amp; white version of the patch may also be used.</td>
</tr>
</tbody>
</table>

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On the top right hand side. None.
Attachment 2 (cont’d)

2. “Back label” patches

Overall Intent:

This patch, which is added to the dosing instruction table, re-emphasises the importance of appropriate dosage to the consumer. Its colour and style is matched to the A.I.S.E. “Cleanright Panel™” and “Front label” patch, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

Due to the significant variations in different companies’ dosing table artwork, the specific layout of this information is open to more flexibility, as specified below:

<table>
<thead>
<tr>
<th>Silent version</th>
<th>Monolingual version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical format</td>
<td>Horizontal format</td>
</tr>
</tbody>
</table>

Guidelines:

<table>
<thead>
<tr>
<th>Element</th>
<th>Recommended minimum (as per example above)</th>
<th>Optional (at discretion of individual companies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patches</td>
<td>Companies must use a patch</td>
<td>The choice between the “silent” version or one of the other ones is left to the individual company.</td>
</tr>
<tr>
<td>Dosage</td>
<td>Must be clearly indicated and next to the “new” dosing device.</td>
<td>None.</td>
</tr>
<tr>
<td>Dosing device icon</td>
<td>Positioned on the right hand side; lines, colours and arrow should be consistent.</td>
<td>Companies are encouraged to choose a graphic that most closely represents their planned level of concentration (see examples in attachment 4).</td>
</tr>
<tr>
<td>Wording</td>
<td>“More Concentrated” or “Concentrated”</td>
<td>No words is acceptable. The additional sentence “New dosage” is allowed and in fact encouraged.</td>
</tr>
<tr>
<td>Positioning</td>
<td>Dosage amount must be clearly indicated on the right hand side next to the “new” dosing device.</td>
<td>Positioning of words and icon is at the companies’ discretion. This allows optimal fit with different dosing instructions layouts.</td>
</tr>
<tr>
<td>Colours</td>
<td>Green background, black text; outline should match that used on the “Cleanright Panel™”. The colour of the product in the “old” dosing device should be a lighter version of the colour of the product in the “new” dosing device.</td>
<td>A black &amp; white version of the patch may also be used.</td>
</tr>
</tbody>
</table>

© A.I.S.E. On the top right hand side. None.
**Attachment 3**

**PREP-L2 – On-pack Communication Material**

**Disclaimer:** this on-pack communication material has been developed by A.I.S.E. for the PREP-L2 initiative. It can only be used by Companies committing to this initiative and upon signature of a “Letter of Commitment.”

**“Non-comparative patches”**

FOR COMPANIES/BRANDS THAT ARE NOT CONCENTRATING THEIR LIQUIDS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE PREP-L2 CRITERIA, (i.e. their standard dose remains unchanged at ≤ 55 ml/wash and their packaging materials usage is optimized).

1. **“Front label” patches**

**Overall Intent:**

This patch, which is put on the front label, signals to the consumer that the product contained is a concentrated laundry liquid and that less product is needed than with non-concentrated laundry liquids. Its colour and style is matched to the A.I.S.E. “Cleanright Panel™”, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

<table>
<thead>
<tr>
<th>Silent version</th>
<th>Monolingual version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Silent version" /></td>
<td><img src="image" alt="Monolingual version" /></td>
</tr>
</tbody>
</table>

**Guidelines:**

<table>
<thead>
<tr>
<th>Element</th>
<th><strong>Recommended minimum (as per example above)</strong></th>
<th><strong>Optional (at discretion of individual companies)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Patches</td>
<td>The use of this patch is non mandatory.</td>
<td>The choice between the “silent” version or one of the other ones is left to the individual company.</td>
</tr>
<tr>
<td>Wash basket</td>
<td>Positioned on the left hand side, the icon indicates the number of loads contained in the bottle of detergent.</td>
<td>Companies may use their own basket logo to ensure graphical consistency.</td>
</tr>
<tr>
<td>Dosing device icon</td>
<td>Positioned on the right hand side; lines, colours and arrow should be consistent.</td>
<td>None</td>
</tr>
<tr>
<td>Wording</td>
<td>“Concentrated”</td>
<td>No wording</td>
</tr>
<tr>
<td>Colours</td>
<td>Green background, white text; outline should match that used on the “Cleanright Panel™”.</td>
<td>A black &amp; white version of the patch may also be used.</td>
</tr>
<tr>
<td>© A.I.S.E.</td>
<td>On the top right hand side or as shown in the above patch.</td>
<td>None.</td>
</tr>
</tbody>
</table>
2. “Back label” patches

