

A·I·S·E

International Association for Soaps,
Detergents and Maintenance Products

ACTIVITY & SUSTAINABILITY REPORT 2019-20



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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 65 years.

Membership consists of 29 national associations across Europe, 18 corporate members and 13 value chain partners. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

The industry is a substantial contributor to the European economy with an annual market value of €38 billion, directly employing 95 000 persons and 360 000 throughout the value chain.

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 for consumers and professional customers.

INDUSTRY 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.

A.I.S.E.'s STRATEGIC PRIORITIES



A.I.S.E.'s 2020-21 DELIVERABLES

Contributing to the Commission 2019-2024 priorities

- A European Green Deal
- A stronger Europe in the world
- An economy that works for people
- A Europe fit for the digital age
- Promoting our European way of life

[DETAILS ON THE INSIDE BACK COVER >>](#)

FOREWORD BY THE PRESIDENT AND DIRECTOR GENERAL



We are proud to issue this new Activity & Sustainability Report, showcasing the work of A.I.S.E. for the detergents and maintenance products industry in 2019 and 2020. For over 65 years, A.I.S.E. has been a leader and a driver in best practices, innovation and engagement. Our credibility to lead this essential industry derives from the strength of our membership, a network of over 900 multi-nationals and SMEs, and national associations in 29 European countries. Their commitment enables us to realise our vision to be a prospering cleaning and hygiene industry and a role model for serving society in an innovative and sustainable way.

RESPONDING TO AN UNPRECEDENTED PUBLIC HEALTH CRISIS

The A.I.S.E. network moved rapidly at both EU and Member State levels as the pandemic took hold in Europe, to ensure our companies could continue to manufacture and deliver vital products on the market, in particular biocidal products for disinfection.

These early initiatives are enabling our members to work around the clock today to ensure the supply of these vital products. We have not worked alone, but in collaboration with all key actors – notably suppliers of ingredients – as illustrated by the prompt creation of the cross-industry alliance on COVID-19 set up to support our companies' endeavours so that authorities, medical facilities and the public have an ongoing supply of disinfectants and cleaning products.

The networking and valuable exchanges with national authorities during our conference and hospital visit last September on securing patient safety in the healthcare sector have proven more than valuable in today's context. For consumers, guidance on hygiene practices has been communicated through the industry's revamped consumer portal cleanright.eu, in line with the WHO, the ECDC, and guidance from scientific experts.

SUPPORTING NEW PRIORITIES AT EU LEVEL

2019 was a year of substantial change within the EU, with the election of a new Parliament and the appointment of a new college of Commissioners, and A.I.S.E. anticipated and welcomed these changes. In November a delegation travelled to Strasbourg and during a packed two-day programme held nearly 40 face-to-face meetings with new MEPs and their assistants. This allowed us to introduce the value and benefits of our industry, share our priority topics and make important connections for our advocacy work.

In December, A.I.S.E. welcomed the much-anticipated Commission von der Leyen's priorities for 2019-2024 and the detailed plans that followed, in particular the European Green Deal. Our industry is ready to embrace the new opportunities and fundamental changes presented by the Green Deal, including notably the Circular Economy Action Plan, the EU Chemicals Strategy for Sustainability, the new Industrial Strategy and the climate initiatives. The recovery of the European economy must be a "green recovery" and the urgency to transition to fully sustainable business models and a true Single Market can no longer be postponed. The Green Deal is a source of inspiration to achieve this transition – its implementation must remain a priority, despite unprecedented economic and societal challenges. A.I.S.E. is committed to engage with and support the Commission to deliver its priorities – see how our 2020-2021 work already contributes on the inside back cover.

ALIGNING BUSINESS DRIVERS

The relaunch of the industry's flagship sustainability initiative, the Charter for Sustainable Cleaning in July 2019, is at the heart of the Green Deal agenda. Its annual reporting distinguishes this scheme for its measured and ongoing achievements in reducing environmental impact, already demonstrating a 40% reduction in CO₂ emissions at production level since 2006.

Another priority this last year has been our continued drive to improve consumers' access to product information by exploiting digital opportunities. We are committed to supporting better regulation through the Detergents Regulation review and simplifying complex labels to highlight safe use information and want to contribute constructively to the Commission's new proposals. Details on these, and all our initiatives, may be read in this report.

REFLECTING ON MY FOUR-YEAR PRESIDENCY

In June 2020, my four-year term as A.I.S.E. President ends. During this time, I have truly enjoyed the trustful, constructive and collaborative way that people in all groups and committees in the A.I.S.E. network interact. Together, we have brought to life the clear strategy we set ourselves in 2016. We have intensified our political outreach, taken care that legislation respects the needs of the industry and consumers in a reasonable way, and continued to deliver upon our sustainability targets, lifting them to the next level with our Charter 2020+.

For the two disruptive events in this period – BREXIT and COVID-19 –, we put strategies and work plans in place that will help all members make the best of the situation. All this was achieved by great people in the network that are brilliant experts and excellent team players at the same time. Personally, I am committed to further contribute to this association with its members who are passionate about serving society with innovative and sustainable cleaning and hygiene solutions – a need these days more relevant than ever.

Yours sincerely,

Arndt SCHEIDGEN,
A.I.S.E. President (2016-2020)

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

A.I.S.E. MEMBERSHIP (AS OF JUNE 2020)

A.I.S.E.'s credibility and authority derive from the strength of our network of member companies and national associations, representing altogether over 900 companies supplying household and professional cleaning products and services across Europe. We are committed to leading and engaging in activities that deliver real added-value for all our members, thereby helping the industry to realise its vision.

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OPPORTUNITIES FOR A.I.S.E. MEMBERS

By joining A.I.S.E., companies that produce detergents and maintenance products, as well as national associations representing the local interests of their members, and partners in the value chain (such as raw material or packaging suppliers, retailers, the appliance sector etc.), will be able to:

- Participate in a wide industry network, both European and global
- Access valuable A.I.S.E. resources and tools
- Cooperate with partners across the value chain in industry-wide sustainability initiatives
- Influence and contribute to the political agenda at EU level
- Drive the industry agenda and shape the future legislative environment
- Enhance their visibility as an active partner in Europe's cleaning and hygiene industry.

For more information on how to become an A.I.S.E. member, please get in touch with luca.conti@aise.eu

