

**HANDS UP
FOR ETHANOL**

Ethanol and the biocidal process

AISE Webinar

16 October 2025



Today's moderator



Moderator & presenter

Nicole Vaini, Head of EU Affairs, A.I.S.E.

Before we start...

The event is recorded, and all attendees are muted

Due to the very high number of participants, the chat functionality is not available

Questions can be submitted via Q&A function

Why are we here today?

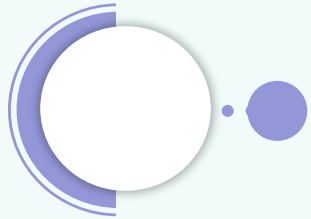
**BECAUSE ETHANOL STANDS TO BE
RECLASSIFIED**

**BECAUSE THE BIOCIDAL PRODUCTS
COMMITTEE MEETING IS LESS THAN 6 WEEKS
AWAY**

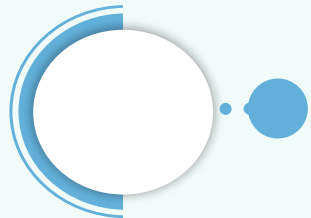
BECAUSE WE NEED YOU!



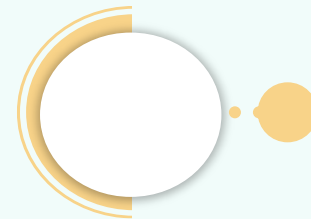
Ethanol: political pressure is working but not enough



Direct political-level engagement with Commissioner Varhelyi, MEP dinner debate, European Parliament Motion for Resolution, and outreach to Member State politicians



Meetings with policymakers: European Commission officials and ministry/competent national authorities in Member State capitals



Communication campaigns including via social media and media coverage

What if ethanol
only has 39 days
left ?



Today's agenda

Welcome and Reminder: What's at stake for Ethanol biocidal products and short recap from last webinar

Where do we stand?

A.I.S.E. key messages

Where do you come in?

