

ACTIVITY & SUSTAINABILITY REPORT 2021-22



NAVIGATING THE DIGITAL VERSION OF THE REPORT

If you are reading this, then you have chosen to open A.I.S.E.'s Activity & Sustainability Report online. **Welcome!**

The tabs on the left-hand menu will help you navigate from chapter to chapter on your screen, in the place of a traditional table of contents. Throughout the Report, hyperlinks and QR codes provide you with complementary information (weblink or document download) where you can read about the topic in more depth.

TRADITIONAL NAVIGATION

If you would prefer to read the A.I.S.E. Report from front to back cover flicking through the pages, just email your request for a printed copy to aise.main@aise.eu and we will be happy to send it to you.

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& HYGIENE

SUSTAINABILITY

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STEWARDSHIPPROFESSIONAL
CLEANING
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INITIATIVES
& INDUSTRY
GUIDANCEA.I.S.E. BOARD
& A.I.S.E. TEAM

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A.I.S.E. BOARD & A.I.S.E. TEAM

INDUSTRY VISION

"A prospering cleaning and hygiene industry which is a role model for serving society in an innovative and sustainable way."

A.I.S.E. STRATEGIC PRIORITIES



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 nearly 70 years.

Membership consists of 29 national associations across Europe, 17 corporate members and 15 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 €39.8 billion, directly employing 95 000 people 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 for consumers and professional customers.

A.I.S.E. MISSION

We enable our industry to succeed by promoting and shaping a favourable operating framework.

We do this by serving our members in:

- developing and representing our industry perspective with one voice to European policy makers;
- creating and driving industry initiatives;
- engaging with value-chain partners and other key stakeholders;
- leveraging the expertise and diversity of the network of national associations and companies.

Scientific research



Chemical ingredients are essential to safe and effective cleaning and hygiene products. It is therefore essential that the regulation of such products and their ingredients be based on robust **scientific principles and data**. A.I.S.E. carries out scientific research with partners (academia, research institutes, etc.) to assess the impact of formulations on human health and the environment. Once complete, research results are made widely available through articles in academic or scientific journals. In this report, examples of such scientific research are highlighted with this icon.

FOREWORD

Two years ago, we introduced the compass symbol to represent the guiding work of our association and to help remain on course with our science-based regulatory and sustainability strategy. As we move beyond the upheaval of the COVID-19 pandemic, this powerful symbol continues to represent how A.I.S.E. is uniquely placed to help our industry, stakeholders, and wider society navigate towards a safer, more sustainable Europe.



The pandemic clearly underlined the critical societal role our sector plays by providing safe, effective and sustainable cleaning and hygiene solutions. It is why we remain committed to having legislation for our products that is based on **robust scientific principles** and **evidence-based data**.

Our industry recognises and is **committed to contributing to a more sustainable Europe** and we continue to support the objectives of the European Commission's Green Deal, focusing on the Chemicals Strategy for Sustainability (CSS) and the Circular Economy Action Plan (CEAP). Our **proactive collaborative approach** helps point out alternative routes and innovative approaches that meet these common objectives whilst minimising the impact on users.

The future regulatory framework for chemicals should identify areas where legislation brings the greatest benefits. It should enable the industry and authorities to focus on implementing the best solution to control exposure/risk to people and the environment. In this way, **safe, essential, high-performance cleaning and disinfecting products** can continue to serve the needs of people and society.

A.I.S.E. has been ahead of the sustainability curve with our **widely recognised flagship Charter for Sustainable Cleaning**, but we are not resting on our laurels. We are already looking at how the Charter can evolve and address the legislative and non-legislative objectives under the CEAP. The Charter Symposium, jointly organised with the A.I.S.E. Cleaning & Hygiene Forum in December 2021, nicely illustrates the industry's commitment and its efforts to contribute to the ongoing political discussion.

Finally, **innovation will be instrumental** - in reaching our common goals and to remain a competitive industry in the EU. For us to be **'fit for purpose'**, we will need the efforts of suppliers, customers, and other value chain partners to continue providing effective and sustainable cleaning and hygiene solutions for society. We face complex challenges, but we are confident that our industry and our association, together with our stakeholders, can make a difference in creating a **safer, more sustainable Europe**.

We are indebted to A.I.S.E. members, national associations and companies, our stakeholders, and our team for driving the achievements highlighted in this report. We very much look forward to celebrating our 70th anniversary together in June next year and showcasing our progress.

Enjoy reading!