A.I.S.E. NETWORK

REPRESENTING THE DETERGENTS AND MAINTENANCE PRODUCTS INDUSTRY ACROSS EUROPE

A STRONG NETWORK of over **900** COMPANIES

29 NATIONAL ASSOCIATIONS

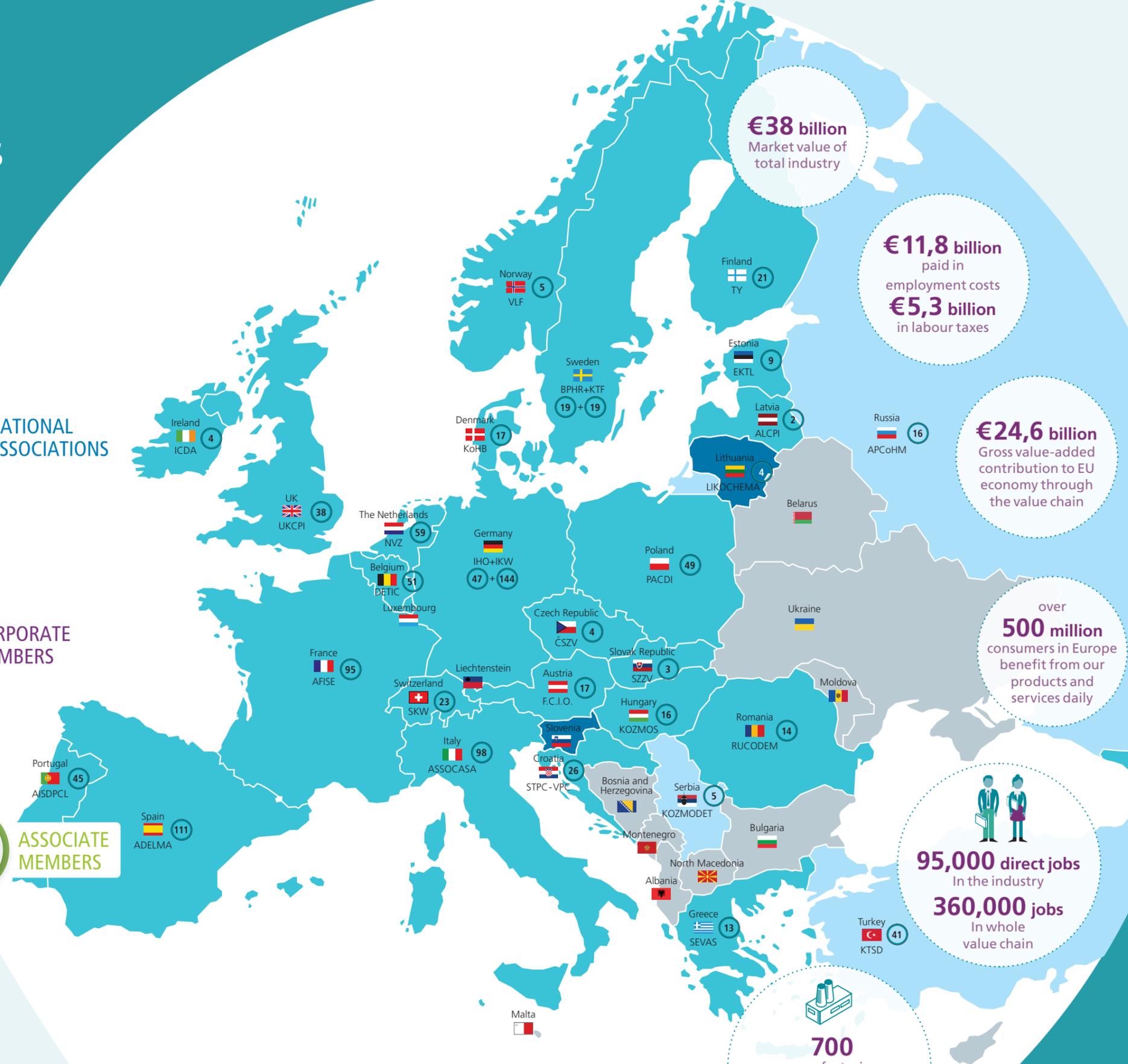
18 CORPORATE MEMBERS

13 ASSOCIATE MEMBERS

INDUSTRY'S RECOMMENDATIONS TO EU POLICY MAKERS

Our commitment to a strong economy is based on the following principles:

- A SCIENCE-BASED APPROACH
- A COHERENT LEGISLATIVE PROCESS
- AN INNOVATION-FRIENDLY FRAMEWORK
- A STRONG INTERNAL MARKET
- A RECOGNITION OF PUBLIC BENEFITS
- LONG TERM COMMITMENT TO SUSTAINABILITY



€38 billion
Market value of total industry

€11,8 billion paid in employment costs
€5,3 billion in labour taxes

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

over **500 million** consumers in Europe benefit from our products and services daily

95,000 direct jobs In the industry
360,000 jobs In whole value chain

700 manufacturing facilities in Europe
85% operated by SMEs

■ A.I.S.E. members in EU/EFTA (ordinary members in 2019)
■ A.I.S.E. members outside EU/EFTA (extraordinary members)
■ Cooperation with A.I.S.E. network
■ No A.I.S.E. member association
⑬ Total number of member companies per National Association

See inside front cover for full list of membership

2 CLEANLINESS & HYGIENE

A CRUCIAL INDUSTRY FOR PEOPLE'S HEALTH AND WELLBEING, IN AND OUTSIDE THE HOME

€38 BILLION
ESTIMATED MARKET VALUE
2019

OUTSIDE THE HOME
€7,8 BILLION MARKET VALUE

FUNDAMENTALLY SUSTAINING SOCIETY WITH PROFESSIONAL CLEANING SOLUTIONS

KEEPING OUR HOMES CLEAN AND ENSURING OUR WELLBEING

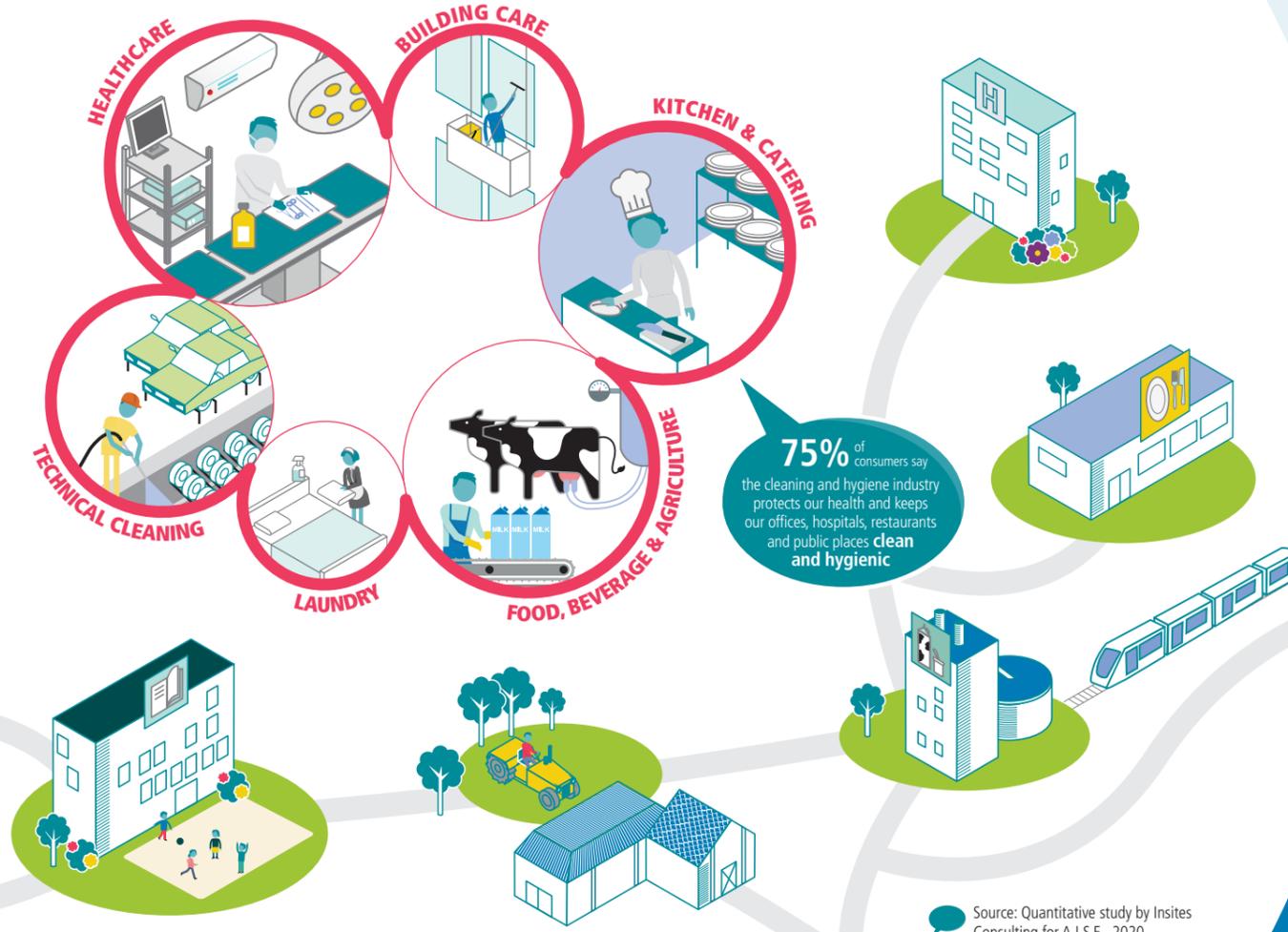
AT HOME
€30,2 BILLION MARKET VALUE

PROTECTING OUR EUROPEAN WAY OF LIFE

- Keeps our homes and public places clean and hygienic
- Secures patient safety in healthcare environments
- Prevents infection through good hygiene practices
- Makes our lives more pleasurable and satisfying
- Adds to our sense of wellbeing
- Facilitates convenient and modern lifestyles
- Maintains the durability of goods
- Increases productivity for companies
- Protects investments in brands
- Contributes to sustainability

77% of consumers say that cleaning and maintenance products improve their quality of life

89% EU consumers say that when their place is clean, it gives them peace of mind



75% of consumers say the cleaning and hygiene industry protects our health and keeps our offices, hospitals, restaurants and public places clean and hygienic

Source: Quantitative study by Insites Consulting for A.I.S.E., 2020

HOUSEHOLD CARE	LAUNDRY CARE	SURFACE CARE	DISHWASHING	MAINTENANCE PRODUCTS	BLEACHES	TOTAL
MARKET VALUE 2019 (BILLION €)	14,3	6,6	4,6	4,1	0,6	30,2
MARKET SHARE (%)	47.5	21.7	15.2	13.5	2.1	100
GROWTH (%) 2019 vs. 2018	2.3	2.1	1.8	1.6	0.3	2

2% GROWTH

Source: Euromonitor (EU 28 + CH + NO). Please note that due to fixed exchange rates, the values for 2018 differ from the values published in last year's report.

PROFESSIONAL CLEANING & HYGIENE	HEALTHCARE	FOOD, BEVERAGE & AGRICULTURE	KITCHEN & CATERING	TECHNICAL CLEANING	BUILDING CARE	LAUNDRY	TOTAL
MARKET VALUE 2019 (BILLION €)	2,1	1,5	1,5	1,1	0,9	0,7	7,8
MARKET SHARE (%)	26.7	19.3	18.7	14.9	11.2	9.2	100
GROWTH (%) 2019 vs. 2018	19.6	1.6	-3.1	-3.2	7.6	2	3.2

3.2% GROWTH

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



SHOWCASING KEY ROLE OF BIOCIDES FOR HEALTH & SAFETY IN HOSPITALS TO AUTHORITIES

The detergents and maintenance products industry facilitates and protects many aspects of the European way of life for over 500 million citizens every day. We enjoy clean homes that add to our sense of wellbeing, and we go safely about our daily business, working and socialising in clean offices, shops, restaurants, airports, stations and schools. But nowhere is the expectation of these standards of hygiene higher than in our medical and healthcare facilities.

