

# ACTIVITY & SUSTAINABILITY REPORT 2015-16

## CLEANLINESS & HYGIENE AT HOME AND IN SOCIETY

International Association for Soaps, Detergents and Maintenance Products



CONTRIBUTES TO SUSTAINABILITY

ENABLES CONVENIENT LIFESTYLES

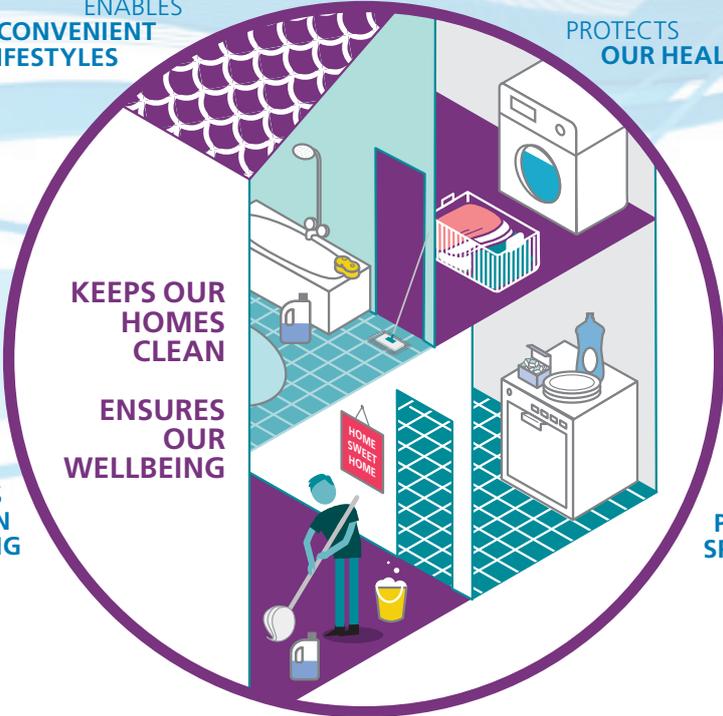
PROTECTS OUR HEALTH



PRESERVES GOODS & INSTALLATIONS



ENSURES ESSENTIAL HYGIENE



KEEPS OUR HOMES CLEAN

ENSURES OUR WELLBEING



FACILITATES MODERN LIVING



MAINTAINS PUBLIC SPACES

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## ABOUT A.I.S.E.

A.I.S.E. is the International Association for Soaps, Detergents and Maintenance Products. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators for over 60 years. Membership consists of 30 national associations across Europe and nine European market-leading companies. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

## INDUSTRY'S VISION

"A prospering cleaning and hygiene industry which is a role model for serving society in an innovative and sustainable way."

## A.I.S.E.'S MISSION

We enable our industry to succeed by promoting and shaping a favourable operating framework.

We do this by serving our members in:

- developing and representing our industry perspective with one voice to European policy makers;
- creating and driving industry initiatives;
- engaging with value-chain partners and other key stakeholders;
- leveraging the expertise and diversity of the network of national associations and companies.

Check out the full Agenda for Sustainable Cleaning at



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

# PRESIDENT'S AND DIRECTOR GENERAL'S MESSAGE



◀ A.I.S.E. President,  
**Charles-François  
GAUDEFROY**

A.I.S.E. Director General,  
**Susanne ZÄNKER** ~



## Welcome to our 2015-16 Activity and Sustainability Report!

Since I've had the pleasure of heading up this terrific organisation, it seems like every year is busier than the last and I can assure you that 2015 did not disappoint. I would like to begin by thanking everyone who has worked so hard to deliver the results that you will read about in this report: the member companies and national associations, our partners along the value chain; the Charter members; many individuals who have participated in working groups, task forces and numerous activities over the past year; and of course, the A.I.S.E. team. I would also like to thank our outgoing President, Charles-François, for his dedicated, constructive and refreshing leadership over the past four years.

The cleaning and maintenance products industry benefits society in so many ways: we help deliver clean, hygienic and pleasant environments at home, at work and in public places, so people remain healthy, are more productive and enjoy greater wellbeing. Measuring such a fundamental contribution is not easy, but a study by the Huggard Consulting Group has done just that, and we are delighted to share the findings here for the first time.

On the regulatory front, it has been another milestone year, as the Classification, Labelling and Packaging Regulation for mixtures entered into force. A key deadline in the Biocidal Products Regulation was met as well as an amendment tabled and accepted. Meanwhile, multiple strands of work continued in preparation for the last big REACH deadline in 2018. A.I.S.E. was also proactive on the European Commission's key strategic themes of better regulation and the circular economy, as those of you who attended our Information Day in December 2015 can attest.

Our voluntary activities have more than kept pace, and we have been particularly focused on further improving product stewardship, taking substantive measures to address concerns about the exposure of young children to liquid detergent capsules, and contributing to robust European standards on air fresheners.

Last but not least, the Charter for Sustainable Cleaning continues to deliver good progress, with the number of participating companies now up to 233, more than 1.29 billion products carrying the ASP logo and KPI reporting demonstrating further savings, most notably in CO<sub>2</sub> emissions.

You will find these results and much, much more in this report. I hope you will read it with interest and I look forward to continuing to work with you all throughout 2016 and 2017.

**Susanne ZÄNKER,**  
A.I.S.E. Director General

This will be the last Annual Activity and Sustainability Report that I have the pleasure of commending to you as A.I.S.E. President.

I would like to take this opportunity to thank you all for making my term an enjoyable and hopefully impactful one and I should also like to welcome my successor, Arndt Scheidgen of Henkel, to this important responsibility. I have been inspired on a daily basis to see at close-hand how our industry, by nature extremely competitive, is collectively constructive and proactive in the work coordinated through our association.

As Susanne said, every year seemed more challenging than the previous one. However, A.I.S.E. is today a fitter and more diverse organisation, with new members, a rich network founded on strong national associations, and strong relations throughout the value chain and with external stakeholders. We have created a rich palette of voluntary initiatives over the years, from the Charter for Sustainable Cleaning, to Product Resource Efficiency projects, consumer campaigns like 'I Prefer 30°', 'DetNet' or the industry network for CLP classification and many other actions to ensure relevant labelling and user information. As an industry, we are also responding to the challenge of constantly increasing regulatory pressure.

Last but not least, we also have reviewed our strategy in the face of major changes in the external world and our own industry.

We are now entering a critical period when our leadership on sustainability will be tested with the need to put the Paris Climate Accord and the UN SD Goals into action. We will embrace the twin challenges of a circular economy and better regulation in line with our vision to be a prospering industry that is a role model for serving society in an innovative and sustainable way.

I said at the 60th anniversary of A.I.S.E. that one day our children will ask us what we did to contribute to a sustainable future. I will certainly mention that I was working with A.I.S.E.

**Charles-François GAUDEFROY,**  
A.I.S.E. President

# SOCIO-ECONOMIC PERSPECTIVE

## ENSURING CLEANLINESS AND HYGIENE AT HOME AND IN SOCIETY

An industry that fundamentally sustains society

**€35,7 billion**  
Market value of total industry

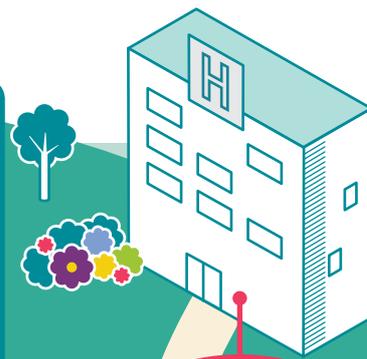


**95,000 direct jobs**  
In the industry

**360,000 jobs**  
In whole value chain

**€24,6 billion**  
Gross value-added contribution to EU economy through value chain

**500 million**  
EU consumers benefit from our products and services daily



### AT HOME

**€28,8 billion**  
market value

The household care industry plays a vital role in consumers' health and wellbeing at home.



*Protects our health and keeps our homes hygienic*



*Makes our lives more pleasurable and satisfying*



*Adds to our sense of wellbeing*



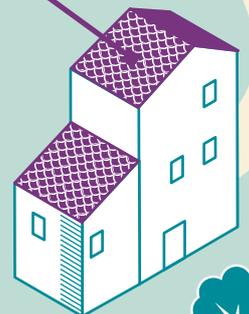
*Facilitates convenient and modern lifestyles*



