Charter Performance 2018 Report

KPI Highlights (2017 vs 2016)

Charter footprint and production

103 companies submitted their KPI data, three more than last year, for a total number of 180 manufacturing sites. The total production tonnage covered by the Charter including new companies joining was 11.7mt, equivalent to 99.5% of the total output of reporting companies in the EU+4.

Progress on energy and CO_2 emissions since 2006

Since 2016, the 2017 data show that total emissions of CO_2 fell again by 8.4% on a like-for-like basis. Since 2006, energy use per tonne of production is down by 35.7% and CO_2 by 36.4%.

Products with Advanced Sustainability Profiles

The number of consumer products carrying the Advanced Sustainability Profile (ASP) logo increased from 1.41 billion to 1.58 billion units, an increase of 11.8% on a like-for-like basis. From the laundry category alone, 36% of products comply with the Charter Advanced Sustainability Profiles. Since 2011, European consumers bought 7 billion Charter ASP products.

Introduction

The Key Performance Indicators (KPIs) published in the A.I.S.E. Activity and Sustainability Report 2017-2018 include the results for 2017 alongside those for earlier years.

KPI data are submitted by the Charter Ordinary Member companies to Deloitte which manages the data collection process, and the aggregated results are then provided to A.I.S.E. The companies submit their data for their twelve month financial or sustainability reporting periods ending during the calendar year. In addition to this third-party data collection and aggregation, the company data reports are subject to an independent verification process conducted by the international audit firm SGS on behalf of A.I.S.E.

Associate Members, which are not manufacturers but are importers, distributors or retailers placing products on the market under their own labels, do not report KPI data directly but contribute any relevant information to the submissions made by the Ordinary Members which are the contract manufacturers of those products.

'Charter Area'

The term 'Charter Area' in this report refers to the EU and EFTA member states as at 31 December 2017, namely the EU 28 plus Iceland, Liechtenstein, Norway and Switzerland.

Charter footprint

103 companies submitted their KPI data. This number refers to the headquarters of Ordinary Member companies signed up to the Charter. In terms of manufacturing sites included in the 2017 reporting, the total increased slightly to 180. The KPIs are estimated to cover around 90% of all household, cleaning and maintenance production in the Charter Area.

The number of Associate Members joining the Charter during 2017, slightly increased from 130 to 131. This trend confirms the continuing support of retailers, distributors and importers for the industry's drive to improve sustainability.
Since the launch of the Charter in 2005, there have been in total 28 withdrawals from membership to date: eight due to membership termination, 20 resulting from mergers and business terminations.

Comparability

As mentioned in earlier years the steady increase in the reporting base means that the results are becoming more and more reliable, nevertheless direct comparisons between the years, especially the earlier years, should be made with care. From 2006 onwards year-on year comparisons can be considered broadly reliable.

It should also be noted that small companies tend to have product portfolio and manufacturing profiles which differ from those of the multinationals, and as a consequence there can be increases or decreases in the overall KPI results which reflect these differences to a greater extent than any underlying change in performance.

Multinationals and SMEs

Some clear underlying differences in performance emerge between the large multinational companies and the small and medium enterprises. These differences are not visible in the data provided because all the figures are aggregated.

Tonnage production

The total production output of all companies in the Charter scheme has not changed since last year and was 11.7mt. The proportion of that 11.7mt represents 99.5% of the total output of the reporting companies 99.3%, and continues to mean the Charter is representative of the whole EU + 4 industry.

Consumer unit sales

The total number of consumer units sold by all Charter companies was 13.4 billion, an increase compared with 2016 (11.7 billion).

Chemical safety evaluation

The proportion of chemicals covered by full HERA risk assessment was 67.5%, and there is a decrease year on year (72.0% in 2016). Indeed, HERA assessments have started to be superseded by the REACH assessments which HERA was designed to pave the way for. HERA assessments still cover the main high volume chemicals, and almost all manufacturers using these are now in the Charter. All chemicals used in the industry have recognised safety approvals; 'safety evaluation' in the context of the Charter refers to human and environmental risk assessments.