Our industry enables authorities and healthcare professionals to maintain the highest standards in cleanliness and hygiene throughout the healthcare sector, in hospitals, nursing homes, clinical practices and surgeries. This responsibility is even more critical during a public health crisis such as COVID-19, where the priority lies in ensuring that essential cleaning, hygiene and disinfectant products are available and supplied rapidly.

Engaging with national competent authorities

As part of the industry's strategy to build awareness of the value of the professional cleaning sector to maintaining a healthy society, A.I.S.E. organised a conference and hospital visit in September 2019 focussing on patient safety. The event, hosted by the CHIREC/Delta hospital in Brussels, brought together 19 Member State competent authorities responsible for biocides and medical devices with the European Commission, the European Chemicals Agency (ECHA) and experts from the industry and the healthcare sector. The programme included keynote speaker Didier Pittet of the World Health Organisation, a global expert on hand hygiene and Chair of the Clean Hospitals platform.

Securing patient safety in the healthcare sector

Many important topics relating to the challenge of maintaining patient safety were discussed:

- The role of hand hygiene and hospital environmental hygiene
- The prevention of hospital acquired infections
- How disinfection and hygiene is ensured throughout the hospital
- The evolution of acquired antimicrobial resistance in Europe
- The challenges of antibiotic use and mitigation by applying hygiene
- The role of disinfectants (ie biocidal products) in infection prevention
- Innovations in the industry to mitigate these challenges.



The Clean Hospitals platform brings together stakeholders from industry, academia and the healthcare sector to share expert knowledge and raise industry standards on hospital environmental hygiene. In early 2020, A.I.S.E. became a collaborating partner.

Vital role of biocides for health & safety in hospitals

The vital role of biocides for health and safety in hospitals was evidently a key topic, as disinfectants have a crucial role to play in infection prevention. It is particularly relevant to keep in mind that:

- An increase in antibiotic resistance means infection prevention is increasingly relevant
- Different technical features for a variety of applications are required for appropriate infection prevention
- Securing the ongoing availability of disinfectants is essential for patient safety
- An aging population and more invasive interventions mean increasing demand
- Disinfectants do not promote antibiotic resistance due to fundamental differences in how they kill microbes and the environment they are used in.

Ensuring cleaning & disinfection throughout the hospital

During a visit of the CHIREC/Delta hospital, participants saw first-hand the complexity when cleaning and disinfecting a patient's room, endoscopes, medical devices, an operating theatre, the hospital laundry and kitchen. Keeping patients and personnel safe is a highly complex and challenging task. The professional cleaning and hygiene sector provides a wide portfolio of products and services, customised solutions and expert technical advice to hospitals to meet these specific needs.



Read more about the availability of disinfectants in fight against COVID-19 (page 19)

ENGAGING WITH CONSUMERS ON CLEANLINESS & HYGIENE

A.I.S.E. and its network of national associations engage directly with consumers across Europe with guidance, advice, recommendations and tips on safety and sustainability, cleanliness and hygiene. Over the past 20 years, a series of campaigns and voluntary initiatives have focussed on topical issues. One central portal brings together all this information: [the cleanright.eu](http://the.cleanright.eu) URL appears on billions of packs across Europe, and is more relevant today than ever before.

A unique online expert resource for consumers

Initially created in 2008, A.I.S.E. re-launched its consumer portal in February 2020. cleanright.eu is the official reference portal of the detergents and maintenance products industry to inform consumers about the safe and sustainable use of their products at home.

The site is written by industry experts for consumers. This trustworthy online resource on good housekeeping and cleaning at home offers comprehensive information on detergents and maintenance products, together with practical sound advice on how to use them safely and sustainably.

Sound advice for safe and sustainable cleaning

cleanright.eu is the official portal common to the whole industry, informing European consumers about cleanliness and hygiene at home. It provides relevant and useful advice on four priorities for consumers:

- Cleanliness & hygiene: Consumers will find detailed cleaning advice for six rooms in the house, relevant types of product to use, and the importance of hygiene at home
- Safe use: Key explanations are provided on hazard information and precautionary advice to take when using detergents and maintenance products
- Sustainable cleaning: Practical tips are given to save energy and water, with guidance and explanations on the industry's Charter for Sustainable Cleaning and other initiatives by the industry such as compaction and plastic packaging
- Reading the label: Consumers' attention is drawn to understanding what a product label conveys, together with comprehensive and very didactic explanations on the symbols and text portrayed on the label
- Sally Bloomfield, Chair of the International Scientific Forum on Home Hygiene, is co-author of the cleanliness and hygiene chapter and targeted hygiene guidance in cleanright.eu. She highlights:

"In our 21st century world, cleanliness remains important for our wellbeing – and, when there is risk of spread of harmful microbes, is as vital as ever to prevent spreading infection. But a key question is: "How can we maximize protection against infection, whilst sustaining exposure to microbes which are essential to our health, and at the same time minimise the environmental impact of cleaning products and reduce the consumption of heat, energy and water resources?" The cleanright resource gives comprehensive practical advice to consumers on how to achieve cleanliness in their homes, whilst also sustaining health and a healthy environment."

▶ Sally Bloomfield, IFH



"At a time when consumers are eager to find information online and are exposed to many different sources, we want to make sure that cleanright.eu is the official, sound and science-based source of information regarding cleanliness and hygiene, and user-friendly for all." says Arndt Scheidgen, A.I.S.E. President.

Multi-lingual portal

Launched initially in English, cleanright.eu has been translated into 21 EU languages, to be accessible to over 500 million consumers in Europe. As an industry portal, it does not cover any brand-specific information.

Watch the videos on cleanright.eu

<p>Key advice for your safety</p>	<p>Charter 2020+</p>
<p>Read the label</p>	<p>Break the chain of infection</p>

3 SUSTAINABLE DEVELOPMENT STEERING INDUSTRY'S SUSTAINABILITY PROGRESS THROUGH IMPACTFUL PROJECTS

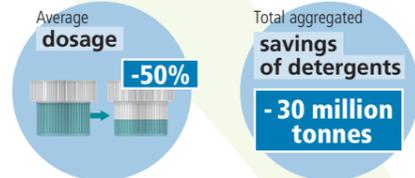
40% EU consumers agree that the cleaning & hygiene industry contributes positively to sustainability (an increase vs 35% in 2017)

EU PRODUCT ENVIRONMENTAL FOOTPRINT (PEF) (2014-2019)

- A.I.S.E. pilot project for household liquid laundry detergents
- Methodology based on harmonised life cycle assessment
- Common approach across all industries to focus on most impactful parameters
- Pilot ended with release of PEF category rules in March 2019
- Accompanying A.I.S.E. guidance indicates that PEF methodology is a good tool for internal priority setting to improve a product's footprint, but needs further development before enabling accurate B2C use and comparison of products

COMPACTION PROJECTS (>1997)

- Product concentration coupled with adequate consumer information
- Various industry-led initiatives, leading to a reduced environmental impact
- Accompanying consumer education on adequate dosage


A.I.S.E. STRATEGY ON PLASTICS (>2019)

PLASTIC PACKAGING INITIATIVE*

*For all household packaging

- Min 20% volume of recycled plastic material
- All plastic packaging
 - recyclable
 - reusable
 - compostable
- Clear targets to be achieved by committed companies
- Vast majority of the household market already on board
- Collaboration with value chain and recyclers



INDUSTRY GUIDANCE ON SUSTAINABLE PLASTIC PACKAGING DESIGN



BIO-BASED MATERIALS GUIDANCE (>2019)

- Industry guidance developed with external stakeholders' input
- Responsible sourcing and management of raw materials
- Companies strive to maximise the use of sustainably sourced bio-based materials, where this is more sustainable than fossil resources



CORPORATE SOCIAL RESPONSIBILITY GUIDANCE (>2019)

- New Industry guidance developed with external stakeholders' input
- Specific focus on social aspects (human rights, labour practices etc.)
- Practical support for companies including self-evaluation tool



SUSTAINABLE USE CAMPAIGNS (>1997)

- Use phase can be a significant part of the environmental footprint
- Consumer engagement to change habits is critical
- Common industry tips and panels for sustainable use promoted on billions of packs
- Central consumer portal via www.cleanright.eu



Source: Quantitative study by Insites Consulting for A.I.S.E., 2020



A ROLE MODEL FOR SUSTAINABLE PROGRESS

The new European Green Deal sets an ambitious objective for Europe to become the first climate neutral continent with a truly circular economy. A.I.S.E. is well placed to support the new EU agenda with its long history of industry initiatives to drive sustainable progress - in particular its relaunched Charter 2020+ and its ambitious plastics strategy concretely contribute to the EU and also to the UN sustainable development priorities.