*Maintains the durability of household goods*



*Contributes to sustainability*



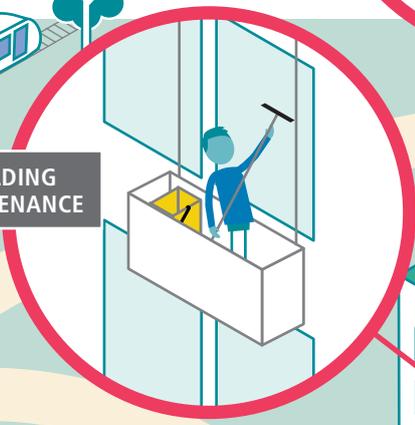
PUBLIC  
TRANSPORT



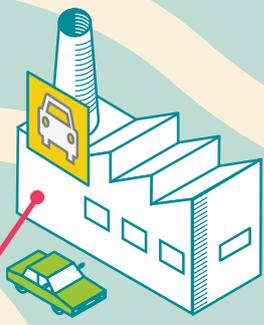
LAUNDRY



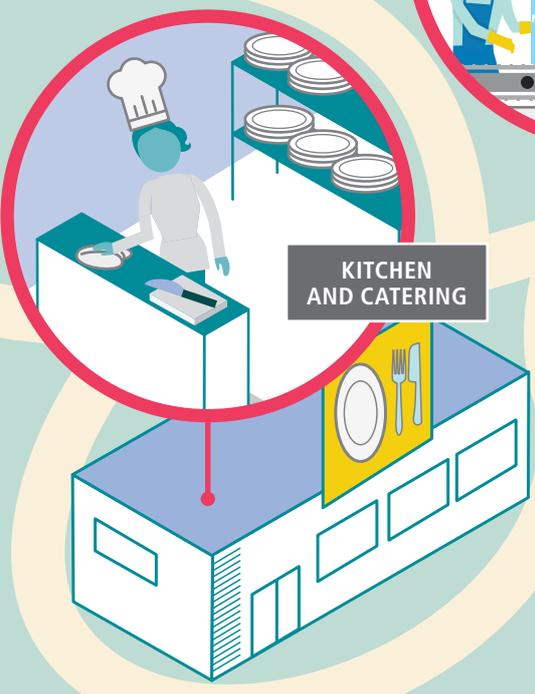
BUILDING  
MAINTENANCE



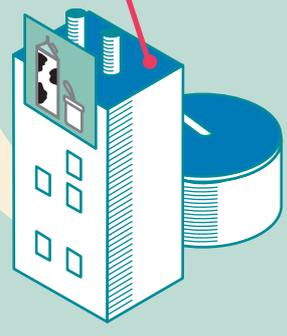
HOSPITALITY  
SECTOR



FARMS &  
INDUSTRIES



KITCHEN  
AND CATERING



## OUTSIDE THE HOME

€6,9 billion  
market value

The professional cleaning and hygiene sector ensures the maintenance and hygiene of modern society.



Ensures hygiene and cleanliness in public spaces



Enables modern and healthier lifestyles



Preserves goods and installations



Increases productivity for companies



Protects investments in brands



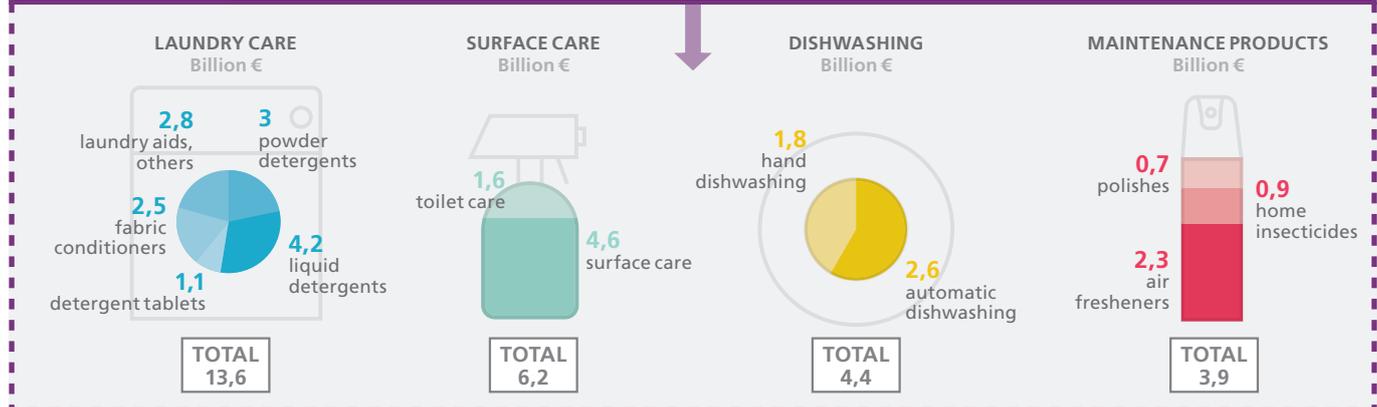
Contributes to sustainability

## A SUBSTANTIAL CONTRIBUTOR TO THE EUROPEAN ECONOMY

The European household care and professional cleaning and hygiene industry provides public benefits that go well beyond the economic gains of business activity. Household care and professional cleaning and hygiene products are an essential part of the lives of every European.

MARKET VALUE BILLION €	2014	2015
<b>TOTAL INDUSTRY</b>	<b>35,3</b>	<b>35,7</b>
<b>HOUSEHOLD CARE</b>	<b>28,6</b>	<b>28,8</b>
<b>PROFESSIONAL CLEANING AND HYGIENE SECTOR</b>	<b>6,7</b>	<b>6,9</b>

HOUSEHOLD CARE	LAUNDRY CARE	SURFACE CARE	DISHWASHING	MAINTENANCE PRODUCTS	BLEACHES	TOTAL
MARKET SHARE %	47.2	21.5	15.4	13.5	2.4	100
MARKET VALUE * € BILLION (2015)	13,6	6,2	4,4	3,9	0,7	28,8
GROWTH 2015 VS. 2014 %	+ 0.3	+ 1.5	+ 1.2	+ 0.7	+ 0.2	+ 0.8



\* Source: Euromonitor International. Due to fixed exchange rates, the values for 2014 differ from the values published in last year's report. Total EU + CH+ NO.

PROFESSIONAL CLEANING AND HYGIENE	HEALTHCARE	FOOD, BEVERAGE & AGRICULTURE	KITCHEN & CATERING	TECHNICAL CLEANING	BUILDING CARE	LAUNDRY	TOTAL
MARKET SHARE %	23.7	20.2	19.6	16	11.5	9	100
MARKET VALUE * € Billion 2015	1,6	1,4	1,4	1,1	0,8	0,6	6,9
GROWTH 2015 VS. 2014 %	+ 6	+ 5	+ 6	- 3	- 2	+ 3.5	+ 3

\* Source: A.I.S.E. national associations' data benchmarked with company experts. Total EU + CH+ NO.

## Employment in Europe

Financial control

Manufacturing

Sustainability Managers

Compliance

Human Resources

Technical support

Sales

Research & Development

Marketing

Distribution & Logistics

95,000  
direct jobs

700 manufacturing facilities in Europe

85% operated by SMEs

€11,8 billion

paid in employment costs  
(of which €5,3 billion in labour taxes).



The concentration of largest manufacturing facilities is in France, Germany, Italy, Poland, Spain and the UK.

## One of Europe's hidden "motors of innovation"

### THE DRIVE TO INNOVATE

Innovation is the most important driver of value-added in the industry. Our commitment to innovation is founded in our vision of a sustainable future for all. Significant innovation occurs within Europe, with more than 15 major innovation centres in Europe owned by companies in the industry.

### INVESTMENT IN INNOVATION

The industry as a whole typically invests 2-3 % of turnover in R&D.

### INNOVATION BENEFITS SUSTAINABILITY

The industry has made noticeable changes in the past two decades in order to lower its environmental footprint and increase the efficiency of its products. Several initiatives are particularly noteworthy:

#### 1. New and improved formats – compaction and concentrated forms

CONCENTRATED PRODUCTS

LEADS TO

OPTIMAL USE OF RESOURCES AND SIGNIFICANT SAVINGS IN PACKAGING AND TRANSPORT



#### 2. New and improved technology – enabling low temperature washing

ENZYME TECHNOLOGY

LEADS TO

WASHING AT LOWER TEMPERATURES WITH REDUCED IMPACT ON THE ENVIRONMENT



#### 3. New and improved ways of cleaning – dosage control

CORRECT DOSAGE

LEADS TO

COST SAVINGS AND SAFETY

PROFESSIONAL CLEANING AND HYGIENE



UNIT DOSE TECHNOLOGY

LEADS TO

CONVENIENCE AT HOME

HOUSEHOLD CARE



## INDUSTRY'S RECOMMENDATIONS TO ENABLE ECONOMIC GROWTH

This industry supports balanced political objectives which aim to unlock untapped opportunities for economic growth and competitiveness of the sector, while ensuring the protection of end-users and the environment. We have a long and proven track-record of proactive engagement and voluntary initiatives to which we remain committed. This commitment requires EU policy makers to ensure a regulatory framework which is based on the following essential principles.



1

### A science-based approach

European regulations and policies should be founded on sound science and a risk-based assessment of chemicals.



2

### A coherent legislative process

Stakeholders must be included in the consultation process, administrative burdens reduced, reasonable implementation deadlines set and international convergence achieved so that legislation can be implemented in Europe with, not against, industry.

3

### An innovation-friendly framework

A suitable framework must be developed which fosters innovation in line with the "Innovation Principle". Europe's ability to attract investment requires a regulatory context which supports innovation.

*"We call on the Commission and Member States to urgently address existing barriers."*

4

### A strong internal market

The license to operate needs to be facilitated for our industry through the removal of existing barriers, gold plating requirements and diverging interpretations of EU legislation to bring about greater simplification and harmonisation.

*"We call on the European Commission to be the sole interpreter of EU legislation."*

5

### A recognition of public benefits

There needs to be a greater acknowledgement of the public health and cleanliness benefits provided by our industry, with a holistic approach that balances end-user safety, environmental responsibility and the role of ingredients.

