

## PRESS RELEASE

### First products compliant with renewed detergents industry sustainability standard



**Brussels, 12 February 2020:** A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products today hosts its first symposium on the Charter for Sustainable Cleaning 2020+ in Brussels, gathering more than 80 representatives from the detergents industry as well as value chain partners and policy makers. The event celebrates the appearance of the first products on the market in several countries in Europe, which comply with the renewed detergents industry sustainability standard. These products carry the new Charter marks on pack.

The Charter for Sustainable Cleaning was initiated in 2005, revised in 2010 and has recently been upgraded to more complete and relevant requirements, is aligned with the latest EU Green Deal, EU circular economy and plastics policy, climate change priorities and global policy expectations.

At the symposium, Daniel Calleja-Crespo, Director General of DG Environment in the European Commission, said: *“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. and companies in the cleaning and hygiene industry have long acted responsibly and proactively to reduce their environmental impact and contribute to the wellbeing of society. With regular updates to our Charter for Sustainable Cleaning, we want to continuously make it fit to help all industry members address the critical challenges faced with climate change and sustainable progress urgently needed”*, commented Arndt Scheidgen, A.I.S.E. President.

#### **A comprehensive scheme tackling production, design and consumption**

Companies who sign up to the A.I.S.E. Charter 2020+ commit to continuous improvement both in the manufacturing and in the formulation of their products. Consumer advice to promote safe and sustainable use of products is also provided, making it a very comprehensive sustainability scheme including annual reporting and independent verification.

Sustainability measures which are tracked include manufacturing energy use, CO<sub>2</sub> emitted, water use, the amount of recycled content in packaging and the reduction of the use of poorly biodegradable materials. Compliance of companies with Charter sustainability procedures and data reporting is independently verified. More than 200 companies are signed up to this scheme, representing the vast majority of the detergents and maintenance products market in Europe.

## **Carbon footprint and packaging reduced**

The Charter has a proven track record of delivering tangible improvement. In 15 years, Charter companies have cut CO<sub>2</sub> emissions by 40% per tonne of production, well ahead of the target set by the EU after the Paris Agreement in 2015 to cut greenhouse gas emissions by at least 40% by 2030. Packaging use has been reduced by 32%.

## **Engaging consumers**

From now on, consumers will be able to progressively see products on the shelves with the new, modernised marks, extensively tested with consumers to ensure that they are highly impactful and visually appealing. Consumers can be assured that products carrying the Charter marks meet high standards for environmental safety, minimise waste and provide clear and transparent information on how to use them safely and in a more sustainable way, without compromising the cleaning performance. Supporting communication on the Charter and practical tips to help consumers use these products more sustainably can be found on the [cleanright.eu](https://www.cleanright.eu) portal recently launched, including a video for consumers.

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## **For more information:**

- 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, 17 corporate members and 11 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. 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.  
[www.aise.eu](http://www.aise.eu)
- For comprehensive/technical details about the Charter for Sustainable Cleaning:  
[www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)
- For consumer information about the Charter for Sustainable Cleaning:  
<https://www.cleanright.eu/en/sustainable-use.html>

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