A European Green Deal

The EU Green Deal is a top priority of the European Commission. The Commission's first proposals to achieving its vision with the Green Deal were published in March 2020, namely on the EU Climate Law and Pact, the EU Industrial Strategy and the EU Circular Economy. Our sector is keen to embrace the new opportunities and fundamental changes that these proposals present. A.I.S.E. has therefore established a consultation panel of experts that is proactively assessing the Commission's proposals in detail, and during 2020, we will confirm the concrete initiatives the industry will undertake. We are also committed to continue building cross-sectoral alliances with our value chain partners and pursuing our proven track record of voluntary action, as outlined in these pages.



Charter for Sustainable Cleaning leading the industry's sustainability agenda

RELAUNCHED INDUSTRY SUSTAINABILITY SCHEME - CHARTER 2020+

The Charter for Sustainable Cleaning was initiated in 2005 as a pan-European industry scheme, and revised in 2010. In 2019, and after two years of preparation, A.I.S.E. relaunched an upgraded and optimised version of its flagship sustainability initiative. On 1 July, 'Charter 2020+' was presented to the industry, with the first products available on the shelves for consumers from January 2020 onwards. The revised Charter offers the most advanced high-level sustainability reference scheme for steering best practice within the industry. Specifically, Charter 2020+ is:

- Relevant and responsive, stimulating and guiding sustainable progress
- Complete and innovation-friendly
- Proven and recognised with a track record of tangible environmental achievements
- Modernised and appealing, with new logos following extensive consumer testing in cooperation with the market research organisation Nielsen
- Streamlined and engaging with additional benefits for members.

The Charter scheme has 230 member companies (manufacturers and distributors), and over 140 companies have already migrated to Charter 2020+ at the time of printing.

Read more on the new website www.sustainable-cleaning.com

ADVANCED ENVIRONMENTAL SAFETY

Since 2010 the Environmental Safety Check (ESC) risk-based tool has been essential for companies to verify the advanced sustainability profile of their products under the Charter. Updates over time have included new product categories, an extended list of ingredients in its database and integrating the most up to date scientific and market data for its calculations. v8.0.1. launched in January 2020 introduces a substantial upgrade of the calculation methodology and a more user-friendly way to present the results.

FIRST CHARTER 2020+ SYMPOSIUM

On 12 February 2020, A.I.S.E. hosted the first symposium for Charter 2020+ in Brussels, gathering more than 80 representatives from the detergents industry as well as value chain partners and policy makers. The event celebrated the appearance of the first products on the market in several countries in Europe, which comply with the renewed detergents industry sustainability standards and carry the new logos on pack.

Director General of DG Environment in the European Commission Daniel Calleja-Crespo, provided great insight into EU policy developments at the symposium, and highlighted that "the EU Green Deal is calling upon industry and all actors in society to fundamentally change the way we source, design, produce, and consume. We welcome initiatives such as the A.I.S.E. Charter for Sustainable Cleaning, which contributes to the circular economy objectives covered by the Green Deal. Sector associations can be very influential in the transition needed and enable progress for the whole industry, facilitating also value chain collaboration."

"A.I.S.E. addresses the most relevant current sustainability challenges and stays ahead by continuously integrating upcoming developments"

"Charter 2020+ is a guiding compass based on risk assessment and life cycle science"

(feedback from symposium participants)



A.I.S.E.'s Director of Sustainability Sascha Nissen promoting Charter 2020+ and the industry's ambitious plastics agenda in workshops and events across Europe.

ESTABLISHED RECOGNITION AND A NEW APPEALING LOOK

The Charter scheme is officially recognised by several national institutions and across borders as a proven sustainability seal, distinguished for measured achievements in reducing environmental impact. Charter 2020+ is identifiable by its modern new company and product logos, updated following extensive consumer research to ensure appeal and impact.

2019 CHARTER KPI PERFORMANCE

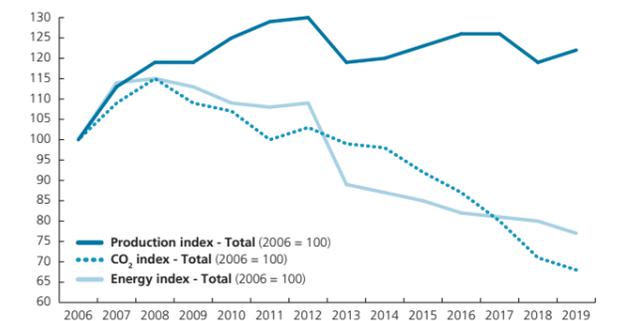
The Key Performance Indicators (KPIs) shown in the table include the results from 2019 alongside those from selected earlier years. KPI data is submitted by the Charter Ordinary Member companies and checked by the external consultancy Deloitte, ensuring both the integrity and the year-after-year comparability of the data; aggregated results are then provided to A.I.S.E. Companies submit their data for their twelve-month 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. Important note for 2019 reporting: not all Ordinary Charter members were able to provide their data in due time for this year's reporting period because of the COVID-19 public health crisis. However, compared with 2018, more than 90% of the tonnage volume of the Charter membership is covered. The complete KPI table is available here: www.sustainable-cleaning.com

KPI	REPORTING DATA	2005	2011	2015	2019
Participating companies	Companies reporting (number of)	8	72	100	102
	Manufacturing sites covered	62	172	183	184
	% vs Total	81.6%	94.0%	95.3%	94.6%
	Production covered	7.3mt	12.0mt	11.4mt	11.3mt
	% vs Total	86.2%	98.8%	99.4%	99.5%
	Units of consumer products sold (PC&H not included)	5,800m	10,600m	12,000m	15,600m
Occupational health and safety	Covered by CSP Check	4,100m	10,400m	11,900m	15,500m
	Accidents frequency rate (expressed per 100,000 man-hours worked by all employees)	0.57	0.83	0.69	0.92
Poorly biodegradable organics ^(1,2)	kg / % of PBO chemicals ³ , according to the Charter PBO-list, per tonne of production	16.2kg/t	24.1kg/t	18.2kg/t	22.9kg/t
		1.6%	2.4%	1.8%	2.3%
Consumed energy and CO ₂ emitted ⁽¹⁾	GJ of energy consumed per tonne of production	1.34GJ/t	0.91GJ/t	0.76GJ/t	0.69GJ/t
	kg of CO ₂ emitted per tonne of production	80.9kg/t	52.0kg/t	50.0kg/t	37.4kg/t
Consumed water ⁽¹⁾	m ³ of water (potable and non potable) consumed	1.60m ³ /t	1.35m ³ /t	1.23m ³ /t	1.20m ³ /t
	kg of waste (hazardous and non hazardous) produced	10.2kg/t	12.0kg/t	12.4kg/t	13.2kg/t
Waste ⁽¹⁾	kg of hazardous waste sent off-site	3.2kg/t	3.8kg/t	4.1kg/t	5.3kg/t
	kg of packaging per tonne of production	78.0kg/t	91.3kg/t	92.6kg/t	99.0kg/t
Packaging used ⁽¹⁾	kg of packaging per thousand consumer units	98.2kg/KU	103.4kg/KU	88.0kg/KU	71.8kg/KU
	Number of Household products placed on the market carrying the ASP logo		198m	1,292m	1,625m

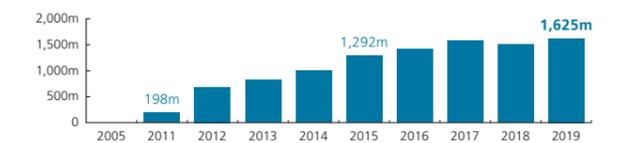
m=million - KU=thousand units - t=per tonne of production.

1. Data apply to production covered by the CSP Check. / 2. As to the Charter KPI reporting, 25% w/w of fragrances are globally considered as PBOs and all non-ionic terephthalate polymers, even if a relatively large portion of those are easily or inherently biodegradable. / 3. Includes water.

ENERGY USE AND CO₂ EMISSIONS DECOUPLED FROM PRODUCTION



SINCE 2011, MORE THAN 9,5 BILLION CONSUMER PRODUCTS CARRY THE INDUSTRY SUSTAINABILITY MARK!



ACHIEVEMENTS SINCE 2006:

- 44% less CO₂ emissions per tonne of production
- 36% less energy use per tonne of production
- 32% less packaging

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 8 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

DRIVING A CIRCULAR ECONOMY



An ambitious plastics strategy

A.I.S.E. has an ambitious and proactive agenda of activities that concretely support the EU vision for a new plastics economy in Europe. These cover the full life cycle of plastics from sourcing, through manufacturing, distribution and use to end of life. Full details can be found in the factsheet "A.I.S.E. and the EU Plastics Strategy", published in June 2019.

In the past 12 months, we have continued to build on these foundations.

- In September 2019, A.I.S.E. signed the European Commission's Circular Plastics Alliance on behalf of the detergents industry. This initiative gathers public and private stakeholders from the entire plastics value chain to promote voluntary actions and commitments for more recycled plastics. The Alliance aims to use 10 million tonnes of recycled plastics for new products by 2025.
- Through its own voluntary initiative, supported by nine market leading companies, the industry has set itself ambitious targets - minimum 20% volume recycled plastic material, and all household plastic packaging to be recyclable, reusable or compostable by 2025. After one year, signatories are almost halfway to reaching the objectives and slightly ahead of the full Charter membership. The industry is committed to closing the gap at sector level and a continued significant effort will be maintained over the coming years to achieve the goals, including also continued collaboration with stakeholders on the framework conditions and on removing barriers.
- The Charter product standards for all product categories covered have been upgraded in this spirit.