6

### Long-term commitment to sustainability

Policy makers can trust and be confident that our industry will continuously strive to deliver cleaning and hygiene solutions with a smaller footprint, contributing to the European and global agenda on sustainable development.

## PART 1

# ACTIVITY REPORT



## 1.1. Sustainable Cleaning and End-user Engagement

A core focus of A.I.S.E.'s work on behalf of the European cleaning and maintenance products industry is to lead activities and initiatives to improve sustainability. This past year, we have been active on a number of key EU initiatives: on the circular economy, Product Environmental Footprint, and continued the industry's long-standing tradition of voluntary initiatives to encourage more sustainable and safe cleaning habits by the users of cleaning and maintenance products.

### The Charter for Sustainable Cleaning

The A.I.S.E. Charter for Sustainable Cleaning is the industry's voluntary scheme to continuously improve the sustainability of how cleaning products are made, delivered and used. Eleven years on, interest in joining the scheme continues to be strong, with 17 more companies signing up since the last report, taking the total number of Charter companies to 233. Over 90% of the products on the market are covered by the Charter.

A.I.S.E. is committed to ensure that the Charter remains relevant, up-to-date and reflects stakeholder feedback, and work is on-going towards the goal. Over the past year, work got underway on an update of the ASP criteria for liquid laundry detergents. Products complying with the ASP requirements for professional building care products started appearing on the market for the first time in October 2015, bringing the total number of product categories covered to nine.

### GUIDANCE FOR CORPORATE SOCIAL RESPONSIBILITY AND THE USE OF BIO-BASED MATERIALS

In June we organised a workshop with companies and national associations to continue discussions on opportunities, challenges and solutions for building up an A.I.S.E. social responsibility pillar. A guidance document and a self-assessment tool are being developed as an outcome of the workshop. In parallel, a new task force was set up to develop company guidelines concerning the use of bio-based renewable materials.

### 2015-16 HIGHLIGHTS

- Companies signed up to the Charter: 233 (+17) → 90% of market
- Running for 11 years
- 106 manufacturers
- 127 retailers
- Majority (187) have signed up to the upgraded Charter 2010
- 9 product categories covered by ASP criteria
- Products meeting specific Charter ASP standards: >1.29 billion units

(see also p. 19)

# EU Developments: Circular Economy, A.I.S.E. Info Day & PEF Progress

## CIRCULAR ECONOMY AT THE HEART OF THE A.I.S.E. INFO DAY FOCUS

The A.I.S.E. 2015 Information Day took place on December 9th 2015 in Brussels and focused on the Circular Economy, just a week after the European Commission published its Circular Economy Package and while the COP 21 global climate conference was underway in Paris.

The circular economy *'is a business agenda ... It has many benefits, it creates a virtuous circle'* and *'it is very important to consider this not as a constraining mechanism,'* as keynote speaker Jocelyn Blériot of the Ellen MacArthur Foundation said. Hugo Schally of the EU Commission's DG Environment also emphasized that, *'in a circular economy, environmental sustainability and economic growth really can go hand in hand'*.

*'We truly welcome the proposals'* on the circular economy, emphasised A.I.S.E. President Charles-François Gaudefroy, adding that, as an industry, *'we have a duty to take part, we have a right to be a partner, and we do have a contribution to make towards a more sustainable lifestyle.'* The circular economy theme is already *'high on the agenda of A.I.S.E. work'*, assured the chair of the A.I.S.E. National Associations Committee, Françoise Van Tiggelen. *We really see the circular economy as a source of inspiration for upcoming projects – let's work together on this.'* Other speakers from the industry and the value chain also shared their insights and contributed to a dynamic follow-up exchange with participants, yielding a number of proposals and suggested areas for further work. Presentations and videos from the Information Day are available on the A.I.S.E. website.

In a position paper issued on the same day, A.I.S.E. expressed a particular interest in collaborating on circular economy product design, more coherent product policy framework, and - very important for the industry - relevant end-user information and safe use of products. A.I.S.E. also sees opportunities to secure more reliable sourcing and supply of renewable/bio-based raw materials and to increase the uptake of secondary packaging raw materials, notably plastic. This has already been expressed in our contribution to the EU Commission's public consultation on the circular economy in summer 2015.



▶ Jocelyn Blériot,  
Ellen MacArthur  
Foundation



▶ Hugo Schally,  
European Commission



▶ Participants at the event engaged in rich and constructive brainstorming sessions

## PRODUCT ENVIRONMENTAL FOOTPRINT (PEF)

A.I.S.E. has been officially contributing to the European Commission's PEF initiative to promote sustainable consumption since 2013, leading one of the 25 pilot studies commissioned by the EU to test its product environmental footprint methodology on various product groups. The A.I.S.E.-led pilot study, focusing on household liquid laundry detergents, confirms that the most relevant environmental hotspots for liquid laundry detergents relate to the use phase (energy and water) and to the ecotoxicity profile of the detergent, which is in line with our existing Charter ASP criteria for the category.

Work on the pilot this past year has focused on drafting the PEF category rules which, in turn, were used as guidance for the PEF supporting studies to test the PEF method on six actual brands on the market. At an EU Commission mid-term conference on the PEF pilot work in November 2015, Arndt Scheidgen from Henkel gave an update on the A.I.S.E. PEF pilot and demonstrated the synergies with the Charter ASPs and notably the "I prefer 30°" - campaign, as well as the proposed method to be used for the A.I.S.E. pilot to report on the products' ecotoxicity profile. The final phase of the PEF study will now look at how best to report on the findings, keeping in mind that the key objective of this exercise is to help reduce the environmental footprint of detergents.



# Promoting Sustainable Consumption

## EUROPEAN CONSUMER HABITS SURVEY SHOWS THE NEED TO KEEP REPEATING THE MESSAGES

Mid 2015, A.I.S.E. published its third triennial pan-European survey on consumer habits. The survey assesses consumers' understanding and expectations linked to sustainability in general, and aims to increase understanding of washing habits and their evolution in the domains of laundry and dishwashing practices. The findings this time highlighted the need for consistent and repeated communication to consumers on how to optimise their washing habits, with a few key measures showing slippage. Consumers paid less attention to advice and commitment on sustainability when buying products in 2014 than in 2011, wash temperatures have edged higher and fewer people are measuring laundry detergent doses (though more are using unit doses). More details on the survey findings can be found on our website.



## I PREFER 30° CONSUMER ENGAGEMENT CAMPAIGN RELAUNCHED FOR 2016

We launched the sequel to this campaign in December 2015 for B2C implementation in 2016, with dedicated activities in Belgium, France, Denmark and the UK planned throughout the year. This new phase of the campaign builds on the success of the first wave, conducted in five countries—Belgium, France, Denmark, Italy and the UK. A detailed report on the scope of the first wave of the campaign, its partners and its implementation per country is available on the A.I.S.E. website.

### WAVE I HIGHLIGHTS



## CLEANRIGHT.EU

[Cleanright.eu](http://Cleanright.eu) remains the industry consumers' online reference point for information and advice about the safest and most sustainable way of using household cleaning products. This portal site launched in 2009 has attracted over 750 000 visitors since, reaching an average of over 7000 per month in 2015. Cleanright.eu communicates impartial advice to consumers on reading safety labels, using low temperature washes, safe storage and using natural resources efficiently, while keeping homes clean and fresh. [Cleanright.eu](http://Cleanright.eu) is now accessible in 26 languages, with Croatian added in 2016. Please see [www.cleanright.eu](http://www.cleanright.eu).

## A NEW PRODUCT RESOURCE EFFICIENCY PROJECT LAUNCHED

The second Product Resource Efficiency Project (PREP) for liquid laundry detergents kicked off on April 1st 2016, and focuses on reducing the environmental impact of these products in the EU plus Iceland, Liechtenstein, Norway and Switzerland, in line with the Charter ASP for this category. Companies participating in the project commit to:

1. have all their products in the defined category reach a recommended dosage for a standard wash of no more than 55 ml/wash, without loss of performance,
2. optimise the use of packing materials for the new products by ensuring a high fill level and
3. communicate to consumers about the correct use of more concentrated products, at a minimum through on-pack communication, using consistent materials developed by A.I.S.E..

## PROMOTING PRICE PER WASH

Price per wash—instead of per kg or per litre—is a crucial concept to get across to users to enable adequate comparison between products, increase take-up of concentrated products, avoid overdosing and achieve the associated sustainability benefits. A.I.S.E. stepped up its efforts to promote price per wash awareness and labelling, meeting with EuroCommerce and the European Retail Roundtable and raising the issue with the European Commission DG for Justice, Consumers and Gender Equality, and consumers NGOs. A.I.S.E. is calling for the adequate and consistent implementation of the Unit Pricing Directive across Europe, as there is considerable variation currently in how Members States and retailers are interpreting and applying it.



\* Showing consumers the cost of one wash or one dose of detergent, as required by the Detergents Regulation, communicates this "price per wash" concept and easily conveys the value of the product they choose.



# Promoting Safe Use

## PRODUCT STEWARDSHIP PROGRAMMES

Product Stewardship Programmes (PSPs) are voluntary A.I.S.E.-led initiatives to promote best practice and heighten awareness about safe design and use of particular types of products. A.I.S.E. has been running a number of PSPs since 2007.