In the case of PC&H (Professional Cleaning and Hygiene) companies the ratio of production sold for use under controlled dosing was stable at 0.5 m t (based on figures derived from SMEs and large companies).

Occupational health and safety

The average number of accidents per 100,000 hours worked during 2017 was 1.07 against 0.87 in the previous year. Overall, the long term average of about 1.0 is lower than the typical rate of 2.0 for all manufacturing industries and in line with the rate of 1.0 for the chemical industry. However the range is still wide, especially among small companies, and drawing too much significance from the year on year change should be avoided. One of the benefits of the Charter is to enable companies to benchmark themselves against the rest of the industry, stimulating improvement.

Consumer health and safety

The number of consumer contacts classified as real or perceived health-related enquiries, as a proportion of all consumer enquiries, has slightly increased to 1.9%. The expected range is 1% to 2%. The total number of contacts recorded is stable year on year, of which the number concerning product safety issues was up to 6.9%. In the PC&H sector the number of persons trained in safe handling has increased from 64,000 to 83,000.

Consumer response services

The number of dedicated consumer care lines or response services operated in the Charter Area was 838 compared with 806 last year. It is thought this number may be close to the maximum in relation to the total number of operating entities (1289) bearing in mind that care lines can be international covering more than one country.

Consumer and user information

The number of units sold in the Charter area bearing at least two A.I.S.E. safe use icons was stable with 6.6 billion. Usage of consumer best use information on-pack, encouraging sustainability at the consumer use stage, was stable as well with 2.9 billion units.

Poorly biodegradable organics

Charter members report their total purchases of the chemicals specified on a published A.I.S.E. list of 'poorly bio-degradable organics' (defined in Annex III of the KPI Detailed Explanation), as a proportion of total chemicals purchased. Compared to recent years, this rate stays stable at 1.9%. In this context it must be said that as to the Charter KPI reporting, all fragrances and non-ionic terephthalate polymers are globally considered as PBOs; even if a relatively large portion of those are easily or inherently biodegradable. A.I.S.E. is reviewing the current list of PBOs and an updated one is expected for next year's KPI reporting.

Energy consumed

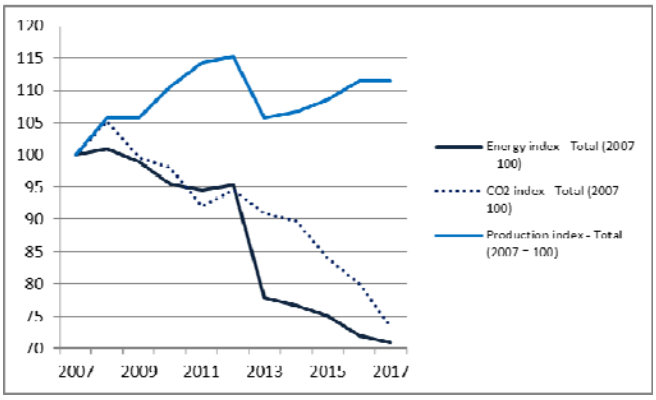
The total energy, expressed in GJ, consumed by the industry was with 8.19 million stable as compared to 2016. Expressed as consumption per tonne of production, the energy consumed fell slightly from 0.71 to 0.70 GJ/tonne. Since 2006 there has been an overall efficiency improvement of 35.7% per tonne of production.

CO2 emissions

Expressed as emissions per tonne of production there was again a remarkable decrease, this year from 46.4kg to 42.5kg. Since 2006 there has been an overall reduction in emissions of 36.4% per tonne of production. The match with total energy consumed is not exact due to the fact that CO_2 emissions are variable depending on

the mix of fuel used to generate energy. The trend of absolute decoupling of production from energy use and CO_2 emission continues getting stronger, demonstrated by the growing gaps between the curves of production vs. energy use resp. CO_2 emission as can be seen in the graph below.