Read more www.aise.eu/packaging



Bio-based materials

A.I.S.E.'s work on bio-based materials is part of its overall leadership on sustainability initiatives, and specifically its strategy on promoting a circular economy. The industry is committed to sustainable sourcing of bio-based materials. In 2019, A.I.S.E.'s Bio-based Taskforce published guiding principles on the sourcing of bio-based materials in final products and/or packaging material, in order to support companies operating in the European detergents, cleaning and maintenance products sector. These principles contribute directly to SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 15 (Life on Land). Palm kernel oil is one of such bio-based raw materials that is used to manufacture surfactants for detergents, and which has the highest yield per hectare of any vegetable oil. A factsheet clarifying the use of palm kernel oil derivatives in detergents was prepared, outlining the industry's commitment to sourcing from suppliers that adhere to recognised certification schemes such as RSPO.

Read more on www.aise.eu/biobased

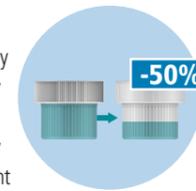


"We very much welcome the effort by A.I.S.E. to raise the awareness about the sustainable sourcing of palm oil derivatives such as palm kernel oil, and look forward to future collaborations."

Dr. Inke van der Sluijs, RSPO Head of European Operations

Significant environmental savings through compaction

Over the past twenty years, the amount of laundry detergent used in Europe households has decreased by 45%, despite an increase in the number of washloads. This has been possible due to A.I.S.E.'s six voluntary compaction projects, leading to a significant improvement in the environmental footprint. The most recent initiative, PREP L2, to reduce the dosage of liquid detergents concluded in 2018, and a detailed report on the savings made is underway. Read more: www.aise.eu/preps



Engaging with consumers on sustainable use

A.I.S.E. continues to actively engage with consumers on cleaning sustainably and reducing overall environmental footprint during the use of cleaning products. Initiatives such as the on-pack sustainable use panels, the "I Prefer 30°" campaign and promoting the correct dose for each wash are communicated through the industry's newly relaunched consumer portal cleanright.eu (see page 7). Sustainable habits are essential to lead to positive, long-term change.



VOLUNTARY INITIATIVES, STANDARDS AND GUIDELINES

Liquid capsules: Consolidation of product stewardship requirements

The safe use of our products is the highest priority and the industry is committed to implementing best practices and where appropriate additional safety requirements. In 2012, the voluntary product stewardship programme for liquid laundry detergent capsules (LDC PSP) was introduced. The PSP required that signatories adhere to additional safety requirements for packaging closures, labelling, advertising and consumer communication. Since its introduction, LDC PSP requirements have been reviewed, revised and extended and in spring 2020, these developments were consolidated into a single PSP. Seven companies (covering > 90 % of this market) are PSP signatories.

Recent additions to the PSP commitments to further support the safe use of capsules include an enhanced child impeding closure (confirmed through performance testing), and a more engaging "keep out of reach of children" visual based on a photographic image, which appears on packs since early 2020.

The PSP is an ongoing project that is open to new participants. For more information go to: aise.eu/psp



Reaching out to consumers with safe use advice

A.I.S.E. works constantly on improving its communication on the safe use of all household detergents. In the past year, and based on consumer research, A.I.S.E.'s "do not ingest" icon (see yellow patch above) was visually improved for greater impact. The safe use icons are available to all manufacturers beyond A.I.S.E. membership.

Safe use icons communicate pertinent advice for consumers safety. Watch the video on cleanright.eu

Extending the Keep Caps from Kids campaign

Safe use remains a top priority for the industry, and the Keep Caps from Kids campaign attracted several new partners in Germany in 2019/20, thanks to IKW's ongoing promotion of the safe use advice and its collaboration with local partners. In July 2020, an awareness raising campaign was launched in Ireland by ICDA in conjunction with everymum, the country's largest online parenting community. www.keepcapsfromkids.eu



Indoor air quality product stewardship

In January 2020, A.I.S.E. hosted a webinar on indoor air quality, targeted at companies manufacturing or selling air fresheners in Europe. The webinar attracted over 80 stakeholders, who heard from experts in the industry on updates and risks ongoing at national level regarding indoor air quality. A.I.S.E. also presented its second product stewardship programme (PSP) on air fresheners, active since 2016 and to which the main market leaders in the sector are all committed. This year, A.I.S.E. publishes the first set of KPIs for its product stewardship programme, highlighting the number of products placed on the market that fulfil the PSP criteria. Meanwhile as a sector we remain engaged on this topic and open to new participants to the PSP.



Oct - Dec 2017	165 million (incl 17m combustible)
Jan - Dec 2018	514 million (incl 66 m combustible)
Jan - Dec 2019	469 million (incl 53 m combustible)

Air freshener products manufactured/placed on the market that are compliant with the PSP

Read more: www.aise.eu/air-fresheners

Safe use of enzymes

Enzymes are important and versatile ingredients for the detergent industry, and their use in manufacturing operations necessitates specific precautions for their safe handling to ensure the protection of workers. Building on its collaboration with AMFEP, new operational guidance for third party logistics suppliers was jointly developed in 2019, to cover this step in the supply chain. It is part of a larger package that can be found on www.aise.eu/enzymes.

Scientific research partnerships

EPAA

The European partnership for alternative approaches to animal testing (EPAA) is a unique voluntary collaboration between the European Commission, European trade associations, and companies from eight different industry sectors. A.I.S.E. has been an EPAA partner since its establishment in 2005. The platform is a knowledge hub working to accelerate the development, validation and acceptance of alternative approaches to animal testing.



ERASM

ERASM is a joint research platform established by A.I.S.E and CESIO (surfactants industry) over 25 years ago that carries out risk assessments on the impact of detergent-based surfactants on the environment and human health. The work undertaken by ERASM contributes to the advancement of science and is essential for the industry to remain innovative and sustainable in bringing new products to market. Research results are made widely available through scientific literature. Read more on www.erasm.org

