

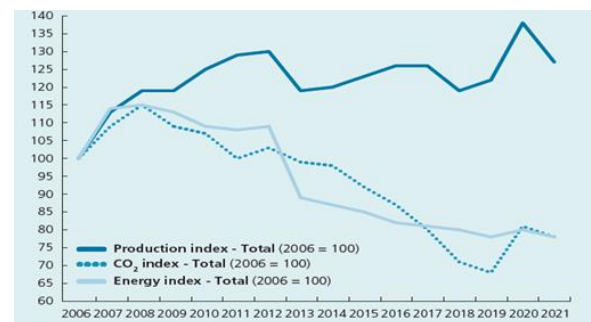
LATEST FIGURES SHOW 39% REDUCTION IN CO₂ AND ENERGY USE IN THE DETERGENTS SECTOR

Press release

27 October 2022

Figures released today in A.I.S.E.'s Annual Activity & Sustainability Report show:

- **39% less CO₂ emissions (per tonne of production) vs 2006**
- **39% less energy use (per tonne of production) vs 2006**
- **19.2% of recycled plastic material in packaging**



Production decoupled from energy use and CO₂ emissions

A.I.S.E.'s Activity & Sustainability Report 2021-2022 emphasises the critical role the soaps, detergents, and maintenance products sector plays in modern society and A.I.S.E.'s long-term commitment to improving the sustainability of the industry. The report highlights the sector's substantial economic contribution: annual **total market value of €39,8 billion**, made up of the household (€32,4bn) and professional (€7,4 bn) sectors and our work on product stewardship, sustainability, and the professional cleaning & hygiene sector.

The [Charter for Sustainable Cleaning](#), launched in 2005, aims to stimulate the industry to continually improve its sustainability by using less packaging, consuming less energy and water, producing less CO₂ emissions, etc. Furthermore, the Charter encourages consumers to adopt more sustainable ways of doing their washing, cleaning, and household maintenance.

A central component of the Charter is the commitment by member companies to report annually on a set of [Key Performance Indicators \(KPIs\)](#) that allows A.I.S.E. to chart the industry's progress and our active commitment to meet the objectives of the European Commission Green Deal.

About A.I.S.E.

A.I.S.E. has been the voice of the soaps, detergents, and maintenance products industry to EU regulators in Brussels for 70 years. Membership consists of 29 national associations across Europe, 17 corporate members and 15 value chain partners. A.I.S.E. represents over 900 companies directly employing 95 000 and 360 000 through 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 by consumers and professional customers. A.I.S.E. launched its first voluntary sustainability initiative 25 years ago. The A.I.S.E. Code of Good Environmental Practice sought to reduce the environmental impact of household detergents.