Closing remarks

Q&A

Next steps

The detergents & maintenance products industry

Ensuring cleanliness & hygiene at home and in
public spaces



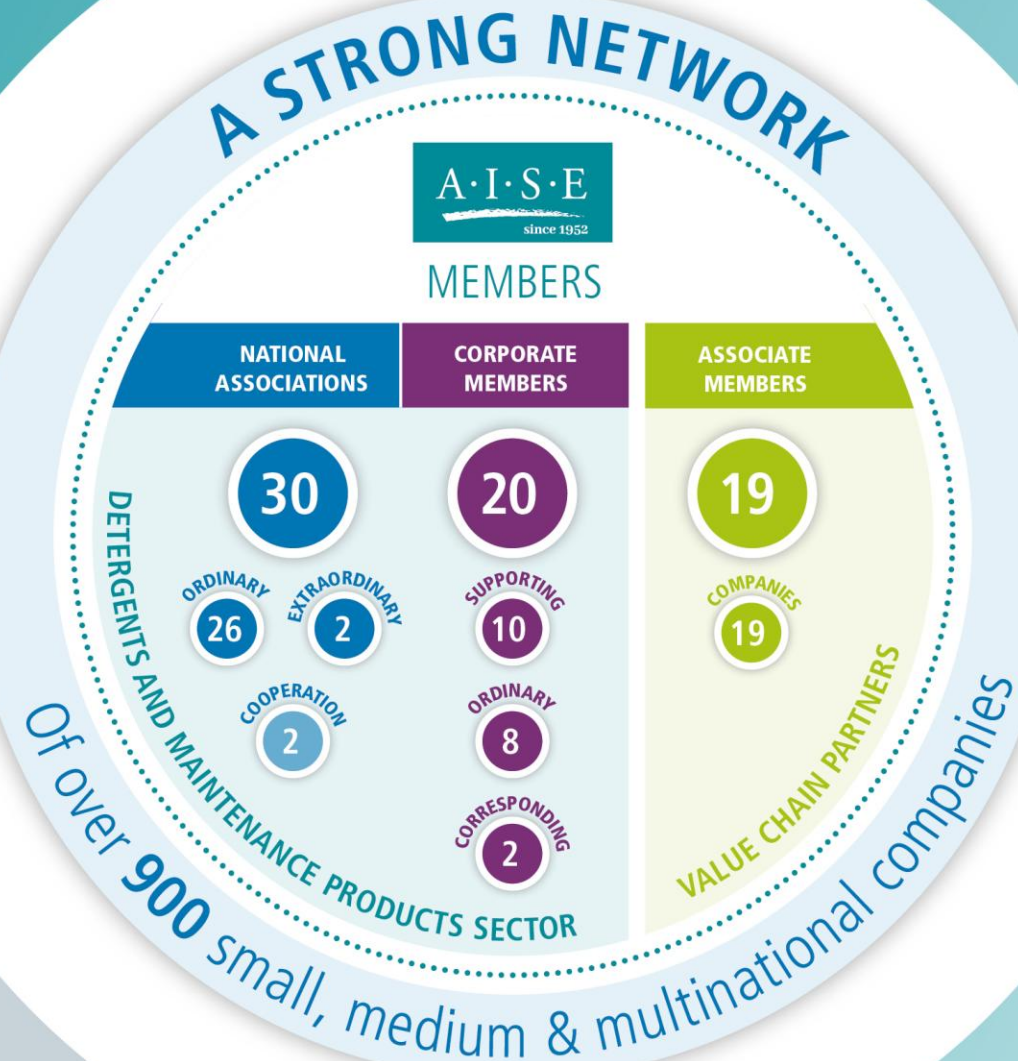
About the A.I.S.E. network

The detergents and maintenance products industry across Europe

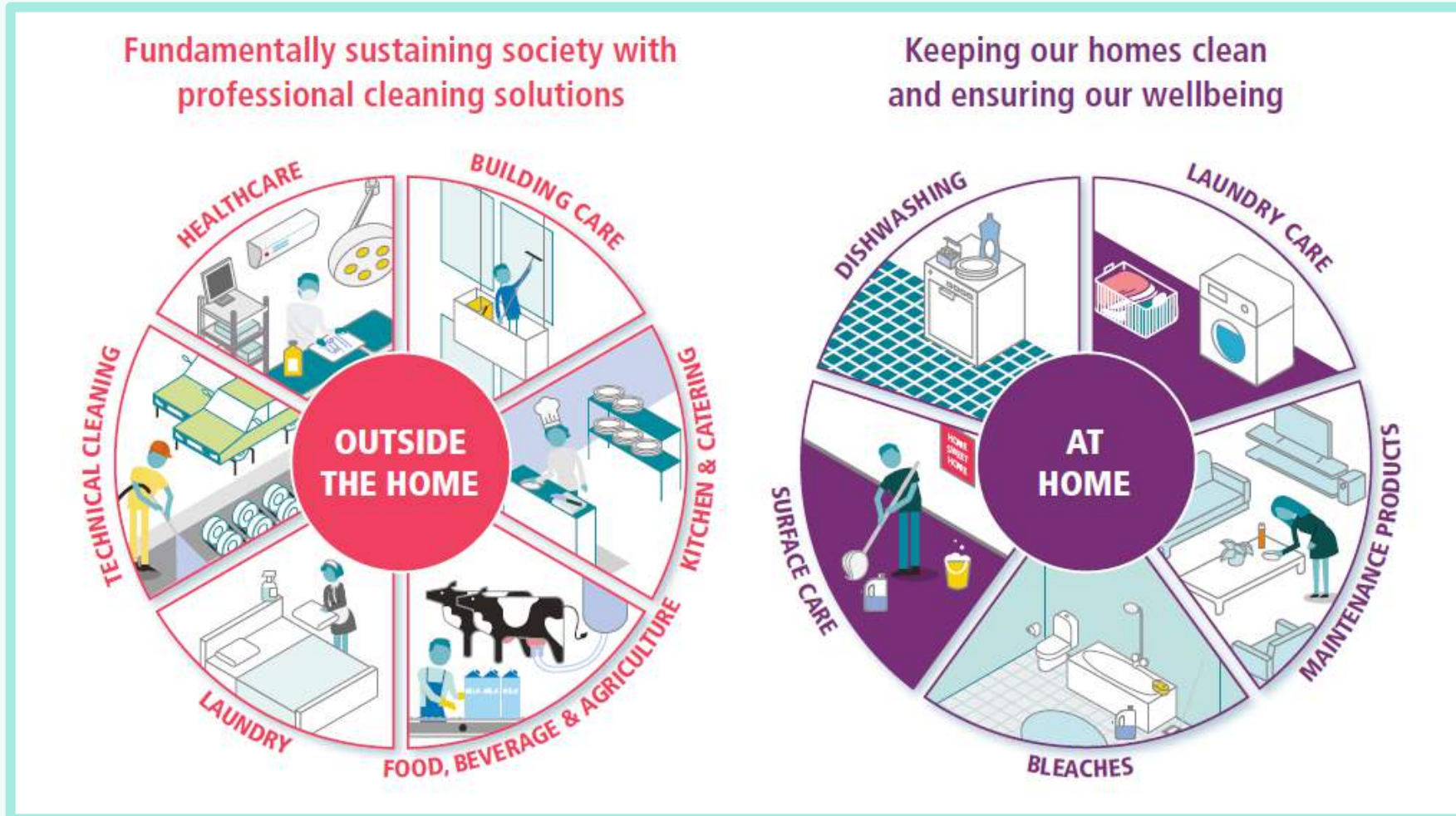
A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators **since 1952**. Membership consists of 30 national associations across Europe, 20 corporate members and 19 value chain partners. Through this extensive 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 €47,6 billion**, directly employing 95 000 and 360 000 throughout 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.