Overall Intent:
This patch, which is added to the dosing instruction table, re-emphasises the importance of appropriate dosage to the consumer. Its colour and style is matched to the A.I.S.E. “Cleanright Panel™” and “Front label” patch, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

Due to the significant variations in different companies’ dosing table artwork, the specific layout of this information is open to more flexibility, as specified below:

<table>
<thead>
<tr>
<th>Silent version</th>
<th>Monolingual version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical format</td>
<td>Horizontal format</td>
</tr>
</tbody>
</table>

Guidelines:

<table>
<thead>
<tr>
<th>Element</th>
<th>Recommended minimum (as per example above)</th>
<th>Optional (at discretion of individual companies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patches</td>
<td>The use of this patch is non mandatory.</td>
<td>The choice between the “silent” version or one of the other ones is left to the individual company.</td>
</tr>
<tr>
<td>Dosage</td>
<td>Must be clearly indicated and next to the dosing device.</td>
<td>None.</td>
</tr>
<tr>
<td>Dosing device icon</td>
<td>Positioned on the right hand side; lines, colours and arrow should be consistent.</td>
<td>None</td>
</tr>
<tr>
<td>Wording</td>
<td>“Concentrated”</td>
<td>No wording.</td>
</tr>
<tr>
<td>Positioning</td>
<td>Dosage amount must be clearly indicated on the right hand side next to the dosing device.</td>
<td>Positioning of words and icon is at the companies’ discretion. This allows optimal fit with different dosing instructions layouts.</td>
</tr>
<tr>
<td>Colours</td>
<td>Green background, black text; outline should match that used on the “Cleanright Panel™”.</td>
<td>A black &amp; white version of the patch may also be used.</td>
</tr>
<tr>
<td>© A.I.S.E.</td>
<td>On the top right hand side.</td>
<td>None.</td>
</tr>
</tbody>
</table>
Attachment 4

**PREP-L2 – On-pack Communication Material**

**Menu of Different Doser Fill Levels**

Companies are encouraged to choose a graphic that most closely represents their planned level of concentration, e.g.:

<table>
<thead>
<tr>
<th>Graphic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image" /></td>
<td>Arrow is at 75% of old dose</td>
</tr>
<tr>
<td><img src="image2" alt="Image" /></td>
<td>Arrow is at 66% of old dose</td>
</tr>
<tr>
<td><img src="image3" alt="Image" /></td>
<td>Arrow is at 58% of old dose</td>
</tr>
<tr>
<td><img src="image4" alt="Image" /></td>
<td>Arrow is at 50% of old dose</td>
</tr>
<tr>
<td><img src="image5" alt="Image" /></td>
<td>Arrow is at 40% of old dose</td>
</tr>
<tr>
<td><img src="image6" alt="Image" /></td>
<td>Arrow is at 33% of old dose</td>
</tr>
</tbody>
</table>
Attachment 5

**PREP-L2 – On-pack Communication Material**

**Guidelines on the on-pack communication elements**

1. Patches may not be mixed:
   - “Front label” patches of Attachment 2 can only be used in association with “Back label” patches of the same attachment.
   - “Front label” patches of Attachment 3 can only be used in association with “Back label” patches of the same attachment.

2. Should a company choose to concentrate further a liquid that already met the PREP-L2 criteria before the “activation” date of the PREP-L2 initiative, they must still use the patches of Attachment 2.

3. For new products placed on the market with a recommended dosage in line with the requirements of PREP-L2, the use of the patches of Attachment 3 is optional.

4. A company is free to amend its artwork from the patches of Attachment 2 to the patches of Attachment 3 after a minimum of 6 months following actual concentration and on pack communication using the patches of Attachment 2.

5. A company is free to remove the on-pack patches after a minimum of 6 months from the initial placement on the market of the more concentrated products, if it feels that consumers are well aware that the product is concentrated and that dosage has changed.

6. Note that the indication “00” in the laundry basket shown in the “Front label” patches of Attachment 2.1 and Attachment 3.1 must reflect the actual number of standard washing machine loads of “normally soiled” fabrics (for HDL) or of “lightly-soiled” fabrics (for LDLs) that can be washed with the content of the bottle using water of medium hardness as defined in Annex VIIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents.

