



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. PRESS RELEASE

A.I.S.E.'s pilot on laundry detergents selected by European Commission to lead project on Environmental Footprinting of products

Brussels - 3 October 2013: The European Commission is announcing today its selection out of 90 applications for its 3-year pilot test on environmental performance of products (PEF). The A.I.S.E. project has been selected as one of the 14 pilots with liquid laundry detergents.

In the context of its Single Market for Green Products (SMGP) initiative, the European Commission has established the Product Environmental Footprint (PEF) method to measure environmental performance throughout the product's lifecycle. Together with partners from the industry (including so far the companies Ecover, Henkel, McBride, P&G, Unilever, Vandeputte and the national industry associations Afise (France) and Detic (Belgium)), A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, will lead one of the PEF pilots in order to develop and test the method for the industry sector.

"To boost sustainable growth consumers need to be able to identify genuinely green products and companies, and this is an important step in that direction. And it's clear from the 90 applications we received that industry too is on board. I would like to thank all applicants for the excellent proposals – it was extremely hard to make a choice and I do realise that behind each proposal there was serious effort. I look forward to working closely with volunteers. Reliable and comparable information about the environmental impacts will bring increased transparency and will build trust with consumers, business partners and investors", said European Commissioner for the Environment Janez Potočnik.

Commenting on A.I.S.E.'s participation in this important EU initiative which is linked to the EU 2020 strategy on smart, sustainable and inclusive growth, Charles-François Gaudet, A.I.S.E. President said: *"We are proud that the European Commission has selected A.I.S.E. to lead one PEF pilot test. This decision confirms the proactive work that our industry has invested over the last years to promote the sustainable design, production and consumption of cleaning and maintenance products, notably through its Charter for Sustainable Cleaning"*.

A.I.S.E. will indeed through this pilot, bring the expertise that has been established through its different voluntary initiatives, as outlined on its 2012-2013 A.I.S.E. Activity and Sustainability Report. This includes the A.I.S.E. Charter for Sustainable Cleaning, which drives high sustainability standards for more than 85% of the total output of the sector through the 210 companies signed up. Significant savings have already been achieved by manufacturers with 19% energy and 24% CO₂ reduction per tonne of production over the last 7 years. The report also shows great penetration of the Charter Advanced Sustainability Profiles, which is related to products. In the laundry sector these specific product-related criteria are already adopted by 30% of the market. It is expected that these are very close to the "Product Category rules" to be developed in the pilot, which A.I.S.E. will run in close dialogue and interaction with stakeholders

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Working together for a cleaner Europe

Notes to editors

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About A.I.S.E.

A.I.S.E. is the official representative body for the cleaning and maintenance industry in Europe. Its membership totals 34 national associations in 39 countries, covering about 900 companies. These range from small and medium-sized enterprises to large multinationals active both in the consumer goods market and the industrial & institutional (I&I) domains. A.I.S.E. industry activities are driven by The Agenda for Sustainable Cleaning. The core objective of the agenda is sustainable development. This agenda is supported by two pillars of activities: developing and promoting voluntary actions and cooperating with stakeholders at EU and local level to achieve a balanced and better regulatory framework. Link to A.I.S.E.'s recently released Activity and Sustainability report: www.aise.eu/news

About the Product Environmental Footprint (PEF)

In the context of its Single Market for Green Products (SMGP) initiative, the European Commission has established two methods to measure environmental performance throughout the lifecycle, with the Product Environmental Footprint (PEF) as one of those¹. The European Commission has developed this Life Cycle Assessment (LCA) based harmonised methodology in close cooperation with services such as the Joint Research Centre (JRC). PEF Pilot Projects with specific product sectors will be carried out between October 2013 and end of 2016, aiming at:

1. Identifying Product Category Rules on key environmental parameters
2. Testing verification procedures
3. Testing different communication options

http://ec.europa.eu/environment/eussd/smgp/product_footprint.htm

About the Charter for Sustainable Cleaning

The Charter for Sustainable Cleaning is a voluntary industry initiative set up by A.I.S.E. in 2005 encouraging manufacturers and consumers to adopt more sustainable cleaning practices. The Charter covers all product categories of the soaps, detergents and maintenance products industry, both in the household and industrial/institutional sectors. As of October 2013, 85% of cleaning products across Europe are covered under the Charter with 210 companies committed (industry 97 manufacturers and 113 retailers). For all details of the Charter requirements and to access the full list of Charter participants, please consult:

http://www.sustainable-cleaning.com/en.companyarea_documentation.orb

A.I.S.E. PEF pilot : Members of the Technical Secretariat as at Oct. 2013

A.I.S.E., Afise (F), DETIC (Be), Ecover, Henkel, McBride, P&G, Unilever, Vandeputte.

For any information on the A.I.S.E. PEF pilot, or condition to join the Technical Secretariat or become a Stakeholder, please consult the A.I.S.E website at www.aise.eu

¹ The second method is the Organisation Environmental Footprint (OEF)