



# The A.I.S.E. Charter for Sustainable Cleaning 2020+

The sustainability scheme for the European cleaning and hygiene industry just got even better!

**A.I.S.E. and companies in the cleaning and hygiene industry have long acted responsibly and proactively to reduce their environmental impact and contribute to the wellbeing of society.**

**The Charter for Sustainable Cleaning** stimulates and guides this action. Initiated in 2005, revised in 2010, it has now been upgraded and is launched on 1 July 2019 to be even more complete and relevant, aligned with EU circular economy and plastics policy, climate change priorities and with global policy expectations.

## Who is it for?

- SMEs, large companies or multinationals manufacturing products ('Ordinary Members')
- Retailers for their private label products ('Associate Members')
- In the household market and/or the professional cleaning and hygiene sector

# What's new?

Here, at a glance, is what has changed versus Charter 2010.  
The Charter 2020+ is:



## ① Comprehensive

Tackling already all life cycle phases, it now includes CSR and bio-based materials guidance and further plastics packaging standards.

## ② Streamlined and optimised

8 KPIs (previously 11) focus on priority areas aligned to EU and global policy agendas.  
CSP verification after 12 years now organised and funded centrally by A.I.S.E.  
... both making it more resource efficient while impactful.

REMOVED in Charter 2020+
NEW in Charter 2020+

## ③ Modernised

Both the company and the product sustainability marks have been modernised following extensive consumer testing to ensure high impact and appeal.

## ④ Interactive

The scheme now offers opportunities for members to provide input, share best practice and exchange on opportunities to support the successful delivery and promotion of the Charter towards customers and consumers.

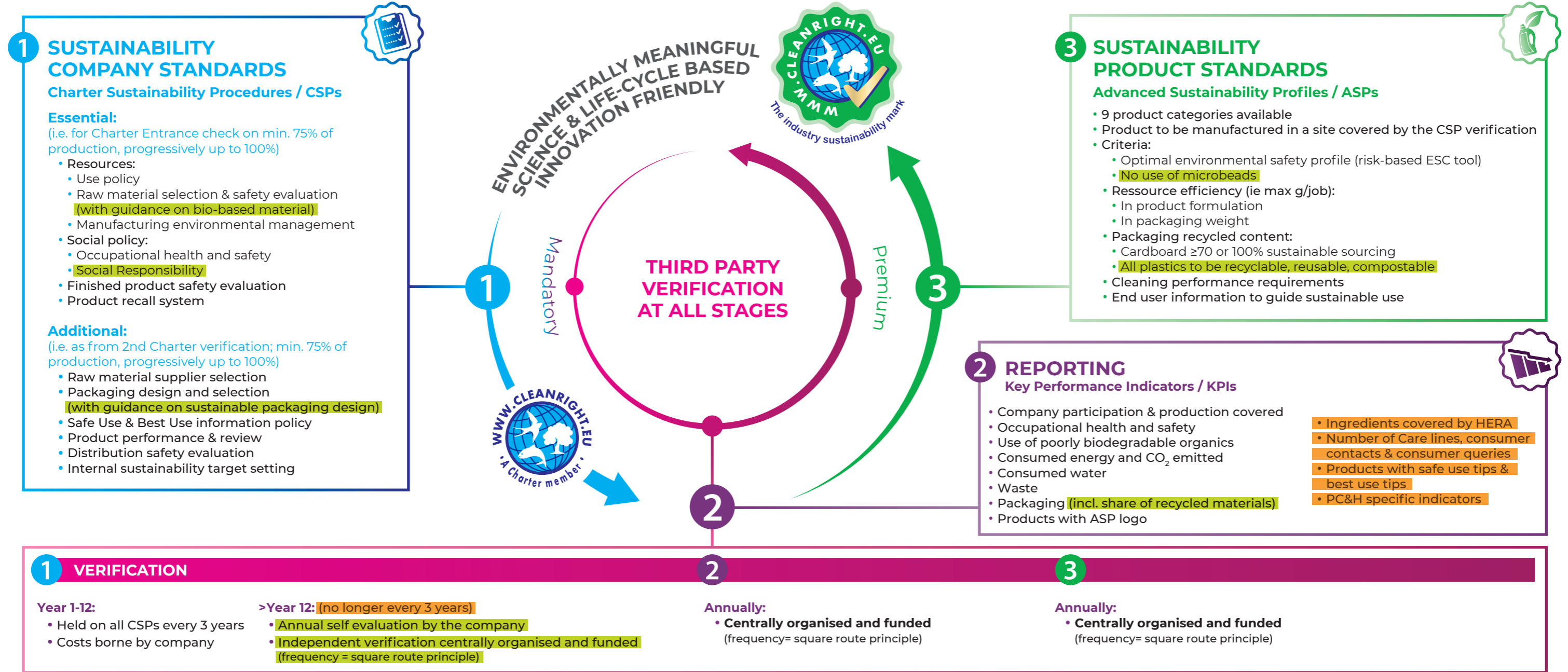
## ⑤ Cost-efficient

To be more accessible to all companies, a defined annual fee – proportionate to the size of the organization – will apply. This will make the cost of participation to the scheme simple and cost efficient, allowing illimited use of the marks in your portfolio.