7. Similarly the indication “XX” shown in the “Back label” patches of Attachment 2.2 and Attachment 3.2 must reflect the actual recommended dosage for a standard washing machine load of “normally soiled” fabrics (for HDL) or of “lightly-soiled fabrics” (for LDLs) to be washed using water of medium hardness as defined in Annex VIIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents.
**Disclaimer:** All fees calculations are handled in full confidentiality directly with each individual company committing to the PREP-L2 initiative and having signed a “Letter of Commitment.”

Budget contribution of each participating company for both central and local costs will be based on specific criteria outlined here below. Importantly the budget split mechanism has been designed so that smaller companies would not be penalized, to ensure that no company willing to join the initiative would be prevented to do so for financial considerations. The final repartition will be determined based on the final group of companies joining this A.I.S.E. PREP-L2 initiative in the region and in any given country.

- **Central costs:**
  A.I.S.E. has established a separate dedicated central budget to support all expenses related to this project. This budget will cover all the “central” expenses covering the development of the communication material (including TV copy development if this has been requested), the PR material, the LCA studies and technical support (where necessary) and the project management.
  This budget will be financed by each participating company on the basis of its estimated regional “Value Market Share” (Regional VMS – see definition below) of the household laundry liquid detergents’ market during year 2015 in the whole project region. Participating companies with a regional VMS in year 2015 below 1.0% will not need to contribute.

- **Local costs:**
  The “local” budget in a given country will cover any needed adaptation of the template communication PR Material developed centrally by A.I.S.E. and the roll out of the project in a given country (e.g., PR campaign implementation). TV space will not be included in this budget (see below).
  These costs will be covered by all participating companies in that country on the basis of their estimated national “Value Market Share” (National VMS – see definition below) of the household laundry liquid detergents’ market during year 2015. Participating companies with a national VMS in year 2015 below 1.0% will not need to contribute.
  In case the National Association in a given country decides to run a national TV campaign, the advertising space on TV will be bought by the companies joining the project in that country on the basis of their combined estimated SOV and VMS of the laundry liquid detergents’ market in year 2015 in that country where TV advertising is aired. Importantly this split will be calculated in GRPs rather than in currency for confidentiality reasons. Participating companies with a national SOV in year 2015 below 1.0% will not be part of this split.

Importantly all “Value Market Shares” and “Shares of Voice” will be collected on a confidential basis by the A.I.S.E. secretariat and will be based on historical data provided by independent third parties (e.g., ACNielsen, GFK, Euromonitor).

Specific details on the contributions will be part of the licensing agreements.
**Data – definitions:**

- **Market Size (Euro):** total value of the household laundry liquid detergents’ market during year 2015.

- **Value Market Share (VMS, %):** total share of the household laundry liquid detergents’ market during year 2015, collected by an independent data provider.

- **Share of Voice (SOV, %):** total share of the laundry liquid detergents’ TV advertising in year 2015, rated for 30” TV copy, collected by independent data provider.

- **Regional share (%):** the VMS within the whole Region, weighted by countries’ Market Sizes.

- **National share (%):** the VMS within a given country.

- **Region (or Territory):** the group of countries defined in the geographical scope of the PREP-L2 initiative as defined under point 4 of this “Project description” document.

- **Timeline:** Companies, who join the PREP-L2 initiative at any time within its duration, need to contribute to the budget according to their respective “regional / national shares”, regardless of the date of joining.

**Detailed split:**

<table>
<thead>
<tr>
<th>CENTRAL COSTS</th>
<th>Budget</th>
<th>Split between</th>
<th>Basis for split</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Communication material development</td>
<td></td>
<td>A.I.S.E.</td>
<td>Regional VMS</td>
</tr>
<tr>
<td>- PR Template development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- TV Copy development (if required)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Media Plan (ex TV) development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Media Plan (ex TV) study</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Legal support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Technical support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- A.I.S.E. project management</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCAL NATIONAL COSTS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Adaptation of communication material</td>
<td>Local N.A.</td>
<td></td>
<td>National VMS in the specific country</td>
</tr>
<tr>
<td>- Implementation of PR campaign</td>
<td>Local N.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Local Legal support</td>
<td>Local N.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Local consultants</td>
<td>Local N.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- N.A. project management</td>
<td>Local N.A.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCAL TV COSTS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- National TV Media Plan development</td>
<td>Local N.A.</td>
<td></td>
<td>Combined estimated 2015 SOV and VMS of the laundry liquid detergents’ market in the country where TV advertising is aired</td>
</tr>
<tr>
<td>- National TV advertising space</td>
<td>Bought directly by companies on a GRP basis</td>
<td>All participating companies with a SOV ≥ 1% in the specific country where TV advertising is aired</td>
<td>Combined estimated 2015 SOV and VMS of the laundry liquid detergents’ market in the country where TV advertising is aired</td>
</tr>
</tbody>
</table>
Appendix A