Consumer & professional products



Next speaker



Recap of last webinar

Caroline Vogt, Head of Chemicals Policy -
Ecolab

Ethanol biocidal products

- A biocide is a product that is intended to **protect** people and animals **against harmful organisms** such as viruses, bacteria, insects, and rodents.
- Biocidal products contain one or more substances called '**active substance**', including **ethanol**, used specifically to repel, control, or destroy those harmful organisms that could negatively impact our health



Ethanol is an essential and versatile ingredient widely used across various industries, particularly for its disinfecting properties.

There is NO viable alternative to Ethanol

Which sectors rely on ethanol?



Professional biocides



Household biocides

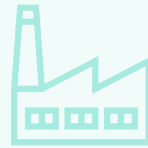


What's at stake?



Public health & infection control

Ethanol is the frontline defense against infections such as flu, COVID-19, and norovirus; removing it would undermine hygiene standards in hospitals and communities.



Industrial & economic stability

A de facto ban would disrupt healthcare, food, transport, hospitality, and cosmetics sectors, threatening jobs and EU supply chains.



Loss of an irreplaceable active substance

No alternative active substance matches ethanol's proven efficacy, safety, and availability for large-scale disinfection.



Credibility & resilience of EU regulation

Disregarding AOA evidence would damage regulatory trust and weaken Europe's ability to protect both citizens and industry.

