

A.I.S.E. launches Corporate Social Responsibility Guidance for the industry

A.I.S.E. stakeholder release

13 February 2019

Brussels, 13 February 2019 – A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, extends its long-term commitment to sustainability with the launch of its **Corporate Social Responsibility Guidance toolkit** today. The toolkit will focus on the industry's social responsibility in four areas of direct relevance to the industry: human rights, labour practices, fair operating practices and community involvement & development.

The A.I.S.E. Social Responsibility Guidance includes detailed recommendations, resources and a self-evaluation tool to support all industry players, especially small and medium-sized enterprises, in managing and implementing a social responsibility programme as part of their overall sustainable development goal.



A.I.S.E.'s Director General, Susanne Zänker highlights the industry's prioritisation of a long-term sustainable approach: *"A.I.S.E. is a strong supporter of the EU Strategy on Corporate Social Responsibility, as well as the global Sustainable Development Goals. With this new initiative, our industry wishes to continue its leadership role for their impact on society. This guidance toolkit aims to help companies implement a social sustainable company management programme. We expect the toolkit will be broadly used in our industry and further progress our common the social responsibility agenda."*

This new initiative is a major step for the industry, following the successful delivery of several impactful projects over the last 20 years to drive sustainable design, production, and consumption for the whole of the industry sector, in particular its flagship Charter for Sustainable Cleaning.

Stefan Crets, Executive Director of CSR Europe, who provided expertise to A.I.S.E. during the development process of the Guidance, commented: *"With this new Social Responsibility Guidance, A.I.S.E. goes one step further in supporting its members by strengthening the social aspect of sustainability in their business model. At CSR Europe, we believe that sector associations can play a leading role to find solutions to the many challenges that sustainability presents. We wish A.I.S.E. a successful implementation with their very useful and forward-looking Guidance."*

Download A.I.S.E.'s Social Responsibility Guidance: www.aise.eu/csr

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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.