Examples of the A.I.S.E. initiatives in the field of Sustainable Development

- In the late 1980s A.I.S.E. promoted a novel “Ingredient labelling” approach in partnership with the EU Commission, which resulted in a Commission Recommendation (CEE 89/542).

- In January 1997, A.I.S.E. adopted its “Code of Good Environmental Practice” (“Code”) for Household Laundry Detergents in the EU (at the time 15) + Iceland, Liechtenstein, Norway and Switzerland. This program was endorsed by the EU Commission through a Recommendation (98/480/EC) published on July 22, 1998. The “Code” was a voluntary initiative designed to promote more sustainable consumption of laundry detergents. The “Code” established targets for reductions in per capita consumption of laundry detergents, packaging and poorly biodegradable organic ingredients (all by 10% over a five year period) and a reduction of the energy per wash (thus washing temperature) by 5%. These targets were established based upon the findings of a peer-reviewed LCA of the overall laundry-washing process.

Companies which committed to the “Code” undertook to apply human and environmental risk assessment methodology to the design and production of their products and to strive to design products to contribute to a reduction in consumption. Furthermore, companies undertook to communicate standard information to consumers on how best to use products through the “Washright Panel” instructions, in order to educate consumers towards more sustainable consumption.

Progress towards achieving reductions in consumption of raw materials, packaging and wash temperature was delivered through progressive compaction and/or concentration of products, coupled with a strong communication campaign.

The fact that more concentrated compact detergents have a better environmental profile has been proved by several “Life Cycle Assessment” (LCA) studies conducted over the years. Based upon this, the majority of the detergent manufacturers in Western Europe have progressively compacted their laundry granules over the last 20 plus years since more “compacted” formulae allow consumers to achieve the same cleaning performance at lower weight and volume dosages, provided that consumers use and dose the product as recommended.

In parallel, A.I.S.E. developed a very strong consumer communication campaign in order to engage the public in applying the most appropriate “best use practices” when using laundry detergents. The so-called “Washright” campaign was deployed by companies, committed to the “Code” and was distributed via the most relevant media: TV, radio, press, Internet. Additionally it was promoted through the activities of A.I.S.E.’s National Industry Associations. A dedicated www.washright.com website was posted by A.I.S.E. and publicized successfully.

12 Rationale and Technical Appendices on the A.I.S.E. Code of Good Environmental Practice (A.I.S.E. - Nov. 1997)
13 The “Washright Panel” was then renamed “Cleanright Panel”.
14 The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part I: Environmental Risk Assessment (Saouter E; Van Hoof G; Pittinger CA; Feijtel TCJ) - International Journal of Life Cycle Assessment - 2001; pages from/to: 363-372
15 The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part II: Life Cycle Assessment (Saouter E; Van Hoof G; Feijtel TCJ; Owens JW) - International Journal of Life Cycle Assessment – 2002; pages from/to: 27-38
16 A Database for the Life-cycle Assessment of Procter & Gamble Laundry Detergents (Saouter E; Van Hoof G) - International Journal of Life Cycle Assessment – 2002; pages from/to: 103-114
17 The www.washright.com website was then replaced by the www.cleanright.eu site.
The "Code" program came to an official end in 2001. A final report summarizing the results was prepared by IBM, as an independent auditor and shared with the EU Commission and all other relevant stakeholders. A.I.S.E. provided additional perspective on these with an accompanying report that was also shared widely. It was estimated that over the “Code” lifetime, 250,000 tonnes of detergents and 13,000 tonnes of packaging were saved in the concerned region with an obvious positive effect on the environment.

In 2004, A.I.S.E. developed another sustainability initiative, the “Charter for Sustainable Cleaning” a life-cycle based scheme, which requires the verification of clearly set criteria by an external verifier and demonstrates changes by stringent annual reporting. It was officially introduced on December 1, 2004 and since then has spread across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). By now more than 200 companies, either manufacturers of detergents or distributors have subscribed to the “Charter” and A.I.S.E. has already published several yearly “Sustainability Reports” presenting the progress made so far.

