

A.I.S.E. endorses Ellen MacArthur Foundation's New Plastics Economy Global Commitment. A further step to its agenda for sustainable industry progress.

Press release

Brussels, 6 March 2019 – A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, is proud to announce that it has endorsed the Ellen MacArthur Foundation's New Plastics Economy Global Commitment and the common vision of a circular economy for plastics.

A.I.S.E. joins over 250 businesses, governments, NGOs and other organisations that support the Global Commitment, launched in October 2018 by the Ellen MacArthur Foundation and UN Environment. The common vision of a circular economy will be achieved through a set of ambitious targets for 2025, which focus on innovation in the design of plastics, elimination of unnecessary plastics, and ensuring plastics are kept in the economy and out of the environment.

"It is great to see industry associations like A.I.S.E. endorse the vision of a circular economy for plastics and inspire their members to take action towards it. Achieving the systemic change needed to eliminate plastics waste and pollution requires collaboration not only within a sector but along the entire value chain" said Sander Defruyt, Lead of the New Plastics Economy initiative at the Ellen MacArthur Foundation.

The Global Commitment for a New Plastics Economy dovetails perfectly with our industry's long-standing commitment to achieving sustainable development through a circular economy and by reducing the environmental footprint all along the life cycle of detergents and maintenance products and its packaging. For over 20 years, A.I.S.E. voluntary initiatives have driven sustainable production, design, consumption and recycling for the whole of the industry sector.

In December 2018, the industry announced [its newest voluntary initiative](#) on plastic packaging, aiming to have minimum 20% recycled content in plastic packaging, and targeting – similarly to the Global Commitment – all plastic packaging recyclable, reusable or compostable by 2025. A.I.S.E. is pleased to announce the first signatories to its initiative namely Unilever, SC Johnson, Henkel, RB, Procter & Gamble. *"Endorsing the Ellen Mac Arthur Foundation's Global Commitment was the logical "next step" for us, given our long tradition of proactive work towards sustainable progress. We sincerely hope to contribute in an impactful way to its objectives as well as the broader circular economy agenda and UN Sustainable Development Goals"* said Susanne Zänker, A.I.S.E. Director General.

Read more:

- <https://newplasticseconomy.org/projects/global-commitment>
- ["A.I.S.E. announces industry-wide targets for sustainable packaging"](#) 10 Dec 2018 announcement
- [How the industry is implementing its circular economy strategy](#)

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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 65 years. Membership consists of 29 national associations across Europe, 18 corporate members and 8 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 €35,9 billion, 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.