### LIQUID LAUNDRY DETERGENTS/LIQUID DETERGENT CAPSULES

To address safety concerns relating to misuse by consumers of consumer laundry detergents in soluble packaging for single use, particularly in relation to accidental exposures involving young children, A.I.S.E. launched a new PSP on this product type in March 2015. At the same time, we supported an amendment to the CLP Regulation, which, in effect, legally extends a number of measures already included in the former version of this PSP released end 2012. The guidelines for implementation of the Regulation can be found on the A.I.S.E. website.

We also conducted an accidentology survey, published end 2015, to increase understanding of the root causes of accidental exposure. This report showed notably that, in the majority of incidents, capsules were not kept away from children. A.I.S.E. also created new posters and displayed those at the European Association of Poisons Centres and Clinical Toxicologists (EAPCCT) Congress, where A.I.S.E. engaged on this topic with a number of poison control centres and presented the “Keep Caps From Kids” education campaign developed for this purpose.

Since mid-2015, liquid laundry detergent brands are also consistently featuring a mandatory safety disclaimer in their own advertising, based on the “Keep away from children” icon. This is a critical step in linking the safety message consistently with communication on these products, on brand websites, TV, billboards and elsewhere.

#### KEEP CAPS FROM KIDS



The “Keep Caps from Kids” communication campaign initiated in 2014 has been extended, as continuous communication efforts to secure safe use of products by consumers need to be sustained. The successful pan-EU digital campaign is supported by government ministries and poison control centres as well as non-governmental organisations including the European Child Safety Alliance. During 2015, a new partner joined the campaign: BAG Mehr Sicherheit für Kinder e.V. ([www.kindersicherheit.de](http://www.kindersicherheit.de)). The campaign now totals more than 20 organisations; for a full list of campaign partners please visit: [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu).

### AIR FRESHENERS

A.I.S.E. launched a new PSP for air fresheners in the spring of 2016, building on the existing programme which started in 2007. It promotes best practice throughout industry across Europe on responsible manufacturing, communication and use of air fresheners. Companies signing the PSP commit to respect maximum exposure limits for specific substances, as well as compliance measures according to the rules set out in the CEN standards. Beyond that, pictograms and sentences to be used on labels have been harmonized for a clear and concise communication to consumers. In its best effort to ensure a reliable basis for such best practices, over the past few years A.I.S.E. has supported the development, together with other industry partners, of three CEN standards on emission safety of combustible air fresheners, which were published in 2015. For further information, consult our dedicated webpage ([www.aise.eu/air-fresheners](http://www.aise.eu/air-fresheners)) or contact A.I.S.E. Secretariat.



### EMISSION SAFETY STANDARDS

A.I.S.E. has supported the development of three CEN standards on emission safety of combustible air fresheners, together with the European Candle Association, ECA, and the Association of European Candle Makers, AECM. These three standards were published at the end of 2015:

- **EN 16738:2015** specifies a test method for the determination of emissions resulting from the use of combustible air fresheners into indoor air by means of chamber operation.
- **EN 16739:2015** specifies the methodology for the assessment of test results from the emissions of a combustible air fresheners.
- **EN 16740:2015** defines appropriate user safety labelling related to the emissions from combustible air fresheners.

Visit our websites



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

[www.aise.eu/air-fresheners](http://www.aise.eu/air-fresheners)

# 1.2. Product Safety and Innovation

Making sure cleaning and maintenance products are safe to use and used safely is a continuous process and always a top priority for A.I.S.E.. This past year was a big one as we helped companies successfully meet the June implementation deadline for the CLP regulation, while at the same time continuing to make progress on various other fronts and contributing the industry's voice to the European Commission's drive for Better Regulation.

## Better Regulation

Better regulation is about ensuring that 'every single measure in the EU's rulebook is fit for purpose, modern, effective, proportionate, operational and as simple as possible,'<sup>1</sup> and A.I.S.E. responded promptly and constructively to the EU Commission's initiative to this end, helping to identify problem areas and which aspects of which legislation affecting the industry could be improved and simplified.

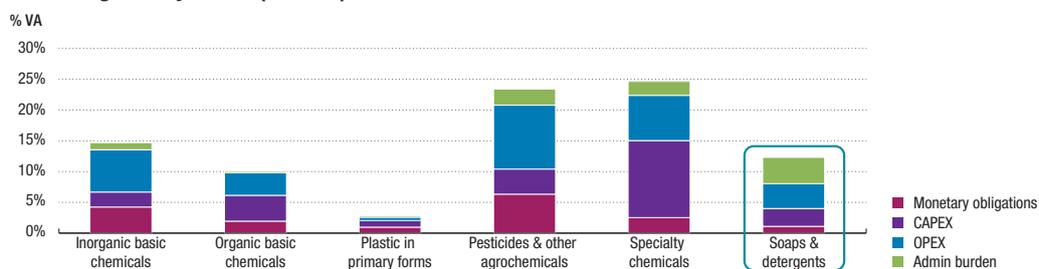
Preliminary results of a Cumulative Cost Assessment (CCA) study indicate that overall costs of compliance with EU legislation represent 11% of the value-added of the detergents sector. The benchmarking exercise with other regions, such as US, Brazil and China, that the Commission intends to start, will also be of interest for the industry. Meantime a 'Fitness Check' of chemicals legislation is also underway, with the aim of identifying gaps, inconsistencies, overlaps and areas for improvement. A.I.S.E. has contributed a series of case studies to this exercise, which is due to report later in 2016.

### CASE STUDIES TO WHICH A.I.S.E. IS ACTIVELY CONTRIBUTING

1. Coherence of classification, definitions and labelling requirements for detergents.
2. Risk management procedures triggered by classifications as CMR under the CLP.
3. Obligations triggered by CLP under Seveso, approach to risk management and potential for derogations.
4. CLP linkage in national waste requirements.

### EUROPEAN COMMISSION CUMULATIVE COST ASSESSMENT FOR THE CHEMICAL INDUSTRY

Cost categories by sector (% of VA)



► Across different industry sectors, the administrative burdens (as % of the value-added) are the highest in the soap and detergents sector.

## Better Regulation & Safe Use Project

New and amended legislation relevant to our industry often brings new labelling requirements, but the end result over time has been a proliferation of labelling requirements. Studies show that these are not as effective and well understood by consumers as they should be.

A.I.S.E. has highlighted this problem to the EU Commission through its Fitness Check process. We are keen to progress this topic further with the view to a coherent review of labelling of cleaning and maintenance products. Our aim is to make sure that users actually see the safety information, understand it and use it, in line with the better regulation goals.



► Labels that are too 'busy' with lengthy text and multiple pictograms are confusing. The essential safety message is lost when the consumer can't grasp it at a quick glance.

<sup>1</sup> [http://ec.europa.eu/smart-regulation/better\\_regulation/documents/com\\_2015\\_215\\_en.pdf](http://ec.europa.eu/smart-regulation/better_regulation/documents/com_2015_215_en.pdf)

## REACH Implementation Support

Beyond following all the REACH processes of importance for our network, over the past year, A.I.S.E. has, through DUCC, once again worked hard on the CRS/ES roadmap. These efforts aim at helping to help companies preparing for the next and last REACH registration deadline, on May 31, 2018, to ensure that members can successfully manage the impacts of REACH on their product portfolio. This can be achieved by ensuring that all A.I.S.E. products' uses will be considered in the registration dossiers and that formulators can receive realistic safe conditions of use for the substances in their formulations. Particular attention has been dedicated to the improvements in the communication of safe use information along the supply chain in terms of its harmonization and automation, to enhance understanding and support compliance with all REACH duties for downstream users.

Key developments include:

- guidance and a template for the development and communication of the Safe Use of Mixtures Information (SUMI) published by DUCC to help companies comply with this REACH requirement; (December 2015)
- support to ECHA to develop a template for Sector-Specific Worker Exposure Descriptions (SWEDs); (February 2016)
- participation in finalising a template to describe typical uses of products within a certain sector (Use Maps); (February 2016)
- the release of version 2.0 of the ECom package, by DUCC and Cefic, which contains an XML format and a catalogue of standard phrases supporting the efficient electronic exchange of harmonized Exposure Scenarios (ES) along the supply chain (July 2015)
- the drafting of a practical guide on How to Prepare a Downstream User Chemical Safety Report, by DUCC and ECHA.

The roadmap is on track to have all tools and templates available in 2016 so that each sector can fill them and registrants can make use of them as they prepare for compliance with REACH 2018.

A.I.S.E. organised a workshop to help formulators manage their REACH duties in relation to exposure scenarios and make use of the roadmap work and tools (December 2015). Output from that workshop has influenced our work plan for 2016.



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### WHAT'S IN IT FOR DETERGENTS MANUFACTURERS?

**Use maps package:** allows you to continue using the substances in your portfolio, applying directly realistic conditions for safe use communicated by your suppliers, without any "adaptation" action;

**ECom:** enables you to handle safe use information harmonized in the wording and in an automatic way, avoiding manual input to prepare Safety Data Sheets and to check compliance with supplier instructions;

**SUMIs:** simplifies the obligation to communicate the conditions of safe use to your own customers: if a product fits the conditions described in the input linked to the SUMI and prepared by the sector association, the A.I.S.E. SUMI can be attached as such to your product Safety Data Sheet.

