A.I.S.E. publishes guidance for use of Product Environmental Footprint Category Rules for liquid laundry detergents

Press release

Brussels, 7 March 2019 – A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products concludes today its pilot project with the European Commission on Product Environmental Footprint with the release of its guidance to industry on the appropriate use of the Product Environmental Footprint Category Rules (PEF CR) for household liquid laundry detergents. These product category-specific and life-cycle-based rules have been developed by a multi-stakeholder expert group led by A.I.S.E.; they were officially published today by the European Commission.

PEF CR are based on a harmonised life-cycle-assessment-based method for the calculation of a product environmental footprint. This method was developed by the European Commission together with the Joint Research Centre (JRC) and has been tested by more than 20 industry sectors during the last five years through pilot projects. A.I.S.E. participated jointly with the European Commission and various stakeholders since 2014 via a pilot project on liquid laundry detergents. The outcome of this pilot are the PEF CR which aim to provide specific guidance for the calculation of the environmental footprint of individual products, enabling potentially more sustainable consumption patterns. The idea with this approach is to focus on the most impactful parameters in a product's life-cycle.

A.I.S.E.'s Director General, Susanne Zänker summarises the highlights of the guidance document, based on main learnings from the A.I.S.E. PEF pilot project: *"The PEF pilot was very useful and a good exercise for A.I.S.E., but many questions remain. Its objective and methodology are broadly well intended, given that they aim at ultimately reducing the environmental footprint of products, based on a European-wide harmonised and transparent LCA-based approach. Our view though is that – whilst PEF CR can be very useful for companies to screen, prioritise and steer internal product eco-design - several impact assessment methods, which are used for the calculation of a PEF, are not yet ready to allow accurate comparative, detailed assessment at product level and thus the method is not mature for in-market communication. This exercise also confirmed that A.I.S.E.'s voluntary initiatives, like our Charter for Sustainable Cleaning, are scientifically sound and environmentally highly meaningful."*

A.I.S.E. and its member companies will continue to contribute actively and constructively to the development of meaningful and effective lifecycle-based sustainability schemes as well as voluntary sustainability initiatives. This will help to progress the sustainable development of the sector by achieving significant reductions of the lifecycle impacts of detergents and cleaning products.

Read more

Download A.I.S.E.'s guidance on the appropriate use of the Product Environmental Footprint Category Rules (PEFCR) for liquid laundry detergents: www.aise.eu/pef

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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.