The crux of the matter



Data: The basis of the assessment is oral consumption of alcohol

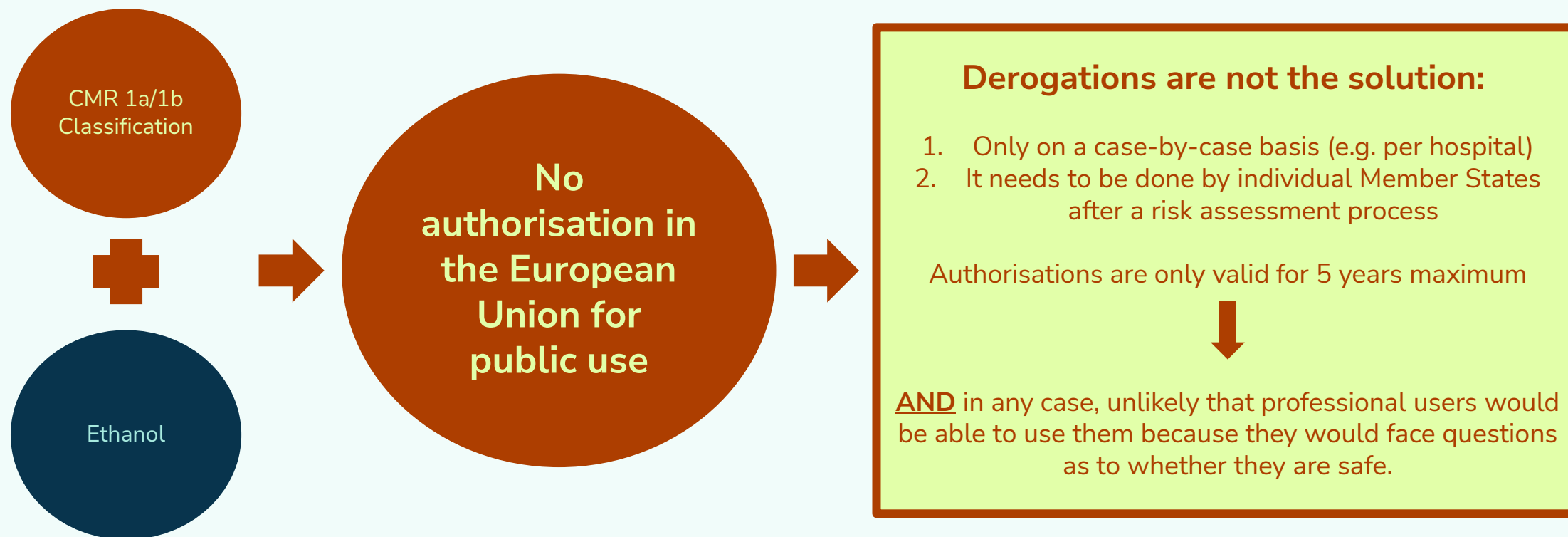


Assessment: There is more than one evaluation of ethanol ongoing

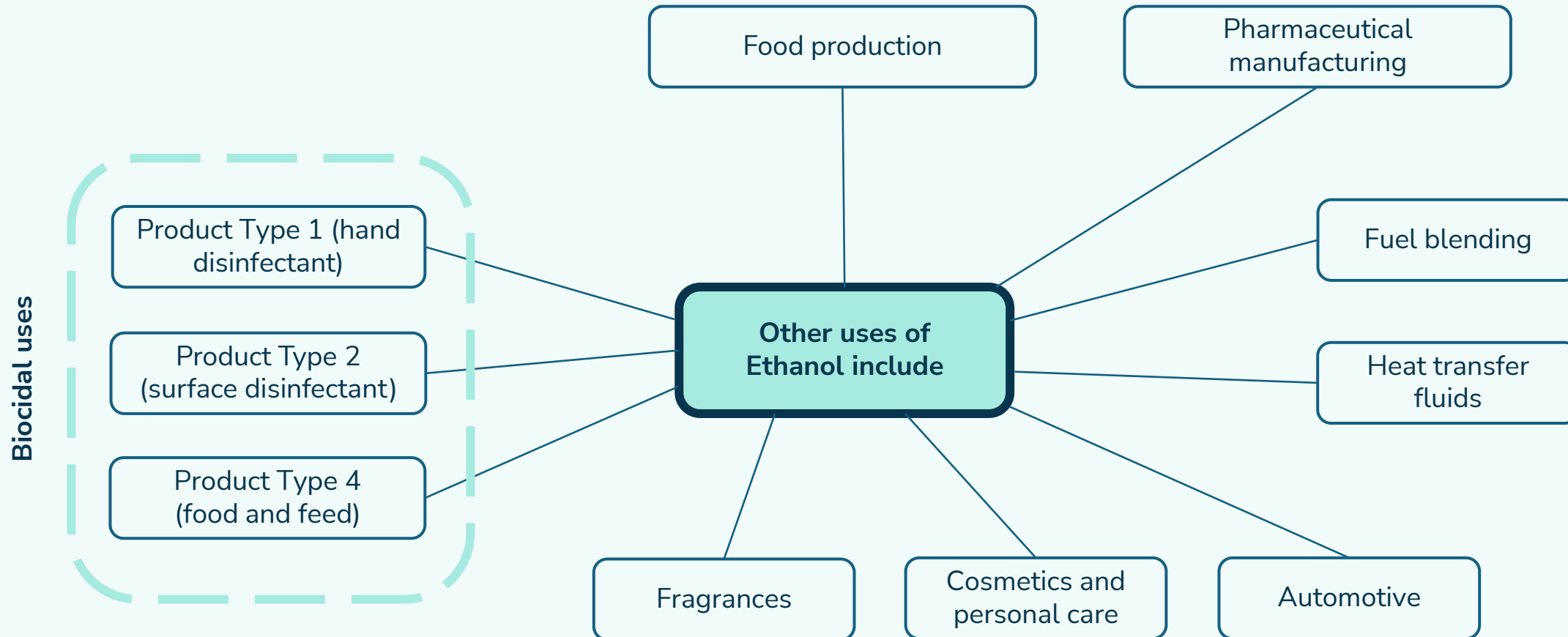


Urgency: This is happening now

A *de facto* ban on biocides



It's not just about biocides



Next speaker

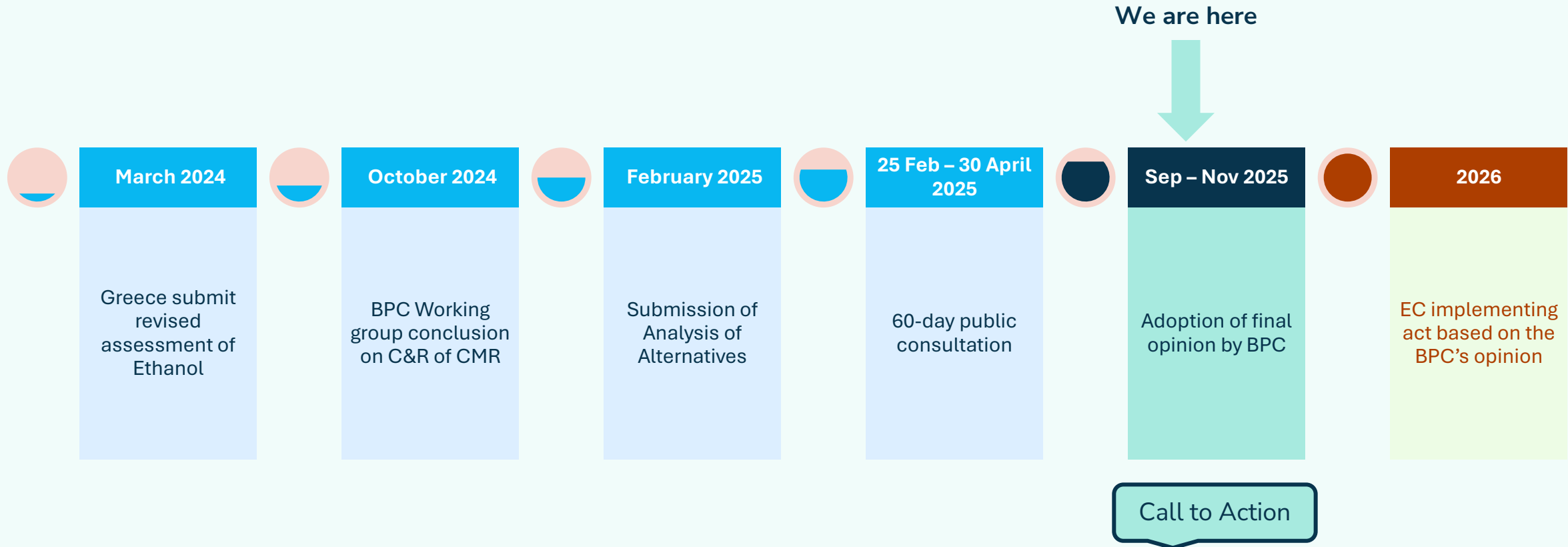


Where are we now?

El Fulford

Senior Manager Regulatory Advocacy -
Reckitt

Where are we in the regulatory process?



Public consultation – Widespread concern

The public consultation on the Analysis of Alternatives (AoA) received 350 comments, overwhelmingly in favour of ethanol’s essentiality:



A closer look



Our key messages

1. Ethanol in biocidal products is safe.
2. Oral intake data (drinking ethanol) should not dictate whether ethanol in biocidal products is classified as a CMR substance.
3. A CMR classification of ethanol in biocidal products would result in a de facto ban on the public availability of these products, as well as severely restrict professional use.
4. A CMR classification of ethanol in biocidal products would have disastrous consequences for public health, economic prosperity, and political trust in the EU as there is no viable alternative to ethanol.
5. The EU - via the European Chemicals Agency's Biocidal Products Committee and the European Commission - must recognise that there is no evidence linking CMR properties to inhalation or skin exposure of ethanol-based biocidal products. Therefore, there is no basis for CMR classification.