The production is absolutely decoupled from energy use and CO_2 emissions



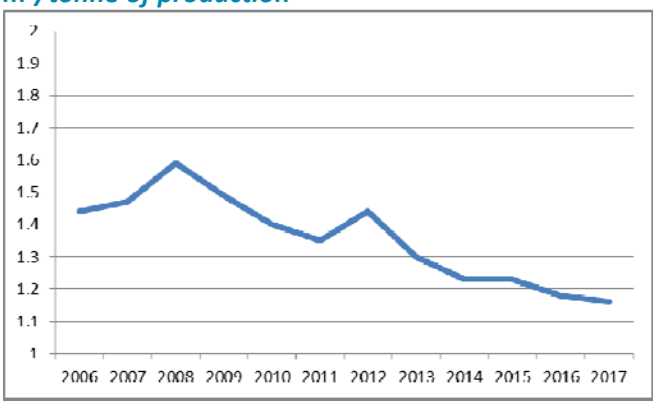
Waste and Hazardous waste

Total waste generated, including hazardous waste sent off site, has slightly increased to 12.1kg per tonne of production. The underlying rate of waste generation appears to be stable in the range 12kg per tonne. These figures are sensitive to site closures which can generate a one-off increase in waste as a consequence of de-commissioning. Hazardous waste sent off site remains overall stable at 4.2kg per tonne of production. The ten-year average is around 4kg.

Consumed water

Total water consumed during manufacturing is stable at 1.16 m³ per tonne of production, remaining below the ten year average. Caution should be exercised in extrapolating a trend since water consumed is also a function of the mix of products manufactured.

Consumed Water (potable and non-potable) in m^3/tonne of production



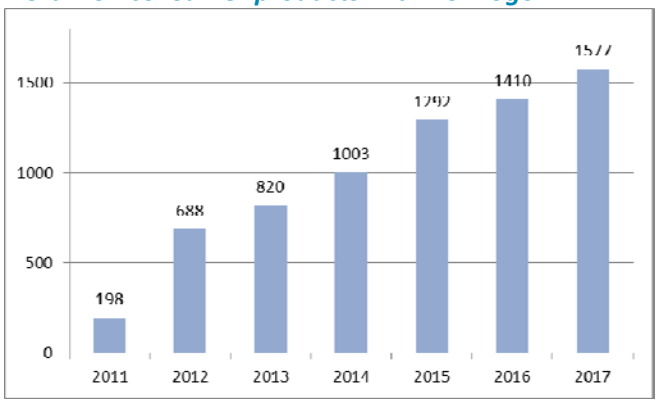
Packaging used

Total packaging material purchased was stable with 90.2kg per tonne (90.3kg in 2016). Compaction of products reduces the absolute weight of packaging required per pack, but on the other hand with compacted products the proportion of total pack weight attributable to the packaging is higher relative to the weight of the contents compared with un-compacted products. Thus when expressed per tonne the trend appears to be flat. When expressed in kg of packaging per thousand units (KU) of consumer products, the trend is clearly downward with a decrease from 90kg/KU in 2006 to 79kg/KU in 2017.

Product bearing the Charter ASP logo

In July 2011 the first "Advanced Sustainability Profiles" (ASP) categories were launched for laundry powders, laundry liquids and fabric conditioners, followed by automatic dishwashing detergents and dilutable all purpose and floor cleaners in 2013, trigger spray cleaners in 2014, manual dishwashing and toilet cleaners in 2015 (all household), and professional building care products in the same year. In the meantime, updated criteria were published for laundry powders (2013) and liquids (2017). Since 2011, 7 billion ASP products have been bought by European consumers. Alone in 2017, this number was 1.58 billion, representing 20% of the concerned product category units sold during the year, and about 36% of laundry category units. Those figures can be broken down for each of the product categories as follows: 161 million laundry detergent powder products, representing about 25% of this segment, 336 million laundry detergent liquid products (24%), 821 million fabric conditioner products (52%), 66 million automatic (12%) and 63 million manual dishwashing products (4%), 65 million dilutable all purpose and floor cleaners (6%), 46 million trigger spray cleaners (6%), and 20 million toilet cleaners (4%).

1.5 billion consumer products with ASP logo



Products with Charter 2010 ASP logo per product category