## Biocides

The Biocidal Products Regulation is a major piece of legislation for the many companies in the professional cleaning and hygiene sector which manufacture these products mainly for disinfection in places such as hospitals, restaurants or food processing plants. Biocidal products help eliminate or reduce the risk of exposure to potentially fatal infection agents.

2015 has been an important year since the first Union authorisation applications were submitted to ECHA, and many more are expected in the coming years - as shown by a recent survey conducted amongst A.I.S.E. and Cefic membership - which A.I.S.E. welcomes.

Effective September 2015, biocidal products can only contain active substances sourced from listed approved suppliers. A.I.S.E. actively engaged well before the deadline in raising awareness on this requirement amongst its membership, by inter alia relaying the ECHA communication campaign and organising webinars to support companies.

In addition, A.I.S.E., together with other industry stakeholders, proposed an amendment to the Same Biocidal Products Regulation allowing national authorisation of the same product where the reference product has been authorised by Union authorisation, hence avoiding unnecessary costs and administrative burden for SMEs especially. This proposed amendment was taken up by the EU Commission will be published in the Official Journal in the coming months.

### UNIQUE EVENT FOCUSING ON THE PROFESSIONAL USE OF DISINFECTANTS

A.I.S.E. also organised an awareness raising event in March 2016 to promote the benefits of disinfectant products in the healthcare and food and beverage sectors among regulators. Biocides authorities from Member States, as well as representatives from the Commission and ECHA were invited to experience first-hand the application of such products. The unique setting provided practical insight to authorities on the essential role of disinfectants in the production, cleaning and disinfection processes of an international brewery and was the ideal moment to underline how "without disinfectants, we have no chance to win the war against pathogens" (Professor Martin Exner, Hygiene and Public Health Institute, University of Bonn). The one-day event attracted nearly 100 participants.



## Support for CLP implementation

Thanks to diligent and rigorous compliance work by member companies and A.I.S.E. support, the June 1st 2015 deadline for the sector to meet the requirements of the Classification, Labelling & Packaging Regulation was met by our industry.

Outgoing A.I.S.E. Technical and Regulatory Affairs Director Dr. Sylvie Lemoine gave feedback on the industry's experience of meeting the June deadline in an interview in ECHA's November 2015 newsletter.

### 1. DETERGENTS INDUSTRY NETWORK FOR CLP "DETNET"

DetNet is a data-sharing network that provides access to shared and robust test data and expertise to help companies, especially SMEs, to derive the appropriate classification and label for their products for skin and eye effects, in compliance with the CLP Regulation.



2. Work on CLP did not stop. On June 1st 2015, we launched new online multilingual information pages and a quiz on the [www.cleanright.eu](http://www.cleanright.eu) portal, to increase awareness of the new labels. We also actively contributed towards the implementation of the amendment relating to liquid laundry detergent capsules, providing adequate guidelines for our members. Discussions on the use of multilingual fold-out labels as well as to the upcoming harmonised reporting to poison control centres have also been key priorities.



► *Understanding the new labels on products is crucial to safe use. Test your understanding with the online quiz at [www.cleanright.eu/label-changes](http://www.cleanright.eu/label-changes).*

### 3. OTHER CLP IMPLEMENTATION ACTIVITIES

We also continue to proactively address and advise members on practical issues relating to the implementation and incoming amendments of the legal text, including:

- definition of placing on the market,
- acceptance of multi-lingual labels,
- use of the International Nomenclature of Cosmetic Ingredients (INCI) reference,
- outer vs inner packaging labelling,
- harmonised reporting to EU Poison Centers

## In vitro

End 2014, the Dutch National Coordinator at OECD (RIVM) initiated the process of official adoption of the revised Test Guideline 438 (Isolated Chicken Eye) to include histopathology as an additional endpoint to identify non-extreme pH detergent and cleaning mixtures that require EU CLP/ UN GHS eye category 1 classification. This project was accepted in April 2015 for inclusion in the OECD Work Program. A first draft of the revised Test Guideline 438 was circulated in September 2015 and was further discussed during a meeting of the OECD Expert Group on eye irritation/corrosion in November 2015.

## Detergents Regulation

In June 2015, the EU Commission published their report on the use of phosphorus in consumer automatic dishwasher detergents (CADD). The EU Commission has concluded that there is no evidence to revise the current restriction in CADD, i.e. the 0.3 g/standard dosage, applicable from January 2017. The report also highlighted that there are still some data gaps regarding the risks to the environment and/or health for three of the commonly used alternatives (B-ADA, ASDA, sodium gluconate) and the EU Commission therefore encouraged suppliers of such alternatives to generate more data in the context of REACH registration. The other listed alternatives do not seem to pose a risk for either human health and/or environment, based on current scientific knowledge.

The report has been communicated to the European Council and European Parliament who have not reacted/challenged the views of the EU Commission.

The EU Commission is expected to launch a questionnaire in 2016 on the ex-post assessment of Detergents Regulation, due for 2017. A.I.S.E. will actively contribute to this, in the context of the better regulation activities.

## Enzymes

The A.I.S.E. Enzymes Task Force held the first two of a series of webinars in the latter part of 2015, covering the fundamentals of enzyme safety and handling. Feedback from attendees was very positive and all the material is available on our website. Further sessions have taken place in 2016.

Together with the American Cleaning Institute, we also conducted a study of five years of air monitoring and health surveillance data from plants producing enzyme-containing detergents to assess how well enzyme handling guidelines have been followed up to now. The study was published in summer of 2015 in the peer-reviewed Journal of Occupational and Environmental Hygiene. It concluded that detergent manufacturers following industry guidelines can deliver a safe working environment.<sup>2</sup>



## 'Zoom on the PCH sector'



Over the past year A.I.S.E. has prioritised a number of initiatives focusing on the professional cleaning and hygiene sector (PC&H), whose companies provide a wide variety of products and services which ensure vital levels of cleanliness and disinfection in public places. This sector impacts the lives of millions of European consumers outside their homes every day. From industrial laundering to technical cleaning, in public transport and building care, in the food, beverage,

kitchen and catering businesses, this sector, worth some €6.7 billion turnover in Europe, is a key contributor to public health and hygiene. Tailor-made products, services and training focus on safe and sustainable cleaning solutions.

A.I.S.E. professional cleaning company members often work in close partnership with their counterparts in complementary industries, including the professional textile services, cleaning services and machine equipment industries. Together, they deliver the cleanliness and hygiene that professional customers require and expect. The total market value represented by these different sectors is a key component of the EU economy and delivers tangible public health benefits to society. The sector is now represented with a special advisory seat on the A.I.S.E. board and staff training stepped up to increase understanding of the sector.

The PC&H Steering Group addressed the issue of cleaning and disinfecting solutions potentially being classified as medical devices in the Medical Devices Regulation proposed by the EU Commission and under discussion with the EU Council and the EU Parliament. Work is underway to develop guidance for the sector. This is a new regulatory topic which adds to the other priorities identified by the group and already in the scope of the A.I.S.E. activities: REACH, CLP, Biocides (including food safety), transport and better regulation.



## ERASM

ERASM (Environment & Health Risk Assessment and Management) is a joint industry partnership between A.I.S.E. and CESIO (surfactant manufacturers association) in which A.I.S.E. has participated, on behalf of our members, for over 20 years. One of ERASM's latest achievements is the Surfactant Lifecycle and Eco footprinting (SLE) project. This work aims to update and improve the quality of lifecycle inventory data for the production of surfactants and its main precursors, to develop up-to-date 'eco-profiles' of these materials. These can, in turn, feed into the Product Environmental Footprint (PEF) processes currently under development. In 2015, the ERASM Steering Committee approved A.I.S.E.'s proposal to develop a new website to promote the value and legacy of this body of scientific work. The new website will be launched in 2016.

## Congresses

A.I.S.E. organised a booth at the 62nd SEPAWA Congress in Germany that showcased a number of our activities and was very well visited. Laura Portugal from A.I.S.E. gave a presentation on the role of exposure scenarios on behalf of DUCC in one of the conference sessions.

Valérie Séjourné participated as speaker at the first Sustainable Cleaning Products Summit hosted in Paris on October 20th-21st 2015 and at the Cleaning Products Europe Conference held in Rome from 8 to 10 March 2016.

At the CESIO Congress in Istanbul, A.I.S.E. shared a booth with INCPA and participated prominently also in the conference sessions. Susanne Zänker, Director General of A.I.S.E., presented INCPA, Sascha Nissen, A.I.S.E. Sustainability and Communications Manager spoke on the EU Product Environmental Footprint pilot project for detergents and Gerard Luijckx presented DetNet on behalf of A.I.S.E.



1 Laura Portugal on behalf of DUCC / 2 Valérie Séjourné in Paris  
3 Susanne Zänker at Cesio Congress / 4 Sascha Nissen at SEPAWA Congress

## PART 2

# SUSTAINABILITY REPORT



Together with our national associations and our member companies, A.I.S.E. has a long commitment to strive towards sustainability and we have for a long time engaged in a number of initiatives to this end. The A.I.S.E. Charter for Sustainable Cleaning is our flagship initiative and covers all product categories of the industry, whether in the household or professional sectors. Since its launch in 2005, the Charter allows us to measure and report on several Key Performance Indicators (KPIs) of sustainability from year to year, to promote, encourage and track our industry's progress towards more sustainable production, design and consumption.