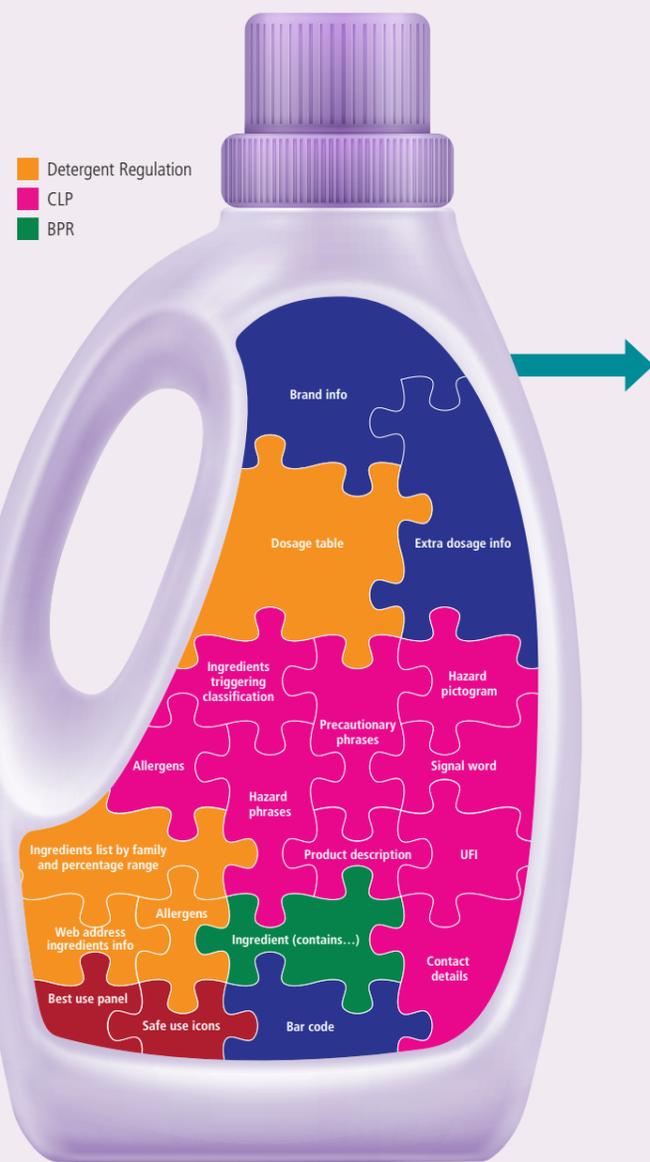


4 REGULATORY AFFAIRS

INFORMATION MORE RELEVANT FOR CONSUMERS WITH SIMPLER LABELS AND DIGITALISATION

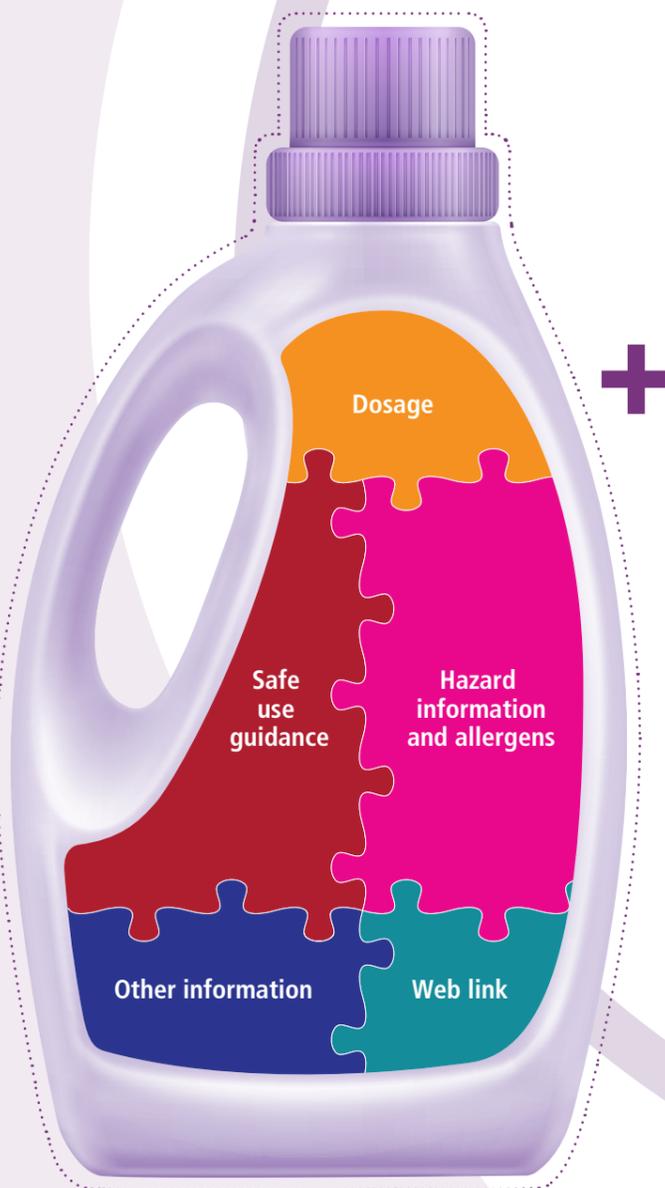
TODAY

A complicated label, with duplications and inconsistencies



TOMORROW

A consumer-relevant, simpler label...



Top 2 primary sources of information:
Product packaging: 54%
Internet: 47%

ONLINE INFO

- UN GHS WORK ON DIGITALISATION
- UPCOMING EU COMMISSION STUDY ON THE SIMPLIFICATION OF LABELLING AND THE USE OF IT TOOLS

EU DIGITAL INFORMATION ALLIANCE (>20 INDUSTRY SECTORS & RETAILERS)



... complemented by easily accessible and consistent information online

In 2020, 44% EU consumers would be inclined to use more digital technologies than on-pack information* (vs 38% in 2017) +6%

Official online source to communicate hazard and safety information on chemicals and use instructions

Easier to:

- Read
- Access the right language
- Customise to individual concerns/interests
- Understand & learn more

OTHER ONLINE SOURCES



*When asked about information related to detergents and maintenance products. Source: Quantitative study by Insite Consulting for A.I.S.E., 2020

- ### FUNDAMENTAL PRINCIPLES
- Very comprehensive and rigorous EU regulatory framework
 - Easier access to relevant and accurate product composition
 - Opportunities for harmonised format and presentation of information
 - Possible link to common ingredient messaging based on science and regulatory consensus
 - Protection of consumer information and data
 - Guidance for consumers on relevant sources of information e.g. cleanright.eu industry consumer portal

SUPPORTING BETTER REGULATION AND SAFE USE

In June 2019, A.I.S.E.'s Director-General Susanne Zänker was invited to speak at the European Commission's highlevel conference "EU Chemicals Policy 2030: building on the past, moving to the future", which will shape the future of chemicals policy in Europe. This was an opportunity to present A.I.S.E.'s strategy on better regulation and simplification of information.

Tackling duplications and exploring digitalisation for simpler labels

A.I.S.E.'s strategy builds on its work since 2016 and has two main priorities:

- reduce overlaps and redundancies on packaging labels, stemming from the legal requirements of different pieces of legislation;
- a pragmatic approach regarding digitalisation tools and the need to move non-essential information off-pack.

This was further completed early 2020 with an A.I.S.E. roadmap proposing a holistic and inclusive approach by the industry to provide consumers with increasing access to product information through digital technologies. The objective of this work is to **enable confidence in the products by all stakeholders and to support their correct use by consumers through improved communication.**

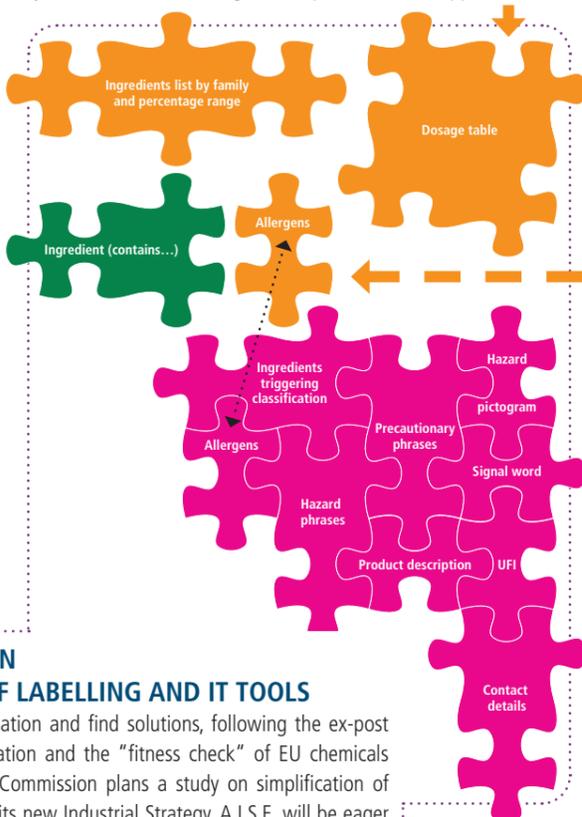
DETERGENT REGULATION REVIEW

The Commission published the *Staff Working document on the ex-post Review of the Detergent Regulation in July 2019*. The broad successes of the Regulation were acknowledged, but also the discrepancies with CLP and the Biocides Product Regulation and thereby the subsequent duplication of information on labels, stating: "such issues could be addressed with the use of innovative communication methods and digital tools such as QR codes".

A.I.S.E. strongly welcomes this conclusion and the findings of the "fitness check" of EU chemicals legislation, which identifies opportunities to provide clearer information to consumers and improve hazard communication. We are committed to providing input to the Commission's new proposals, and a detailed assessment is now underway, based on our knowledge and experience of the opportunities that digitalisation offer.

CARRY-OVER PRESERVATIVES

Following discussions at the Commission Detergent WG in 2019, a delegated act will be proposed to amend Annex VII to clarify requirements regarding labelling of carry-over preservatives. This is an opportunity to ensure alignment of the Detergent Regulation with the requirements to Biocide Regulation. The industry position is that, just as the case for BPR, there should not be obligation to label residual preservatives stemming from preserved ingredients, with no further intended biocidal function later in the detergent.



ROADMAP ON FRAGRANCE ALLERGENS

A.I.S.E. is also following the Roadmap of fragrance allergens which is a proposal to extend the allergen list under the cosmetic regulation from 26 to 87. A.I.S.E. is a key stakeholder in this process due to Annex VII, point A of the Detergents Regulation, which states: Allergenic fragrances in the Annex III of the Cosmetics Regulation shall also be listed according to the Detergents Regulation. In line with our findings on ensuring a better, less crowded label, the duplication between the Detergent Regulation and CLP and the A.I.S.E. work on digitalisation, A.I.S.E. will support a use of digital tools to convey information to consumers.

(* link to the Cosmetic Regulation)

On-packs elements currently required under...

- Orange square: Detergent Regulation
- Pink square: CLP
- Green square: BPR
- Dotted line: Potential scope of the Commission Study (for A.I.S.E.'s product portfolio)

COMMISSION STUDY ON THE SIMPLIFICATION OF LABELLING AND IT TOOLS

To address the topic of digitalisation and find solutions, following the ex-post Review of the Detergent Regulation and the "fitness check" of EU chemicals legislation (including CLP), the Commission plans a study on simplification of labelling and IT tools as part of its new Industrial Strategy. A.I.S.E. will be eager to share the sector's expertise on digitalisations and the full potential and value of a simpler label with a digital counterpart.

UN GHS engagement

During 2019, A.I.S.E. continued to actively engage with the United Nations Sub-Committee of Experts on the Globally Harmonized System of Classification and Labelling of Chemicals (UN GHS). Two topics led by A.I.S.E. were discussed:



- digitalisation of hazard information for chemical products
- generic GHS concentration limit for mixtures classification as serious eye damage.

