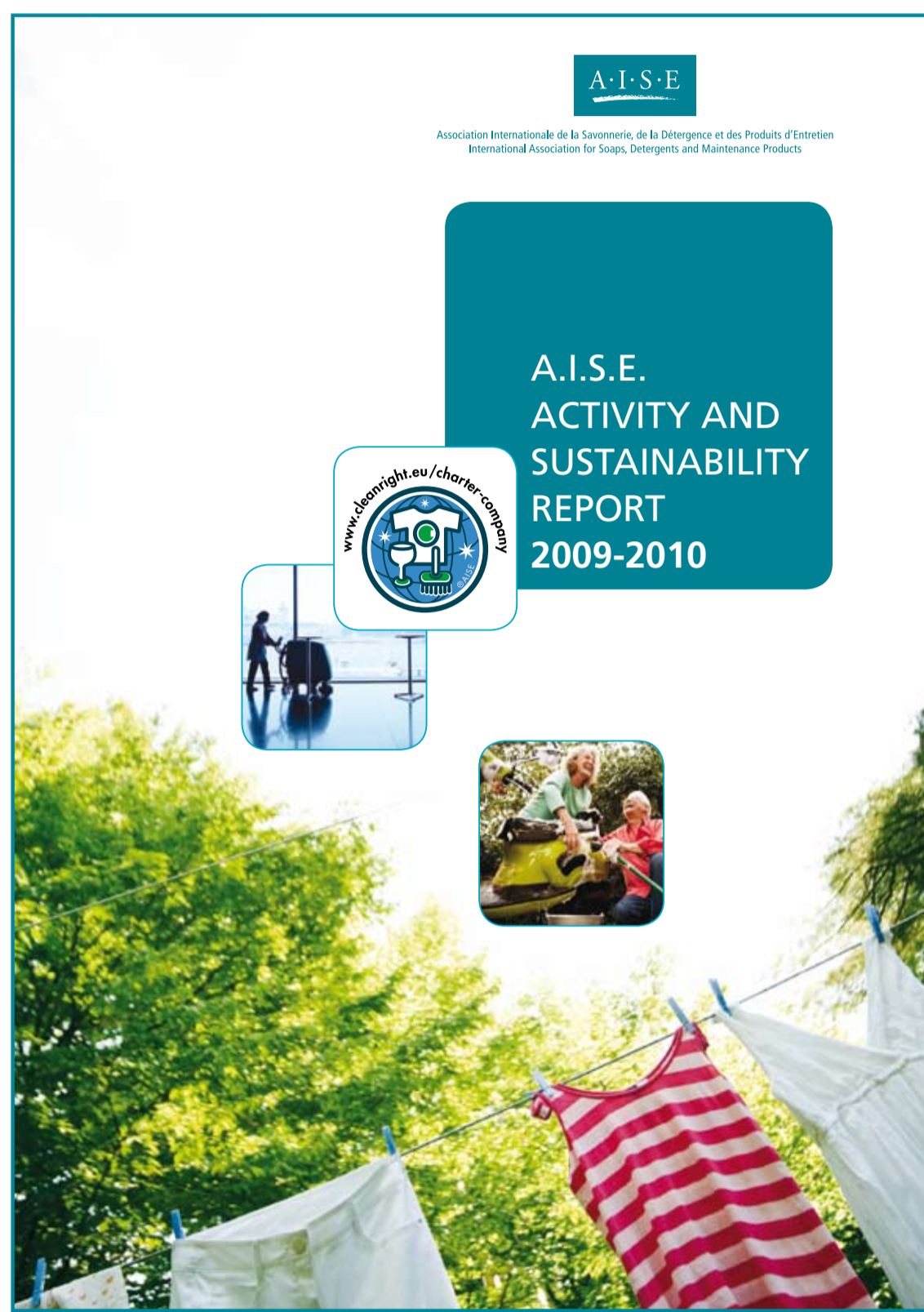




Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

A.I.S.E.'S CONSTANT COMMITMENT TO SUSTAINABILITY: THE CHARTER FOR SUSTAINABLE CLEANING – VERSION 2010



CHARTER 2005: A COMPANY SCHEME

- Sustainability procedures in manufacturing across the life-cycle
- Independent verification
- Annual KPI reporting
- Logo to signify company compliance
- June 2010, 110 companies committed
- 62 manufacturers, 48 distributors (SMEs & multinational, consumer & professional sectors)
- About 80% of production committed
- Positive appreciation by stakeholders
- Significant progress measured on KPIs

CHARTER 2010: A COMPANY & PRODUCT SCHEME

- Vision: to create an advanced sustainability assurance scheme using life-cycle assessment and scientific data
- Upgrade addresses sustainable production and sustainable consumption comprehensively
- Major component: the product dimension - "Advanced Sustainability Profiles" (ASP), created per product category
- Distinctive logo for products with advanced sustainability profiles
- Fully in line with EU SCP/SIP policy (Sustainable Consumption Production/Sustainable Industrial Policy)
- For all companies placing products in the EU 27 + 4
- Transition period for Charter 2005 companies
- Training and implementation from mid 2010 onwards

CSPs (CHARTER SUSTAINABILITY PROCEDURES)

2005

Essential CSPs (for entrance check)	Additional CSPs (after three years)
Raw material selection and safety evaluation	Raw material and packaging suppliers selection
Resource Use Policy	Packaging design and selection
Occupation Health and Safety Management	Distribution Risk Assessment
Environmental Management System	Consumer and User Information (on product)
Product Recall	Product Performance and Product Review
Finished Product Safety Evaluation	

50% compliance for entrance check
75% after 3 years; 100% ultimately

KPIs (KEY PERFORMANCE INDICATORS)

KPI main headings:

- Company participation
- Chemical safety evaluation
- Occupational health and safety
- Consumer and customer safety
- Consumer and user information
- Use of poorly biodegradable organics
- Consumed energy CO₂ emitted
- Consumed water
- Waste
- Packaging used

LOGO



A "company" seal

2010

IDEM

- + A system of "equivalences" vs ISO, EMAS etc
- + 1 additional CSP: Internal target setting
- + Need for 75% compliance for entrance check, with progressive completion
- + Development of a product dimension via ASPs

IDEM

+ 1 additional KPI:

- Percentage of production compliant with ASP



A "company" seal for companies following Charter 2010 sustainability principles



A "product & company" seal for products following Charter 2010 sustainability principles and meeting the ASP

Working together for a cleaner Europe

www.aise.eu

June 2010