In 2010, A.I.S.E. has modernized this scheme. The Charter update 2010, the first major upgrade, introduces a product dimension, enabling companies to give a sustainability assurance for individual products, with an enhanced Charter logo. These can be obtained by companies committed to the Charter update 2010 through voluntary compliance with the new Advanced Sustainability Profiles (ASPs) for product several categories.

Further information on this project can be found in the dedicated website www.sustainable-cleaning.com.

In 2006, A.I.S.E. launched its first “Laundry Sustainability Project (LSP-1)” as a direct follow-up of the “Code of Good Environmental Practice” and its associated “Washright™” campaign in Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). The LSP-1 initiative was particularly beneficial to many of the CEE countries in the EU where the “Code” had originally not been implemented and hence laundry detergents were still relatively diluted. The objective of this project - which ended in December 2007 - has been to continue to deliver significant benefits concerning the aspects of sustainability in the field of laundry detergents for domestic use, as set out in a scientific dossier already prepared by A.I.S.E.

The “Closeout report” for this project was published in February 2010 and can be found in the A.I.S.E. website at the following URL: http://www.aise.eu/documents/document/20140128125511-final-lsp-1-close-out-report-feb-2010.pdf

In June 2006, A.I.S.E. launched the “Save Energy and Water Project” which is focused on domestic automatic dishwashing detergents and aims primarily at modifying consumer behaviour. The aim of the project is to encourage consumers to use the “auto”, “55°C” or “50°C” wash cycles in order to save energy and water – and to make this a habit, thus achieving among other benefits also a reduction in CO2 emissions that contribute to climate change. This project became in 2006 a “partner” project to the European Commission’s Sustainable Energy Europe campaign. More details on this project can be found in the dedicated website www.saveenergyandwater.com.

In September 2008, A.I.S.E. launched a new “Laundry Sustainability Project (LSP-TR) specifically focused on Turkey. The local National Industry Association (at the time S.D.S.D. now K.T.S.D.) has been following directly the implementation of this initiative. This project ended at the end of August 2010. The objectives of this project were the same of those of LSP-1, but focussed on Turkey.

The “Closeout report” for this project was published in December 2013 and can be found in the A.I.S.E. website at the following URL: http://www.aise.eu/documents/document/20140128124924-final-lsp-tr-close-out-report-december_2013.pdf

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20 In fact the project was prolonged until Dec. 31, 2009 in a limited number of non-EU countries in the original region to maximize the possibilities to reach the originally envisaged sustainability benefits.
21 The A.I.S.E. Laundry Sustainability Project – Scientific Dossier (A.I.S.E. – Nov. 2005)
22 The www.saveenergyandwater.com website was then folded in the www.cleanright.eu site.
• In January 2009, A.I.S.E. launched another “Laundry Sustainability Project” (LSP-2). This initiative continued to build on the “Code” and on LSP-1 across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). It aimed to encourage to use more concentrated compact powder products. This initiative ended at the end of March 2012 and a “Closeout report” is under preparation.

• May 1, 2009 saw the launch of a “Laundry Sustainability Project” initiative aimed at countries in the Middle East / North African region (LSP-MENA). It aimed to encourage to use more concentrated compact powder products. For the first time, it also included detergents for hand-wash in its scope. The project ended at the end of December 2012 and was implemented successfully in Morocco, Egypt and in all GCC countries (Saudi Arabia, Kuwait, Oman, UAE, Qatar and Bahrain).

Seamlessly with the LSP-MENA initiative, on January 1, 2013 A.I.S.E. launched a specific similar project focused on Jordan (LSP-Jordan). The initiative will close on June 30, 2016.

• In July 2009, A.I.S.E. launched yet another “Laundry Sustainability Project” (LSP-L). This “Laundry Sustainability Project for Heavy Duty Liquids” aimed to promote the compaction / concentration of heavy-duty low suds (HDLS) liquid detergents used for household laundry, placed on the market in Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). This initiative closed-out on June 30, 2011 and a “Closeout report” is under preparation.

• Also the website www.cleanright.eu developed by A.I.S.E. together with CEFIC represents a step towards a continual progress in enduring the most appropriate information to consumers on detergents, cleaners and maintenance products for use in the home. Building on this information consumers can improve further the sustainable use and consumption of those products.