## 1.1. Charter for Sustainable Cleaning

The Charter for Sustainable Cleaning is a voluntary initiative and aims to encourage the whole industry to undertake continual improvement in terms of sustainability and also to encourage consumers and professional end-users to adopt more sustainable ways of doing washing, cleaning and maintenance.

Open to all companies in the industry, whether A.I.S.E. members or not, the Charter continuously offers the most relevant sustainability assurance system for the industry sector, using life-cycle thinking and science as a basis, in alignment with the principles of the EU policy priorities concerning resource efficiency and the circular economy.

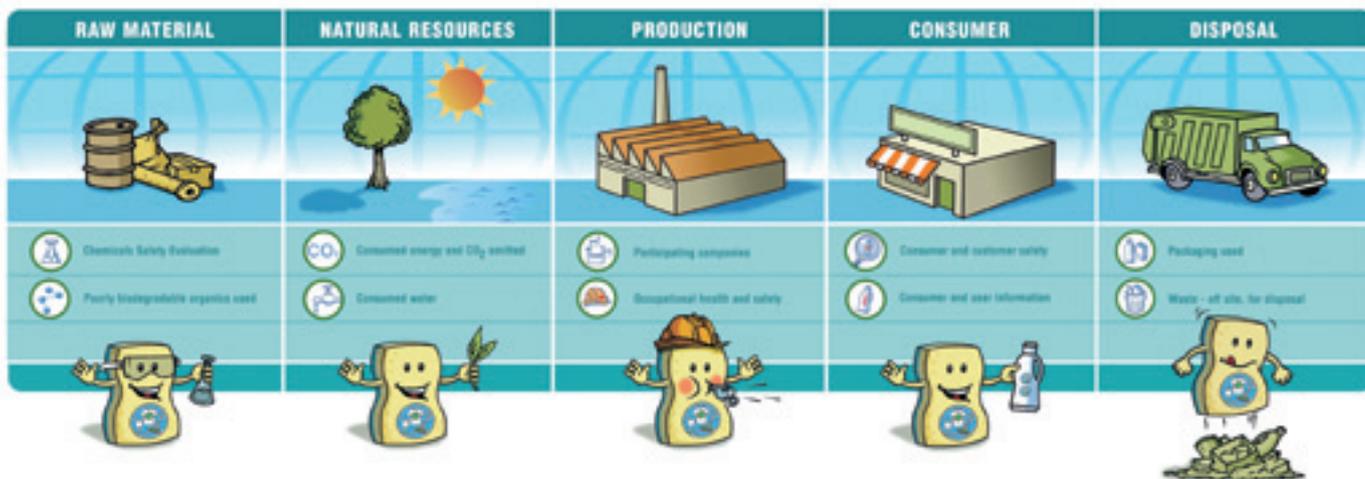
A wide variety of activities and requirements are covered, ranging from the human and environmental safety of chemicals and products, to eco-efficiency, occupational health and safety, resource use and consumer information.

### How it works

The Charter stipulates a set of 12 Charter Sustainability Procedures (CSPs) which companies implement in their management systems. Six are "essential" requirements for signing up to the Charter and are verified by an independent external verifier, followed by further checks every three years on all 12 CSPs. Companies must report annually on 11 Key Performance Indicators linked to the CSPs which are published in this report (see p. 18 & 19).

Since 2010, the Charter also includes a product dimension, enabling companies to give a sustainability assurance for individual products, with an enhanced Charter logo. Companies can obtain this Charter logo for specific products through voluntary compliance with the Advanced Sustainability Profiles (ASPs) for their particular product categories (see p. 17).

For more information on how the Charter works please visit: [www.sustainable-cleaning.com/en.home orb](http://www.sustainable-cleaning.com/en.home orb)



► The A.I.S.E. Charter covers the whole life cycle of products

## 1.2. A successful commitment by the majority of the market

The membership of the Charter for Sustainable Cleaning is continuously growing, with company commitment increasing each year. Since the list changes on a regular basis, please visit the link below to access the latest updates.

[http://www.sustainable-cleaning.com/en.publicarea\\_companyparticipation.orb](http://www.sustainable-cleaning.com/en.publicarea_companyparticipation.orb)

### More than 230 members committed to the Charter (As of May 2016)



Charter members products: Household PC&H (Professional Cleaning & Hygiene) Household and PC&H + Committed to the Charter Update 2010 — Evolution of Companies commitment to the Charter

# 1.3. Promoting Sustainable Design of Products

In 2010, a fundamental aspect was introduced into the Charter for Sustainable Cleaning, namely the product component. The Charter's product component enables companies to provide a sustainability assurance for their products. Advanced Sustainability Profiles (ASPs) for individual product categories set sustainability criteria that are ambitious but reasonably achievable by all market players. The parameters are defined based on a life cycle analysis. The Environmental Safety Check (ESC) is a key component of ASPs, which all ingredients in a given formulation must successfully pass. The ESC is a risk-based and conservative tool that assesses the environmental safety of ingredients in the aquatic compartment aligned with REACH principles. The table below provides an overview summary of the ASP criteria available for each product category.

<b>Product category</b> 	<b>ASP CRITERIA</b>				<b>Activation date<sup>1</sup></b>	
	<b>Product formulation</b>		<b>Packaging weight per job</b>	<b>Packaging recycled content (primary and secondary packaging)</b>		<b>End User information on pack</b>
	<b>Pass ESC</b>	<b>Dosage (g or ml/job)</b>				
<b>Household laundry products</b>						
<b>Laundry detergent powders</b>	Yes	≤ 75g + ≤ 115ml	≤ 6.5g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Cleanright panel AND Ability to wash at ≤ 30°C indicated AND Safe use tips	1 July 2011 Updated 1 July 2013
<b>Laundry detergent liquids<sup>2</sup></b>		≤ 75ml	≤ 7.0g	Card board: ≥ 60%		1 July 2011
<b>Fabric conditioners</b>		≤ 35ml	≤ 4.0g		Cleanright panel AND Safe use tips	
<b>Household automatic dishwashing detergents</b>						
<b>Powders and unit doses with rinse function</b>	Yes	≤ 25g	≤ 3.5g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	idem	1 April 2013
<b>Powders and unit doses without rinse function</b>		≤ 20g	≤ 3.5g			
<b>Liquids mono chamber style</b>		≤ 35ml	≤ 4.5g			
<b>Liquids multi chamber style</b>		≤ 35ml	≤ 6.0g			
<b>Household dilutable all purpose and floor cleaners</b>						
	Yes	≤ 12ml/1l of wash water	≤ 1.3g	idem	idem	1 October 2013
<b>Household trigger spray cleaners</b>						
	Yes	according to dosage instructions	≤ 1.4g per 10 ml of product dosage	idem	idem	1 October 2014
<b>Household manual dishwashing detergents</b>						
	Yes	≤ 5ml/5l of wash water	≤ 0.7g	idem	idem	1 January 2015
<b>Household toilet cleaners</b>						
	Yes	according to dosage instructions	≤ 5.6g per 55ml of product dosage	idem	idem	1 July 2015
<b>Professional Building Care Products</b>						
	Yes	Minimum dilution ratio: 1:100 for use in buckets, machines (e.g. scrubber dryers), special equipment (e.g. foam equipment) / 1:50 for use in refillable spray bottles	Packaging weight <sup>3</sup> : ≤ 0.7g/l for use in buckets, machines such as scrubber dryers, special equipment such as foam equipment / ≤ 1.4g/l for use in refillable spray bottles	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	<b>Dosing systems</b> Use of accurate and reliable dosing systems <b>Training</b> Offering training for customer personnel and customer specific advice by qualified staff <b>End User Information</b> A.I.S.E. PC&H application pictograms AND Dosage information (optional on product, depending on available space on the label) AND Use of colour codes AND Provision of Product Information Sheets (PIS)	1 October 2015

For more details related to the above ASP tables please visit: [www.sustainable-cleaning.com/en.companyarea\\_documentation.orb](http://www.sustainable-cleaning.com/en.companyarea_documentation.orb)

<sup>1</sup> Products complying with ASP requirements for the product category can start to appear on the market with an ASP logo from this date.

