

RESOURCE EFFICIENCY & PACKAGING

What's at stake?

Packaging is key to:

- Avoid product leakage
- Ensure safe use
- Enable correct dosage

But:

- Potential environmental impacts

Unless:

- Collected and recycled correctly



➔ **CAPTURE ECONOMIC BENEFITS OF A MORE RESOURCE-EFFICIENT AND CIRCULAR APPROACH** ➔

Waste hierarchy



Packaging savings across life cycle

A.I.S.E. is committed to a circular economy and sustainability, aiming to reduce the environmental footprint all along the life cycle of detergents and maintenance products. This is achieved through the development and implementation of the following relevant activities:

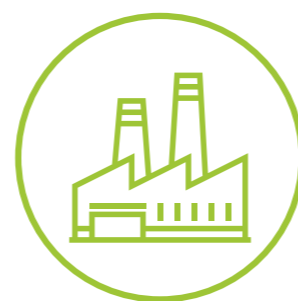
DESIGN



SOURCING



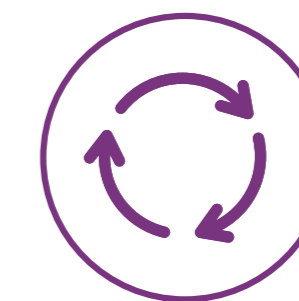
PRODUCTION



USE



END-OF-LIFE



Efficient design and use of packaging material

- via the A.I.S.E. Charter Advanced Sustainability Products criteria which include:
 - efficient use of packaging material per job (maximum thresholds defined);
 - use of recycled material (incl. thresholds for paper board / sustainable sourcing).
- via the Charter KPI reporting ➔
- via the A.I.S.E. Product Resource Efficiency projects (PREPs):
 - reduction of dosage per job
 - leading to reduction of packaging per job



5+ BILLION PRODUCTS SOLD SINCE 2011

14% REDUCTION OF PACKAGING WEIGHT PER CONSUMER UNIT VS 2006

➔ **35,000 TONNES OF PACKAGING SAVED VIA PREPs PROJECTS (estimation)**

Provision of relevant consumer guidance for sustainable consumption

- via the Cleanright tip: 'Save packaging - recycle'
- featured on billions of products since 1998



Save packaging - recycle

Closing the loop (under development):

- Basic principles for improved product packaging design, in order to improve recyclability of packaging and increase use of recycled material
- Cooperation within the value chain
- Several A.I.S.E. member companies have recycling and recyclability targets

How A.I.S.E.'s industry work has helped

- Quantitative achievements demonstrate that industry association-led initiatives can be more successful than regulation or individual company-led initiatives.
- Move the whole market to industry standards concerning efficient use of resources in a self-regulatory way.
- Leave innovation potential for companies.
- Common industry communication to drive sustainable behaviour benefits from a coordinated scheme, addressing consistent messages that can only be possible in such a context.