Yours sincerely,

Nadia VIVA,
A.I.S.E. President

Susanne ZÄNKER,
A.I.S.E. Director General

A.I.S.E. MEMBERSHIP (AS OF JUNE 2022)

A.I.S.E.'s credibility and authority derive from the strength of our network of member companies and national associations, representing more than 900 companies supplying household and professional cleaning products and services across Europe. We are committed to leading and engaging in activities that deliver real added-value for all our members, thereby helping the industry to realise its vision.



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SUPPORTING
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1

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OPPORTUNITIES FOR A.I.S.E. MEMBERS

By joining A.I.S.E., companies that produce detergents and maintenance products, as well as national associations representing the local interests of their members, and partners in the value chain (such as raw material or packaging suppliers, retailers, the appliance sector etc.), will be able to:

- Participate in a wide industry network, both European and global
- Access valuable A.I.S.E. resources and tools
- Cooperate with partners across the value chain in industry-wide sustainability initiatives
- Influence and contribute to the political agenda at EU level
- Drive the industry agenda and shape the future legislative environment
- Enhance their visibility as an active partner in Europe's cleaning and hygiene industry.

For more information on how to become an A.I.S.E. member, please get in touch with aise.main@aise.eu

A.I.S.E. NETWORK

REPRESENTING THE DETERGENTS AND MAINTENANCE PRODUCTS INDUSTRY ACROSS EUROPE

- FOREWORD
- A.I.S.E. MEMBERSHIP
- A.I.S.E. NETWORK**
- CLEANLINESS & HYGIENE
- SUSTAINABILITY
- PRODUCT STEWARDSHIP
- PROFESSIONAL CLEANING SECTOR
- VOLUNTARY INITIATIVES & INDUSTRY GUIDANCE
- A.I.S.E. BOARD & A.I.S.E. TEAM