A third topic (on bridging principles) was included in the 2019/2020 work programme and will be subject to further discussion during 2020. A fourth topic (on the flexible use of precautionary pictograms) was not retained on the current UN GHS work programme. However, 2019 did see the publication of the latest revision to the GHS text. This revision of "the purple book" includes A.I.S.E.'s "Keep out of reach of children" safe use icon as an example of how to convey a precautionary statement in the form of a pictogram.



Workability of CLP Annex VIII

2019 saw significant improvements to Annex VIII of the Classification, Labelling & Packaging (CLP) Regulation (on harmonised information reporting to European poison centres). A.I.S.E. actively advocated on this first amendment to CLP Annex VIII and welcomes the changes adopted by the European Commission, specifically:

- deferral of the first compliance deadline for consumer products until 1 January 2021
- provision to print the Unique Formula Identifier (UFI) on pack or on label and
- alignment of the pH requirements with those of UN GHS.

A.I.S.E., and several of its members, participated in meetings with the European Commission, Member State competent authorities and European poison control centres on the workability of Annex VIII during the year. We welcome the opportunity to engage fellow stakeholders in open and constructive dialogue on this matter. A.I.S.E. is also encouraged by the commitment of Commission services to achieving proportionate workability solutions which better balance Annex VIII information reporting requirements and the administrative burden imposed on industry. A second amendment to CLP Annex VIII providing for workability solutions is expected to be published during the second half of 2020.

UFI – SUPPORTING EMERGENCY RESPONSE

During 2020 and 2021, the Unique Formula Identifier (UFI) will begin appearing on detergent products (either on the pack or the label). In the event of an accident, this code will help European poison control centres to quickly and unambiguously identify a chemical product and access relevant product information submitted by industry, helping to speed up and improve emergency response by clinicians.



Proportionate Product Classification

IN VITRO TESTING

A.I.S.E. continues to work to identify suitable non-animal test methods to determine eye hazard category 2 in accordance with current regulatory requirements. Both the secretariat and participating members are currently engaged in preparatory work in advance of testing, and a first set of results is expected in 2020. Should a suitable test method(s) be identified, a programme of follow-up activities aimed at attaining regulatory acceptance is planned.

DETNET – THE DETERGENT INDUSTRY NETWORK FOR CLP CLASSIFICATION

Launched 2013

Mixtures classified: > 1,500

Member companies: 128 (EU, UK & EFTA) <Det>

Active users: > 275 <Net>

DetNet provides members with access to toxicological test data (animal and non-animal) on many detergent and cleaning product mixtures. It facilitates the application of bridging principles, weight of evidence and expert judgement to classify non tested mixtures for eye and skin hazards.

Given the specialised nature of bridging principles, European enforcement authorities have signalled that they will examine the classification of detergent and cleaning products that have been classified using them. ECHA's Enforcement Forum will commence enforcement preparation near the end of 2020.

Read more on www.det-net.eu

DRIVING THE DOWNSTREAM USERS' AGENDA THROUGH DUCC



In 2019 A.I.S.E. actively contributed to the ongoing work of DUCC (the Downstream Users of Chemicals Coordination group), the formulating industries' platform created in 2001. This included advocacy towards the European Commission and Member States at CARACAL, successfully influencing a new implementing regulation on REACH dossier updates and the amendment of CLP Annex VIII (information for poison centres).

ENES 12

DUCC was a lead organiser of the 12th meeting of ECHA's ENES (Exchange Network on Exposure Scenarios) on 21 November 2019 in Brussels. The event, attended by industry and authorities, promoted good practices in the communication of information on the safe use of hazardous chemicals up and down the supply chain, such as use maps.

Supply chain communication

In collaboration with other stakeholders, A.I.S.E. was proactive on improving supply chain communication during 2019, through the Forum working group on safety data sheets, and a pilot project with DUCC, CEFIC and ECHA to test the Use Maps and processing of exposure scenarios by formulators. Both are key steps in ECHA's agenda for REACH Review Action 3 to improve the quality of extended safety data sheets.

Cross-sectoral communication supports CLP compliance

A.I.S.E. led a collaboration between DUCC and SMEUnited (the European SME and craft sector association) to provide a series of user-friendly introductory leaflets on specific obligations of the Classification, Labelling and Packaging (CLP) Regulation, shown by feedback from enforcement authorities to be not well understood outside of the traditional supply chain for chemicals. The three factsheets, on child resistant fastenings, tactile warnings of danger and online sale of chemicals, can be downloaded in English from aise.eu. Translations are underway.



SUPPORTING THE IMPLEMENTATION OF REACH

A.I.S.E. Use Maps and SUMIs

Specifically for our sector, A.I.S.E. has worked on the Use Maps and SUMIs. Following two years of work, the revamped Specific Environmental Release Categories documents (SPERCs) will be published in 2020 - SPERCs assist registrants with environmental exposure assessment under REACH. A.I.S.E. has also extensively promoted its 58 Safe Use of Mixtures Information documents (SUMIs), which cover 80% of all industrial and professional uses and are available in eight languages. Giulia Sebastio presented the tools at the 12th ENES meeting. A training on the SUMIs is planned for the European cleaning industry (EFCI) with whom A.I.S.E. collaborates and shares best practices.



Criteria for polymers requiring registration

The European Commission is now seeking to develop criteria for REACH registration of some polymers (currently exempt). A.I.S.E. has been following this topic closely in DUCC and will participate in a CARACAL subgroup to be set up in 2020.

Workable restriction of microplastics

Although scientific evidence indicates that the majority of microplastic pollution in the marine environment derives from the breakdown of larger materials – such as washing of synthetic textiles, for which A.I.S.E. participates in a "Cross Industry Agreement" supporting targeted research – many detergents and maintenance products contain polymers that could potentially fall within the definition of a microplastic. A.I.S.E. has participated actively in ECHA's discussions on a restriction for intentionally-added microplastics, including collaboration with the fragrance sector association IFRA Europe on the biodegradability of encapsulated fragrances. The final opinions from ECHA's committees are due by the end of 2020, and A.I.S.E. continues advocacy for a workable and proportionate restriction.

ESSENTIAL ROLE OF BIOCIDES FOR DISINFECTION, PRESERVATION & INSECT CONTROL

Securing the availability of in-can preservatives

Last year A.I.S.E. and CEPE (the paints industry association) organised a workshop to discuss with all interested parties, including biocides authorities, innovation in the fields, challenges faced by industry, and possible solutions under the Biocidal Products Regulation (BPR). Participants acknowledged that the use of preservatives in detergents and paints is indispensable in the short/medium term, and that future availability of suitable preservatives is uncertain. As a follow-up, the topic was discussed at the Biocides Competent



Authorities' meetings in November and February, acknowledging that the issue is important and that further technical discussions are needed under the lead of ECHA, to which industry will actively contribute.

Availability of disinfectants essential to fight COVID-19



A.I.S.E. and its members have been actively supporting authorities and healthcare professionals to manage the current public health crisis since it took hold in Europe, ensuring that essential cleaning, hygiene and disinfectants can be made available and delivered at a fast pace. To this aim our sector is in close contact with the relevant authorities at EU and national level, to address critical issues such as raw materials shortages.

In March 2020, a cross-industry alliance on COVID-19 was created at the initiative of A.I.S.E., EBPF (CEFIC) and FECC. The alliance aims to provide industry with faster access to the relevant information, helping them to ensure that the authorities, medical facilities and the public all have enough supply of valuable disinfectants in this time of need. In this context a practical guide to assist companies in complying with their obligations under the BPR and equivalent national laws during the COVID-19 pandemic was made publicly available.

The cross-industry alliance on COVID-19 is:



Supporting members in implementing BPR

Many implementation aspects of BPR still represent a challenge for industry. One important issue that was addressed in the past few years is the clarification of the Biocidal Product Family concept to which A.I.S.E., in collaboration with EBPF (CEFIC), actively contributed. This work resulted in a revised Commission guidance applicable since October 2019. A.I.S.E. will monitor the implementation of this new guidance to ensure it still provides flexibility for companies.

Protecting our health and homes with insecticides



Insecticides and repellents are part of A.I.S.E.'s product portfolio. A.I.S.E. is actively contributing to the development of the ECHA efficacy guidance on repellents and attractants. As part of this work, A.I.S.E. joined forces with EBPF (CEFIC) to validate some efficacy tests for mosquitoes' repellents. A.I.S.E. also published a factsheet in summer providing information on the most common troublesome insects in and around homes, healthcare and other institutional settings in Europe and on the key role of insecticides and repellents in protecting our health and environments. It also cites various sources from notably the ECDC on diseases brought by insects in Europe and outlines the rigorous standards set by the BPR for manufacturers to ensure the safety of the products, and how people should use them safely to protect themselves.

The factsheet has been translated into Italian and Spanish.



STAKEHOLDER OUTREACH

Representing the industry

A.I.S.E. continues to actively take the stage at relevant industry events to pursue our strategic priorities, complementing the numerous workshops and presentations on specific technical, regulatory or sustainability issues that are detailed throughout this report.