• More recently, in July 2012, two new initiatives were launched: PREP-P3 and PREP-FC. These “Product Resource Efficiency Projects” were an evolution of the previous “LSP” initiatives, maintaining the same fundamental objectives and implementation principles.

PREP-P3 continued the series of sustainability compaction steps for HDLS household laundry powder detergents, following up on LSP-1 and LSP-2.

PREP-FC, for the first time entered in new ground by focussing on Fabric Conditioners. Both projects ended on June 30, 2014.
Appendix B

**PREP-L2 - Potential Sustainability benefits**

Based on the existing experience with the previous A.I.S.E. LSP / PREP initiatives (e.g., LSP-1, LSP-2, LSP-L, PREP-P3), and on the LCA studies that have been run in that context we can expect significant level of sustainability benefits also from PREP-L2.

An Expert Working Group has developed a preliminary evaluation based on the hypothesis of concentrating the current “dilute” liquid detergents to a level that would allow obtaining a performance equivalent to today’s products with a maximum dosage of 55 ml/wash. This hypothesis is fully in line with the minimum commitments that a company participating to PREP-L2 would have to fulfill.

The results of this evaluation based on our best estimate of a liquid detergents’ market (HDLs + LDLs) in the whole region covered in the scope of this project indicated the following expected potential environmental load reductions:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total European liquid detergents’ market (2013)</td>
<td>1,600,000 tonnes</td>
<td></td>
</tr>
<tr>
<td>Total European “dilute” liquid detergents’ market (&gt; 80% of total) (2013)</td>
<td>1,350,000 tonnes</td>
<td></td>
</tr>
<tr>
<td>Potential reduction of ingredients</td>
<td>250,000 tonnes</td>
<td></td>
</tr>
<tr>
<td>Potential reduction of packaging materials (primary packaging only)</td>
<td>10,000 tonnes</td>
<td></td>
</tr>
<tr>
<td>Potential reduction of transport</td>
<td>12,000 truck journeys</td>
<td></td>
</tr>
</tbody>
</table>

We judge this level of potential benefits appropriate to justify the project as it is in line with the estimates of the previous initiatives. As an example the most recent PREP-P3 initiative was launched on the basis of an expected potential benefit of “only” 116,000 tonnes of chemicals.

Importantly four key countries (France, Germany, Italy, and Spain) would account for > 70% of the potential benefits and therefore we will consider a particular communication effort for them.

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23 This refers to the countries covered by the geographical scope of the PREP-L2 initiative (see point 4)
24 With the term “dilute” we indicate those detergents with a recommended dosage > 55 ml/wash
25 These calculations have been based on 3 l bottles with a weight of 120 g per bottle. This is a very conservative assumption as nowadays the most common sizes are bottles containing 2.0 liters (or less) which are less efficient in terms of weight per ml of product.
26 We assume that a truck transports 21 Tons of freight.
Overall Intent:
This updated version of the A.I.S.E. “Cleanright Panel©” further clarifies how consumers should do their laundry in order to reduce water and energy use, saving money and CO₂ emissions.

Guidelines

<table>
<thead>
<tr>
<th>Element</th>
<th>Recommended minimum</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wording</td>
<td>Revised wording should be used wherever possible:</td>
<td>For small packs, “silent” version of panel may be used (i.e. without words), however the elements:</td>
</tr>
<tr>
<td></td>
<td>- “Tips for saving water, energy, CO₂ and money”</td>
<td>- “A.I.S.E.©”</td>
</tr>
<tr>
<td></td>
<td>- “Avoid underfilling the machine”</td>
<td>- “www.cleanright.eu”</td>
</tr>
<tr>
<td></td>
<td>- “Use the dosing instructions”</td>
<td>should still be present.</td>
</tr>
<tr>
<td></td>
<td>- “Wash at low temperature”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- “Save packaging – recycle or refill”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- “A.I.S.E.©”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- “www.cleanright.eu”</td>
<td></td>
</tr>
<tr>
<td>Positioning</td>
<td>Wording positioning may be varied to best suit pack layout.</td>
<td>None</td>
</tr>
<tr>
<td>Graphical</td>
<td>Only small variations are acceptable. Note that panel may be horizontal (see</td>
<td>None</td>
</tr>
<tr>
<td>layout</td>
<td>examples above) or vertical with the icons underneath each other.</td>
<td></td>
</tr>
<tr>
<td>Colour</td>
<td>Green background, white text and black/white outline.</td>
<td>A black and white version may be used.</td>
</tr>
</tbody>
</table>