Next speaker



What's at stake for Ethanol biocidal products

Yvonne Iwaniuk, Senior Director,
Government Affairs - **S.C. Johnson**

The outcome & why it matters

The outcome we need:

Ethanol is reconfirmed as active substance with current classification

We call upon national authorities in EU Member States and the European Commission to recognise that there is no evidence linking CMR properties to inhalation or skin exposure of ethanol-based biocidal products. Therefore, there is no basis for CMR classification

How you can help

1

Spread the word! In your conversations with national and EU policymakers, politicians, media, and other stakeholders. Awareness raising of the issue and the solution is critical.

2

Sign our joint statement. We are a stronger, more audible, and more effective voice when united.

3

Join our online campaign. Follow our social media and share our content. Help us to reach the audiences that matter.

Spread the word!

How?

- Tell your stakeholders about this issue, why it matters and what the consequences would be.
- Seek meetings with your national politicians and policymakers, journalists, and EU representatives (MEPs, Commission). Use social media and your media engagements.

What to say?

- Ethanol-based biocidal products are **safe, effective, and irreplaceable** for infection control, food safety, and industrial hygiene.
- Reclassification would create a **de facto ban**, threatening public health, supply chains, and EU competitiveness. The European Chemicals Agency and European Commission **must avoid a re-classification**.

Why?

- We are fewer than 6 weeks away from the ECHA's decision.
- **If we do not act now, it will be too late.**



Sign the joint statement!

What?

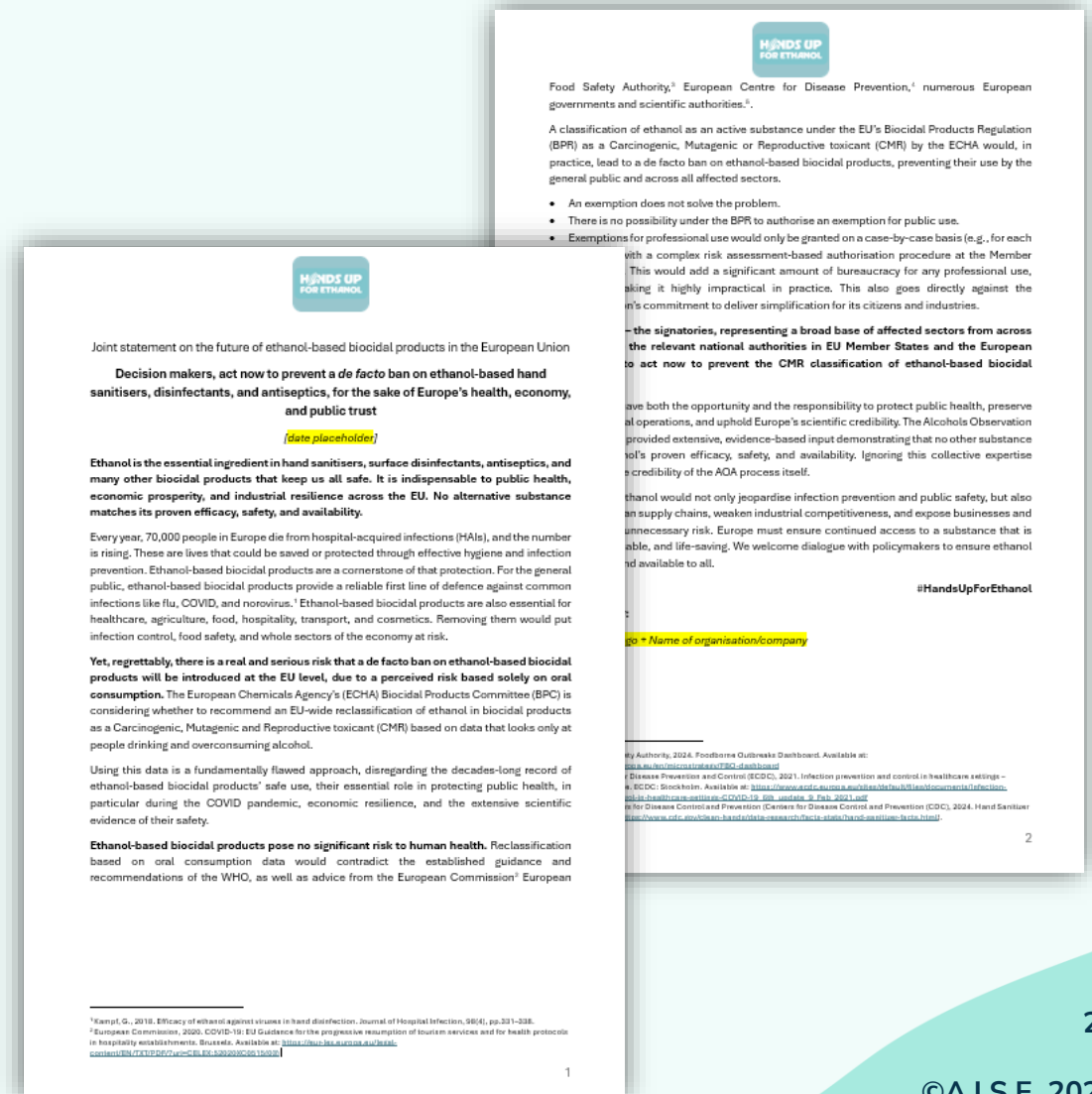
A united call from European industry, healthcare, and public health stakeholders to prevent the misclassification of **ethanol as a CMR substance** under the BPR.