<sup>2</sup> The ASP criteria for this product category has been revised in 2015/2016 and will be activated on 1 April 2017. Main changes are a new threshold for dosage i.e. ≤ 55 ml/job and packaging, i.e. ≤ 6.5 g/job

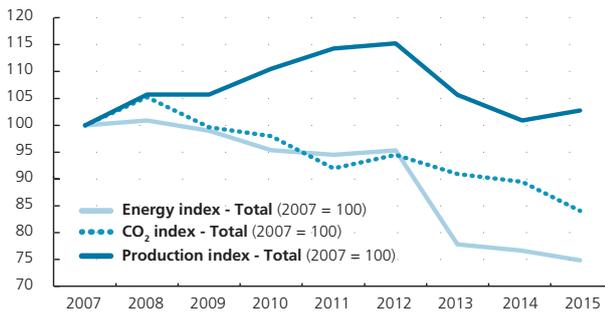
<sup>3</sup> Packaging weight: (Packaging weight in g / amount of use solution in l) / number of use of primary packaging (i.e. used for same purpose through a return or refill system)

## 1.4. 2015 KPI Performance

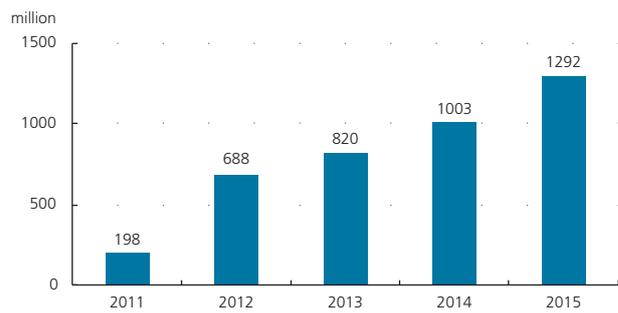
The key performance indicators (KPIs) shown in the table include the results from 2015 alongside those for earlier years. KPI data is submitted by the Charter Ordinary Member companies to the external consultancy Deloitte which manages the data collection process, and the aggregated results are then provided to A.I.S.E. The companies provide their data for their twelve month financial or sustainability reporting periods during the calendar year. The data reports are subject to an independent verification process conducted by the international audit firm SGS on behalf of A.I.S.E. In order to guarantee the quality and objectivity of the data, a several-step methodology has been adopted that ensures both the integrity and the year-after-year comparability of the KPIs including quality checks, in-depth analysis and consultation with companies to correct data in cases where there is a lack of coherence or quality. All details of this methodology are available via: [www.sustainable-cleaning.com/en/publicarea\\_sustainabilityreport.orb](http://www.sustainable-cleaning.com/en/publicarea_sustainabilityreport.orb)

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	
 Participating companies	Companies reporting (number of)	8	19	33	45	59	65	
	Manufacturing sites covered	62	78	108	133	152	162	
	% vs Total	81.6%	78.8%	84.4%	88.7%	89.9%	92.6%	
	Production covered	7.3 mt	9.3 mt	10.5 mt	11.1 mt	11.1 mt	11.6 mt	
	% vs Total	86.2%	86.1%	92.1%	94.7%	95.7%	97.8%	
	Units of consumer products sold (I&I not included)	5,800m	8,200m	9,300m	9,700m	10,200m	10,300m	
	Covered by CSP Check	4,100m	6,800m	8,600m	9,200m	9,800m	10,000m	
 Chemicals safety evaluation	% of ingredients covered by HERA <sup>(2)</sup> (I&I not included)	64.3%	68.6%	72.9%	75.7%	74.7%	75.5%	
	Production for use under controlled dosing (I&I only)	Not Available						2.3m t
 Occupational health and safety	Accidents frequency rate (expressed per 100,000 man-hours worked by all employees)	0.57	0.55	0.83	0.90	0.98	0.81	
 Consumer and customer safety	Number of care lines services	109	258	345	455	545	613	
	Consumer contacts registered: Total	754,197	926,840	903,796	890,746	873,380	813,972	
	% classified as real or perceived health related calls	0.6%	1.3%	1.1%	1.5%	1.3%	1.5%	
	% classified as enquiries (e.g. general or related to the safety of the product, ingredients, allergies etc)	1.3%	1.7%	2.4%	2.6%	2.8%	2.5%	
	Persons trained in sessions devoted to safe handling and use of products and systems (I&I only)	Not Available				74,483	102,146	
 Consumer and user information	Consumer product units sold: With at least two safe use icons/sentences	1,237m	2,317m	3,495m	4,907m	5,757m	5,949m	
	With more than two safe use icons/sentences	562m	1,549m	2,136m	3,091m	3,618m	3,553m	
	Units sold carrying relevant best use advice (until 2010: Household washing machine laundry detergents units sold carrying the "washright" panel)	361m	444m	935m	1,090m	1,112m	1,197m	
 Poorly biodegradable organics <sup>(1)</sup>	kg / % of PBO chemicals, according to the Charter PBO-list, purchased per tonne of production	16.2kg/t	25.4kg/t	24.9kg/t	22.1kg/t	27.2kg/t	23.5kg/t	
		1.6%	2.5%	2.5%	2.2%	2.7%	2.4%	
 Consumed energy and CO <sub>2</sub> emitted <sup>(1)</sup>	GJ of energy consumed	1.34GJ/t	1.09GJ/t	1.10GJ/t	1.05GJ/t	1.03GJ/t	0.95GJ/t	
	kg of CO <sub>2</sub> emitted	80.9kg/t	66.9kg/t	64.6kg/t	64.3kg/t	60.9kg/t	57.3kg/t	
 Consumed water <sup>(1)</sup>	m <sup>3</sup> of water (potable and non potable) consumed	1.60m <sup>3</sup> /t	1.44m <sup>3</sup> /t	1.47m <sup>3</sup> /t	1.59m <sup>3</sup> /t	1.49m <sup>3</sup> /t	1.40m <sup>3</sup> /t	
 Waste <sup>(1)</sup>	kg of waste (hazardous and non hazardous) produced	10.2kg/t	12.9kg/t	11.1kg/t	10.8kg/t	12.4kg/t	11.9kg/t	
	kg of hazardous waste sent off-site	3.2kg/t	3.9kg/t	4.2kg/t	4.1kg/t	3.7kg/t	3.8kg/t	
 Packaging used <sup>(1)</sup>	kg of packaging per tonne of production	78.0kg/t	92.7kg/t	88.6kg/t	84.6kg/t	91.3kg/t	89.9kg/t	
	kg of packaging per thousand consumer units	98.2kg/KU	105.1kg/KU	100.0kg/KU	96.8kg/KU	99.4kg/KU	101.2kg/KU	
	t delivered in refillable containers (PC&H only)	Not Applicable						140,597t
 Products with ASP logo	Number of Household products placed on the market carrying the ASP logo							N/A

### The production is decoupled from energy use and CO<sub>2</sub> emissions



### 1.29 billion consumer products with ASP logo



2011	2012	2013	2014	2015
72	89	93	92	100
172	191	185	175	183
94.0%	94.6%	94.9%	94.1%	95.3%
12.0 mt	12.1 mt	11.1 mt	11.2 mt	11.4 mt
98.8%	95.3%	99.6%	99.7%	99.4%
10,600m	10,600m	9700m	11,300m	12,000 m
10,400m	10,500m	9600m	11,200m	11,900 m
72.7%	75.7%	77.6%	76.4%	73.5%
2.2m t	2.3m t	2.2m t	0.3 m t <sup>3</sup>	0.3 m t <sup>3</sup>
0.83	0.79	1.05	0.85	0.69
647	730	721	759	788
769,244	673,501	525,849	686,946	650,550
1.5%	1.5%	1.3%	1.4%	1.5%
3.0%	2.4%	2.4%	4.1%	4.0%
83,844	112,341	95,619	84,540	64,074
6,123m	5,501m	5,804m	6,341m	6,659m
3,533m	3,292m	2,804m	3,734m	3,870m
1,436m	1,764m	2,269m	3,188m <sup>4</sup>	2,635m
24.1kg/t	18.9kg/t	19.0kg/t	19.5kg/t	18.2kg/t
2.4%	1.9%	1.9%	1.9%	1.8%
0.91GJ/t	0.91GJ/t	0.81GJ/t	0.79GJ/t	0.76 GJ/t
52.0kg/t	53.0kg/t	55.6kg/t <sup>4</sup>	54.3kg/t	50.0kg/t
1.35m <sup>3</sup> /t	1.44m <sup>3</sup> /t	1.30m <sup>3</sup> /t	1.23 m <sup>3</sup> /t	1.23m <sup>3</sup> /t
12.0kg/t	12.1kg/t	11.0kg/t	12.6kg/t	12.4kg/t
3.8kg/t	2.8kg/t	3.0kg/t	3.9kg/t	4.1kg/t
91.3kg/t	89.8kg/t	84.3kg/t	91.4kg/t	92.6kg/t
103.4kg/KU	102.5kg/KU	96.5kg/KU	90.6kg/KU	88.0kg/KU
140,433t	186,905t	221,577t	7,710t <sup>3</sup>	8,444t <sup>3</sup>
198m	688m	820m	1,003m	1,292m

## KPI Highlights

### CHARTER FOOTPRINT AND PRODUCTION

This year, the major milestone of 100 reporting companies has been reached. Compared to 2014, there was a remarkable increase from 92 to 100 in the number of companies reporting. The total production tonnage covered by the Charter, including new companies, was 11.4 mt, equivalent to 99.4% of the total output of reporting companies in the EU+4.

### CHANGES SINCE 2006

Energy use per tonne of production is down by 30.3% and CO<sub>2</sub> emissions by 25.3% over the 10 years since 2006.

### PRODUCTS WITH ASP LOGO

The number of consumer products carrying the Advanced Sustainability Profile (ASP) logo increased from 1 billion to 1.29 billion units, an increase of 29% on a like-for-like basis. From the laundry category alone, 41% of products comply with the Charter Advanced Sustainability Profiles.