A STRONG NETWORK of over **900** COMPANIES

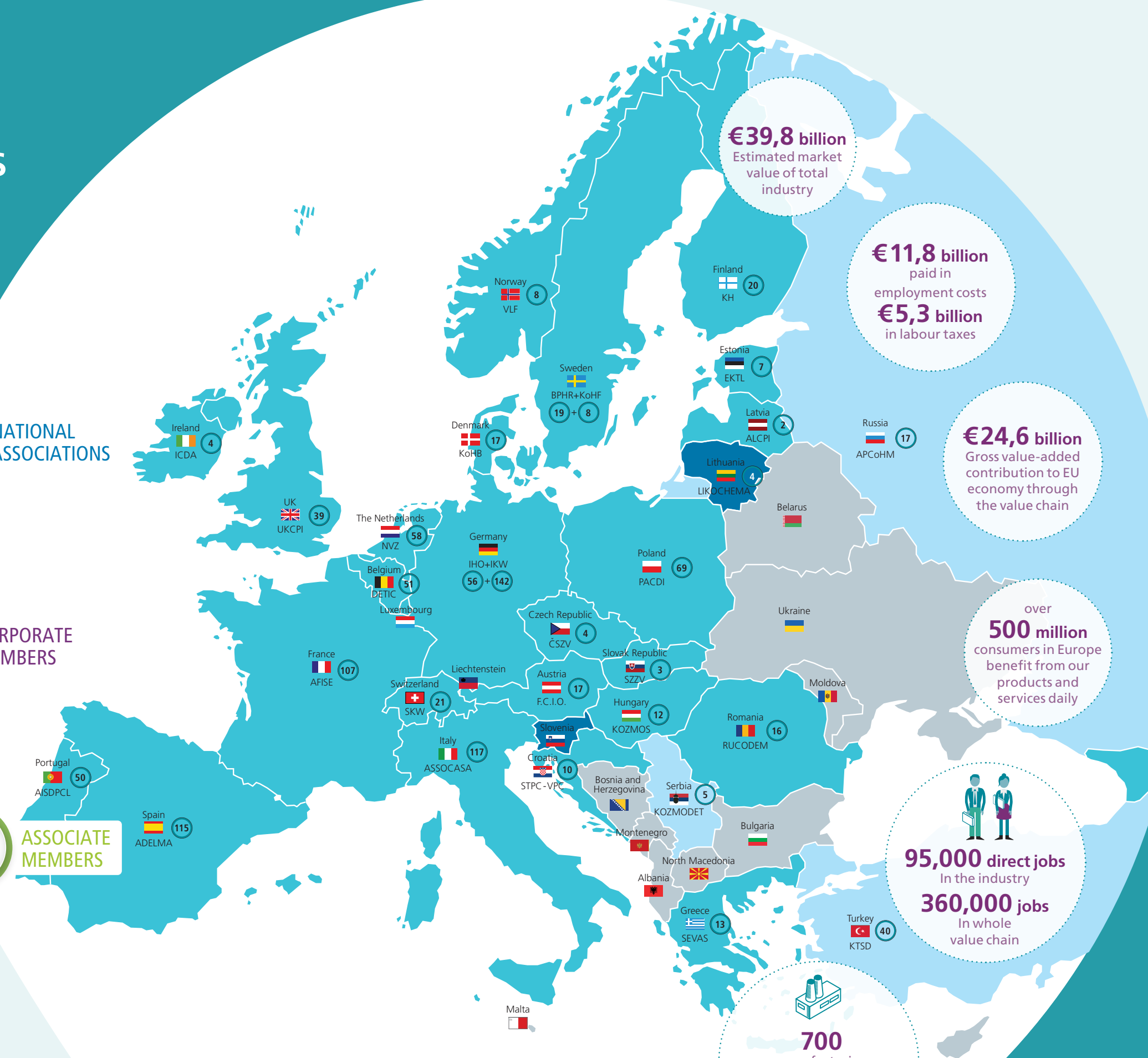
29 NATIONAL ASSOCIATIONS

17 CORPORATE MEMBERS

15 ASSOCIATE MEMBERS

A.I.S.E. REPRESENTS AN INDUSTRY THAT PROTECTS OUR EUROPEAN WAY OF LIFE

- Keeps our homes and public places clean and hygienic
- Facilitates convenient and modern lifestyles
- Secures patient safety in healthcare environments
- Maintains the durability of goods
- Prevents infection through good hygiene practices
- Increases productivity for companies
- Makes our lives more pleasurable and satisfying
- Protects investments in brands
- Adds to our sense of wellbeing
- Contributes to sustainability



€39,8 billion
Estimated market value of total industry

€11,8 billion paid in employment costs
€5,3 billion in labour taxes

€24,6 billion Gross value-added contribution to EU economy through the value chain

over **500 million** consumers in Europe benefit from our products and services daily

95,000 direct jobs In the industry
360,000 jobs In whole value chain

700 manufacturing facilities in Europe
85% operated by SMEs

■ A.I.S.E. members in EU/EFTA (ordinary members in 2020)
■ A.I.S.E. members outside EU/EFTA (extraordinary members)
■ Cooperation with A.I.S.E. network
■ No A.I.S.E. member association
① Total number of member companies per National Association

See inside front cover for full list of membership

A.I.S.E. NETWORK

As we move away from the COVID-19 pandemic – a period in which our companies took a leadership role in providing European citizens with crisis-relevant hygiene and cleaning products for homes and professional settings – the A.I.S.E. network remains key to building a sustainable future for the industry in Europe.

The pandemic underlined the essential role of cleaning products. How will this impact the sector in the future?

MR No one wants a pandemic or a public health crisis to prove that the products they manufacture are essential. But the pandemic did prove that their role for society will continue to be an important part of the future EU market.

TR Manufacturers responded quickly when the pandemic broke out, to ensure a continuous supply of vital cleaning and disinfection products for professional use. Since, the demand for disinfectants and equipment has surged among IHO members. As the pandemic progressed, demand for surface disinfectants increased. Later, it became clear in many areas of public life, that cleaning products are a prerequisite for gradually returning to a normal daily routine.

HR While the sale of cleaning products and disinfectants grew exponentially during the pandemic, it is expected that most people will return to their pre-COVID habits. This means that sales in the EU market will also return to pre-COVID times. This isn't all bad news, in particular where we've seen trends of unnecessary use of disinfectants. The hope is that 'targeted hygiene' will become the new norm: cleaning and disinfecting at key moments and places to break the chain of infection.

In which direction do you see the industry heading?

MR We are part of a proactive industry in terms of sustainable development: much is achieved through voluntary sustainability initiatives. And this is the direction that we will continue to follow, embracing our environmental responsibility without neglecting consumer safety. Since it was established (in 1997), RUCODEM has worked to transpose EU legislation into national law in order to join the EU, and after to create new legislation in close collaboration with the authorities.

TR We see a growing interest in initiatives supporting sustainable production and products. IHO's new sustainability working group is drawing up a first sustainability report for the professional cleaning and disinfection sector.

HR The detergents industry has been a pioneer in sustainable progress and innovations for decades, and future policy must build on this work and experience. NVZ has published a booklet looking at 50 years of sustainable washing initiatives that have been a driving force for the sustainability of this industry.

Which industry initiatives are helping to keep up with the EU Green Deal?

MR Take, for instance, the Charter for Sustainable Cleaning – a scheme that equally addresses the three pillars of sustainability: resource efficiency, the reduction of chemicals uses, of packaging waste and of CO₂ generation. Voluntary commitments on plastic packaging also support EU Green Deal targets. I consider A.I.S.E. as being an association that - at EU level and beyond - supports an essential industry to develop in a sustainable direction, with responsibility towards people and the environment.