## GOVERNANCE & PROMOTION

- Annual flat fee proportionate to turnover for Ordinary members (& reduced administrative costs) (versus more central funding)  
Associate members must demonstrate that their provider is an official Ordinary member
- New governance and engagement with Charter companies, annual symposium
- Political & stakeholder recognition (e.g. now with ISEAL, France Ademe, Germany Siegelklarheit, Switzerland Label info, The Netherlands & Romania (Green Public Procurement guidelines) will be further pursued
- Further retailer/consumer promotion

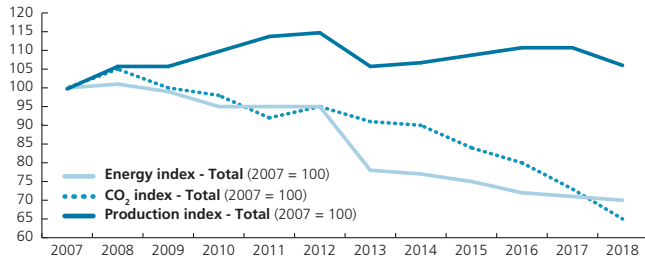
# Charter 2020+ The sustainability scheme for the European cleaning and hygiene industry covering both company and product standards, with also third party verification and reporting



# What does it do?

The Charter has a proven track record of delivering tangible improvements in environmental performance.

## ENERGY USE AND CO<sub>2</sub> EMISSIONS DECOUPLED FROM PRODUCTION



With over 90% of production in the EU+4 covered, Charter reporting shows clearly that the industry has decoupled production from energy use and CO<sub>2</sub> emissions.



Companies carrying the Charter marks on their products demonstrate to stakeholders, customers, consumers and their value chain partners, that they are committed to sustainable development progress.

Authorities and independent organisations such as ADEME in France, Germany's Siegelklarheit, Switzerland's Labelinfo.ch and ISEAL Alliance worldwide **have recognised the Charter as a relevant and credible scheme.**

## Contributing to 14 out of the 17 UN SDGs, as well as EU Circular Economy & Plastics Strategy

The Charter 2020+ contributes directly or indirectly to most of the United Nations Sustainable Developments Goals and has goal 12 - "Responsible Consumption & Production" – at its heart. It also addresses the European Commission agenda on Circular Economy and the EU Plastics Strategy.



# How to join?

The Charter 2020+ is open to all current Charter members and to new members operating in the European cleaning and hygiene industry. Signing up is easy. Here is how:

## CURRENT\* CHARTER 2010 MEMBERS:

**Step 1:** Sign the commitment letter and send it to A.I.S.E. before 30 June 2020.

**Step 2:** A.I.S.E. countersigns and makes Charter 2020 logos files available.

► **YOU ARE AN OFFICIAL CHARTER 2020+ MEMBER.**

**Step 3:** Start preparing your products in line with Charter 2020.

### OR, IF YOU ARE AN ASSOCIATE MEMBER:

Ensure the company or companies manufacturing your products is/are also a Charter 2020+ member and then start preparing your products in line with Charter 2020+.

*\* Track record of CSP checks and KPI reporting of the company since its initial Charter commitment will stay in the Charter 2020+ system.*

## NEW MEMBERS:

**Step 1:** Request access to the Charter training area via e-mail and start "training".

**Step 2:** Successfully pass the Charter Entrance Check.

**Step 3:** Then follow the steps aside.

## CHARTER 2020+ IMPLEMENTATION - KEY DATES:

- 1 July 2019: Internal launch - Charter 2020+ opens for signature
- 1 January 2020: First Charter 2020+ products can start to appear on shelves & external launch of the Charter 2020+
- 30 June 2020: Maximum date to upgrade to Charter 2020+ for current Charter 2010 companies
- 1 July 2021: Stop producing "old" Charter 2010 products

## UPGRADE or JOIN TODAY!

To begin the process, or for more details, please visit [www.charter2020.eu](http://www.charter2020.eu)

Or write to [charter@aise.eu](mailto:charter@aise.eu)

An initiative of A.I.S.E., International Association for Soaps, Detergents and Maintenance Products