Why?

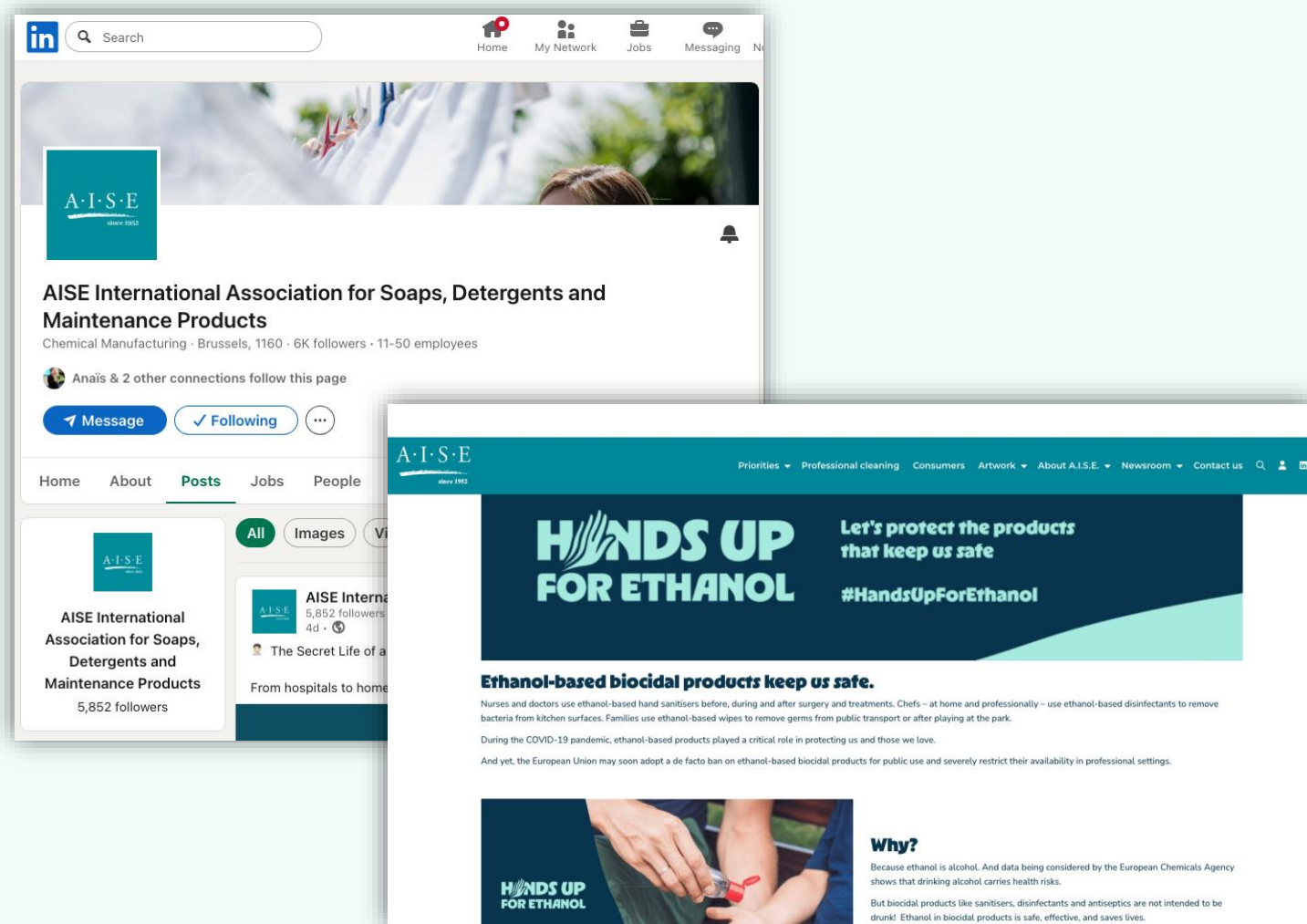
Ethanol-based biocidal products are **safe, effective, and irreplaceable** for infection control, food safety, and industrial hygiene; reclassification would create a **de facto ban**, threatening public health, supply chains, and EU competitiveness.