2019

- April:** International Detergency Conference
Laura Portugal on the professional cleaning sector
- June:** CESIO World Surfactants Conference
Roberto Scazzola on opportunities for improved hazard communication
- June:** EU Chemicals Policy 2030
Susanne Zänker on smarter communication for consumers
- September:** EuroTox 2019
Dominic Byrne on eye hazard classification, with CropLife International
- September:** CMS Summit Berlin
Susanne Zänker on the circular economy for the cleaning industry
- October:** SEPAWA conference (A.I.S.E. booth).
Sascha Nissen and Francesca Angiulli on sustainability
- November:** ENES conference
Giulia Sebastio on safety of professional workers

2020

- January:** ACI annual convention
Susanne Zänker on A.I.S.E.'s priorities and the EU agenda
- February:** EFCI social dialogue meeting
Giulia Sebastio on A.I.S.E.'s initiatives for safe use of detergents
- March:** Forum Waschen Conference
Sascha Nissen on A.I.S.E.'s sustainability priorities and Charter 2020+

Note: After March 2020, public industry events were either postponed or took place online due to the COVID-19 health crisis.

Maintaining an international dialogue

A.I.S.E. highly values the exchange of information with its international partners, and in the last year Susanne Zänker travelled to meet with A.I.S.E.'s counterpart associations twice, at the INCPA meeting in October 2019, and again during the American Cleaning Institute (ACI) Convention in January 2020. Other continents often look to the EU for guidance/standards on issues, and opportunities to share best practices are important. The international network hosted a joint booth in June 2019 at the CESIO conference in Munich and in January 2020, issued a joint statement on the principles for management of plastic packaging in a global circular economy.

Engaging with new MEPs

Following the EU elections, a delegation of A.I.S.E. company and national association members together with managers from the Secretariat staff travelled to Strasbourg during the Parliament's plenary session to meet the new MEPs. The three key issues that A.I.S.E. wished to discuss during the short one-to-one meetings were: the fragmentation of the Single Market; the overlap of information on product labels; and the industry's response to closing the loop on the circular economy. In all, the delegation held nearly 40 individual meetings during two intense days with MEPs and their assistants.

Recognising the value of collaboration

A.I.S.E. has long recognised the strength of advocacy work carried out in collaboration with partners and other industry sectors. In the past year, this approach has enabled progress on several issues:

- A cross-sectoral alliance of 10 trade associations collectively addressed issues relating to harmonised reporting to poison control centres (CLP Annex VIII) with the European Commission (Feb. 2019)
- A.I.S.E. joined 93 European associations representing European research and innovation stakeholders to urge the EU to prioritise R&D through an ambitious Horizon Europe programme (Sep. 2019)
- The EU digital information alliance of 22 industry sectors and retailer groups underlined to the Commission the benefits of digitalising consumer product information (Mar. 2020) - see p. 15
- The Industry4Europe coalition of 154 sector associations dedicated to a strong European industry jointly welcomed the EU Industrial Strategy (Mar. 2020) and will support its successful implementation
- A.I.S.E. established a cross-industry alliance on COVID-19 with EBPF and FECC to ensure rapid access to information on the availability of disinfectants (Mar. 2020) - see p.19
- A collaboration of six associations representing the textile, clothing and nonwovens sector jointly sought clarification of the definition of single use plastics for the uptake of cellulose fibres (Apr. 2020)
- As a member of DUCC (Downstream Users of Chemicals), A.I.S.E. actively contributed to the ongoing work of the formulating industries platform - see p. 18

WHO'S WHO

A.I.S.E. BOARD (UNTIL JUNE 2022)

ORDINARY CORPORATE MEMBERS



President
Nadia VIVA
Procter & Gamble



Vice-President
Heather BARKER
RB



Treasurer
Arndt SCHEIDGEN
Henkel



Jean-Paul DECHEсне
Colgate-Palmolive



Charles-François GAUDEFRoy
Unilever



Ludger GRUNWALD
Ecolab



Ad JESPERS
Diversey Europe Operations



Lorenzo POTECCI
SC Johnson



Ismaël DJELASSI
Spechim



Stefan MÜLLER
Dalli

SUPPORTING CORPORATE MEMBERS

CLUSTERS OF NATIONAL ASSOCIATIONS



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Françoise VAN TIGGELE
Belgium, Luxembourg,
The Netherlands



Chairperson of the National Associations Committee
Sari KARJOMAA



Giuseppe ABELLO
Greece, Italy



Ana-Maria COURAS
Portugal, Spain



Virginie D'ENFERT
France



Helle FABIANSEN
Denmark, Estonia, Latvia,
Finland, Norway, Sweden



Thomas KEISER
Austria, Germany, Hungary,
Switzerland



Philip MALPASS
Ireland, United Kingdom



Anna OBORSKA
Czech Republic, Poland,
Slovakia



Mihaela RABU
Croatia, Romania

OBSERVER



Thomas RAUCH
Representing the professional
cleaning & hygiene sector

The new mandates of President, Vice-Presidents and Treasurer of the A.I.S.E. Board are effective from 10 June 2020 until June 2022.

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A EUROPEAN GREEN DEAL

“Striving to be the first climate-neutral continent”

- Review/further upgrade our **sustainability strategy** considering the Green Deal initiatives and UNSDGs to concretely deliver on these ambitions.
- Continue broad implementation of our **flagship initiative, the Charter for Sustainable Cleaning**, tackling continual improvement of sourcing, production and design and promoting sustainable consumption.
- Further contribute to the circular economy and an optimal use of plastic through the implementation of **A.I.S.E.'s voluntary plastic packaging initiative**, and our engagement in the EU Circular Plastics Alliance.
- Drive further progress on the safety of our products, **going beyond legal requirements** with our voluntary **product stewardship programmes and standards** (on liquid detergent capsules, indoor air quality/air fresheners) and promote **A.I.S.E.'s guidance material** (e.g. safe use information for professional cleaners with ECHA and supply chain and safe handling of enzymes).
- Pursue **measurement and reporting** of our industry's sustainability progress.
- Contribute actively to the **EU Circular Economy** and **Climate Action** proposals.
- Ensure **sustainable use of chemicals** by notably:
 - Contributing to the overall EU **chemicals strategy for sustainability**.
 - Pursuing the work on **in vitro testing of detergent mixtures** (for eye hazard classification) in accordance with CLP for more proportionate hazard information for end users. Use the **DetNet platform** to help manufacturers determine product classification using existing scientific data (and avoid animal testing).
 - Influencing the listing of **approved ingredients for organic food production** via the A.I.S.E. network and Member States.
 - Providing constructive input to setting criteria for the **registration of polymers** under REACH.

A EUROPE FIT FOR THE DIGITAL AGE

“Empowering people with a new generation of technologies”

- Further **engage consumers on safe and sustainable use of products** by promoting the relaunched multi-lingual portal **cleanright.eu**
- **Optimise consumer product and safe use information** on labels and through **digitalisation of mandatory product information**, contributing to the Detergents Regulation review, the Commission study on consumer hazard information, and related UNGHS work.
- Actively contribute to the **Detergents Regulation** review to improve the effectiveness of consumer safe use communication on labels, through the Commission proposal on extension of fragrance allergens, upcoming delegated act for Annex VII and above **Commission study**.
- Engage with industry sectors and retailers via the **Digital Information Alliance** and promote the creation of a European platform with all relevant stakeholders.



A STRONGER EUROPE IN THE WORLD

“Strive for more by strengthening our unique brand of responsible global leadership”

- Actively contribute to the **UN GHS** discussions on digitalisation, and at **WHO level** as a partner with the Clean Hospitals platform.
- Continuously share and improve industry practices and competitiveness through exchange with international partners, notably the International Network of Cleaning Products Associations (**INCPA**) network



PROMOTING OUR EUROPEAN WAY OF LIFE

“Building a Union of equality in which we all have the same access to opportunities”

- Promote the **benefits of our industry to society** of **securing health and hygiene** at home and in professional environments (e.g. healthcare or hospitality sectors, the food chain) and securing value chain operability (based on learnings from COVID-19 public health crisis and key role of disinfectants).
- Actively support the proportional development and **effective implementation of the CLP Regulation** in collaboration with external stakeholders.
- Further engage with the Commission, Member States and industry sectors to improve the workability of CLP Annex VIII regarding **information for poison centres**.



AN ECONOMY THAT WORKS FOR PEOPLE

“Working for social fairness and prosperity”

- Enable our **network of more than 900 companies**, SMEs and multinationals, to operate efficiently and remain a strong contributor to the EU economy.
- Specifically work on ensuring that the existing trade barriers leading to a **fragmentation of the EU Single Market for cleaning products** can be addressed and removed.
- Promote **innovation and science-based** policy making.

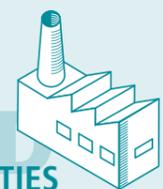


HOUSEHOLD AND PROFESSIONAL CLEANLINESS & HYGIENE



>900 COMPANIES

>700 MANUFACTURING FACILITIES



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Read more and keep in touch

More details on all the initiatives in this report can be read on the association's website and social media channels



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