## Nature and scope of KPI data verification



As in recent years, SGS conducted an independent assurance of the KPI data gathering processes, looking at the data collection processes of 10 reporting Charter members. Deloitte, who assessed the KPI reporting processes of the companies and aggregated the KPI data, was informed of the outcome of this verification. The companies concerned were asked for confirmation of the reported data or to update their declaration. The full Assurance Statement with detailed conclusions can be found at: [www.sustainable-cleaning.com/en/publicarea\\_sustainabilityreport.orb](http://www.sustainable-cleaning.com/en/publicarea_sustainabilityreport.orb)

KPI commentary at [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)

<sup>1</sup> Data apply to production covered by the CSP Check - <sup>2</sup> water is not considered as an ingredient - /t= per tonne of production - m=million - KU=thousand units

<sup>3</sup> For compliance reasons, these figures were derived only from SMEs and large companies and cannot be compared with the figures for previous years

<sup>4</sup> Corrected figure which differs from the one published in last years' report

## PART 3

# A.I.S.E. BOARD

(FROM JULY 2015 TO JUNE 2016)



**Charles-François GAUDEFROY**  
(President)  
Unilever



**Sari KARJOMAA**  
Denmark, Estonia, Latvia,  
Finland, Norway, Sweden



**Arndt SCHEIDGEN**  
(Treasurer)  
Henkel



**Philip MALPASS**  
(Vice-President)<sup>1</sup>  
Ireland, United Kingdom



**Thomas KEISER**  
Austria, Germany,  
Switzerland, Hungary



**Françoise VAN TIGGELEN**  
Chairperson of the National  
Associations Committee



**Luis ZUNZUNEGUI**  
(Vice-President)<sup>2</sup>  
SC Johnson



**June GRAHAM**  
McBride



**Jean-Bernard VIDAILLET**  
Colgate-Palmolive



**Giuseppe ABELLO**  
Greece, Italy



**Valérie LUCAS**  
France



**Nadia VIVA**  
Procter & Gamble



**Welmoed CLOUS**  
Ecolab



**Anna OBORSKA**  
Poland, Czech Republic,  
Slovakia



**Heiko FAUBEL**  
(Observer)  
Germany



**Ana-Maria COURAS**  
Portugal, Spain



**Joerg PFUNDT**  
Dr Becher  
Representing the Supporting  
Corporate Members



**Eric GILLIOT**  
RB



**Mihaela RABU**  
Romania, Croatia



**Ad JESPERS**  
Sealed Air (Diversey)



**Hans RAZENBERG**  
Belgium, Luxembourg,  
The Netherlands

### AS OF 1 JULY 2016, THE NEW BOARD WILL BE LED BY:

**Arndt SCHEIDGEN** – President

**Valérie LUCAS** – Vice-President<sup>1</sup>

**Nadia VIVA** – Vice-President<sup>2</sup>

**Luis ZUNZUNEGUI** – Treasurer

<sup>1</sup> representing national associations / <sup>2</sup> representing corporate members



More information on A.I.S.E. membership and how to join at



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

# A.I.S.E. MEMBERSHIP

## Membership opportunities

### A.I.S.E BROADENS ITS MEMBERSHIP AND WELCOMES NEW MEMBERS.

A.I.S.E. has enlarged its network by welcoming 2 new members from related industries along the value chain: Dow Chemicals (specialty chemicals) and EUnited (The European Engineering Industries Association).

Two additional membership categories have been created: "Supporting Corporate Members" and "Corresponding Corporate Members". This will allow for smaller enterprises in our sector to become direct members of A.I.S.E. and benefit from taking a more active role in the network and in the definition of the industry's strategy. We welcomed 6 Supporting Corporate Members: Dalli Werke, Dr Becher, Helichem, Spechim, Van Dam Bodegraven and Vandeputte Savonnerie-Zeepfabriek.

TO THE ATTENTION OF COMPANIES PRODUCING DETERGENTS AND/OR MAINTENANCE PRODUCTS WHETHER FOR HOUSEHOLD AND/OR PROFESSIONAL USES.

**A·I·S·E**

**A.I.S.E. MEMBERSHIP OPENS!  
JOIN US & YOU WILL...**

- Benefit from the expertise of a wide industry network
- Influence the industry agenda at EU level
- Receive direct access to A.I.S.E. resources
  - Access global expertise
  - Increase the visibility of your company

Association Internationale de la Savonnerie, de la Détérgence et des Produits d'Entretien  
International Association for Soaps, Detergents and Maintenance Products

## A.I.S.E. Membership Structure



**A.I.S.E. SECTOR:**  
(Detergent & maintenance products for household or professional use)

### ORDINARY MEMBERS

- Companies (with presence and National Association membership in EU/EFTA countries, as per the A.I.S.E. Constitution)
- National Associations in EU/EFTA countries

### EXTRA-ORDINARY MEMBERS

- National Associations outside EU/EFTA countries

### SUPPORTING CORPORATE MEMBERS

### CORRESPONDING CORPORATE MEMBERS

**LINKED TO THE A.I.S.E. SECTOR:**  
(eg raw material, packaging suppliers, appliance sector, retailers)

### ASSOCIATE MEMBERS

- Companies in EU/EFTA countries
- Associations (EU and/or national)

# MEMBERS

(AS OF MAY 2016)

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(AS OF MAY 2016)



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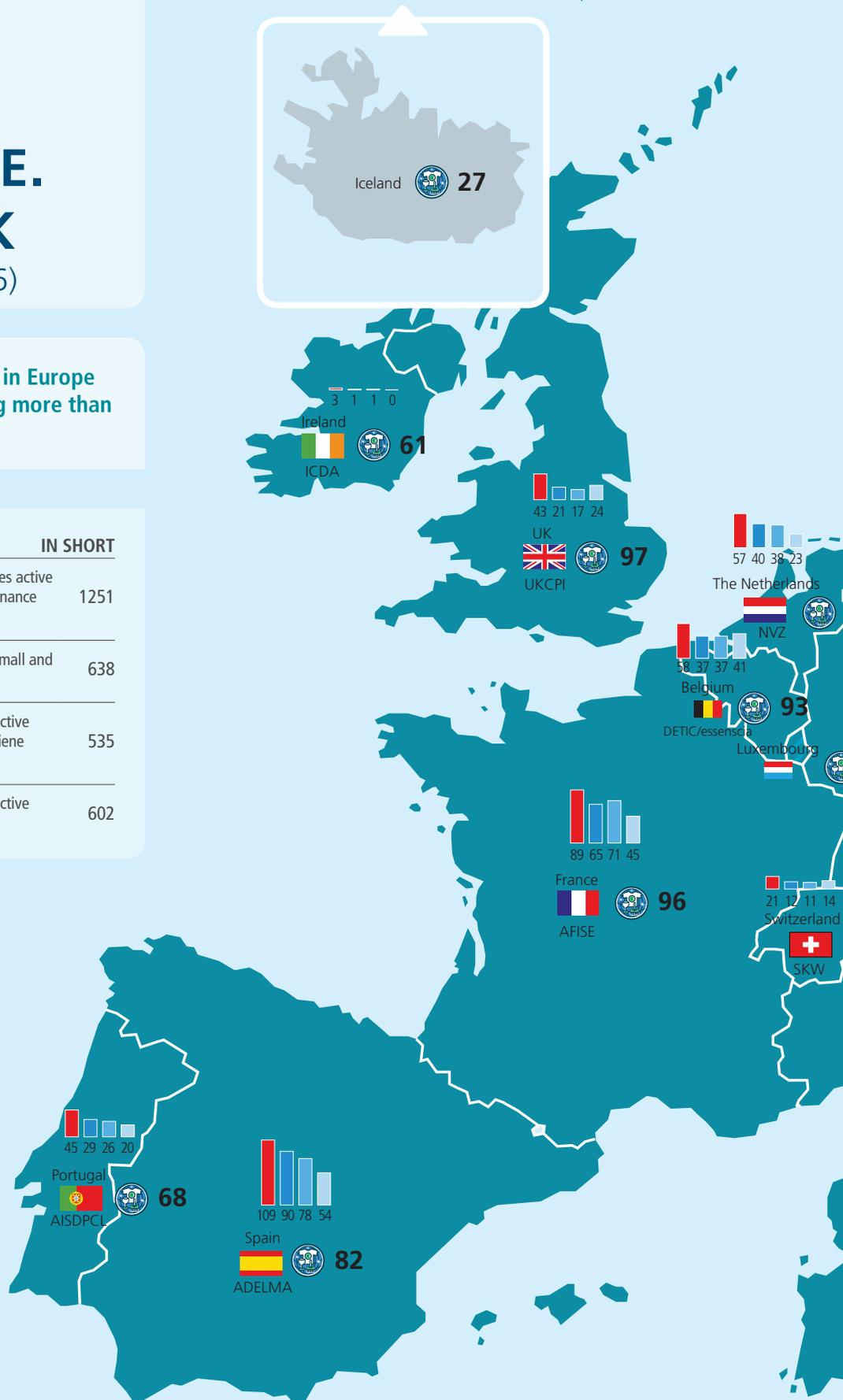
# THE A.I.S.E. NETWORK

(AS OF MAY 2016)

30 National Associations in Europe and beyond, representing more than 900 companies!

## IN SHORT

	Total number of member companies active in the soaps, detergents or maintenance products domains	1251
	Number of companies which are small and medium-sized enterprises	638
	Number of companies which are active in the professional cleaning & hygiene domain	535
	Number of companies which are active in the consumer product domain	602



 A.I.S.E. ordinary member countries

 A.I.S.E. extraordinary member countries



Total number of companies operating in the country and committed to the Charter for Sustainable Cleaning



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