Action:

Sign and support the joint statement to urge EU policymakers and Member States to **reject ethanol's CMR classification**, uphold evidence-based regulation, and safeguard Europe's health and economic resilience.



Join the campaign online!



➔ **Follow A.I.S.E on LinkedIn** and engage with our Hands Up For Ethanol content! Like, re-post, and comment.

➔ **Visit our Hands Up For Ethanol campaign website** and make use of any materials and messaging for your own communications and advocacy on this topic:

www.aise.eu/handsupforethanol

Moderator



Nicole Vaini, Head of EU Affairs, **A.I.S.E.**

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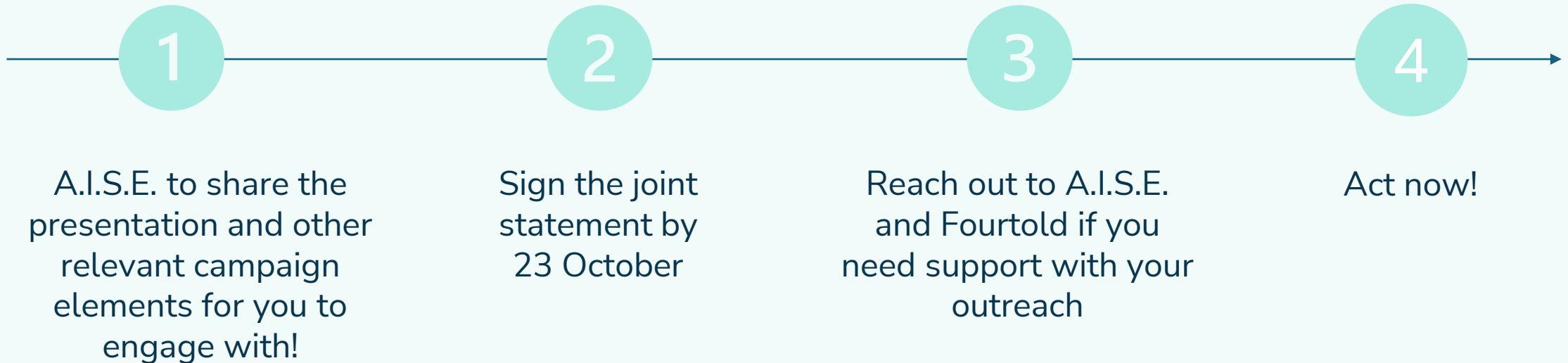
Q&A

30

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Next steps



**HANDS UP
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Your action matters!



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Thank you!