TR Currently, IHO's sustainability working group is focusing on two issues. One: to support the member companies in the evaluation and implementation of new legal sustainability requirements and, second, to make the sustainability of IHO member companies measurable over time. Furthermore, at a time where stable international supply chains, short-term availability of goods or even a certain price stability can no longer be counted on, it is of utmost importance we develop new concepts of sourcing energy and raw materials.

HR Our industry itself is a key player in ensuring we can all meet the objectives of the EU Green Deal. Our products are crucial in ensuring a safe and healthy living environment and in prolonging the life of clothing and articles. This fact should be top of mind when discussing the objectives of the Green Deal: how can we become more sustainable while ensuring valuable products (and their necessary ingredients) remain safe and effective?



25 YEARS ANNIVERSARY IN 2022



30 YEARS ANNIVERSARY IN 2022



75 YEARS ANNIVERSARY IN 2023



SM



HB



LG

Which new industry trends are you noticing after the pandemic?

SM COVID has shown that we can make changes with big, bold action – which is how we need to address sustainability issues like the climate crisis. But we are also seeing that we are back to pre-COVID CO₂ emissions levels following a large decline.

HB Consumers have become more aware of the importance of good hygiene habits as a key measure to protect their families. This is a positive step for us, as we know hygiene is the foundation of health, and in particular the targeted hygiene moments that really matter to break the cycle of infection.

LG Doors are opening for business again, and with this, professional customers are managing new protocols. Ecolab is helping to provide disinfectant products, training and compliance education. Industry-specific expertise, resources and information is needed to ensure a safe and healthy environment.

During the pandemic companies needed to innovate, however a post COVID-19 mood is already noticeable. Which new practices of improving and keeping alive working culture have you implemented or been part of?

SM At Henkel, "smart work" will be the future. During COVID obviously the safety and health of each of us at Henkel was of utmost importance. But even now that we are emerging from the pandemic, mobile work will be a big part of our future. At the same time, Henkel is upgrading working environments, offices and buildings to make them future-ready. So coming together at the office will still play a crucial role for our common culture and spirit as "Henkelaner".

HB The world continues to be a volatile and uncertain place. At Reckitt, our people come first. The safety of our employees matters above all else. We pivoted quickly to work remotely across the globe where possible. As we move back into a new normal, office-based employees are working in a hybrid way, in person interactions are a vital way to connect, coach, collaborate and create together.

LG The pandemic has changed the way we live, and that also includes the way we work. At Ecolab we have focused on occupational health, sanitary protocols and the emotional well-being of colleagues. We have taken the learnings of home-working and implemented a hybrid working model for our office based colleagues, which allows flexibility to take advantage of being in the office for collaborative work and home working for those who find it productive and suited to their own lifestyle and personal working preference.

What changes in consumer behaviour have you noticed?

SM I do feel like there is a heightened awareness of product sustainability – I see that in my personal life as well.

HB The convenience of E-commerce for everyday shopping has been embraced by more consumers on a global scale. Consumers continue to be concerned about climate change, political instability and inflation. They want to live a more sustainable lifestyle and expect purpose-led brands to help deliver this ambition.

LG Consumers have become far more conscious of hygiene requirements and have developed a greater understanding of the importance and value of hygiene during the pandemic. This has played out in the restaurant and catering industry in higher levels of hygiene, and a more structured approach to hygiene standards to meet the changing needs of customers.

What lessons will you carry on in the future?

SM The past years have been challenging for all of us. But it also showed that we are able to adapt even to the most challenging of circumstances. I know that for many people working from home was not an ideal solution while for others it was a godsend. I know that for me personally, I will have certain expectations that an employer will have to meet – and hybrid/ smart work will definitely be among those things I will be expecting.

HB A crisis doesn't create the character, but rather it reveals it. I am tremendously proud of the employees across Reckitt who rallied together to ensure consumers were able to have access to essential products. It was a tremendous test of grit, resilience and agility. All while supporting one another with care and doing the right thing, always.

LG Cleaning and disinfecting products are crucial to ensure safe food, clean water and a healthy environment. This can only be accomplished using scientifically proven cleaning solutions, products and procedures. Our sector has been essential in the fight against COVID, ensuring availability of vital cleaning, hygiene and disinfectant products, and now we look to the next generation of product innovations that will help to deliver the sustainable solutions of the future.

FOREWORD

A.I.S.E. MEMBERSHIP

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A.I.S.E. BOARD & A.I.S.E. TEAM

2 CLEANLINESS & HYGIENE

A CRUCIAL INDUSTRY FOR PEOPLE'S HEALTH AND WELLBEING, IN AND OUTSIDE THE HOME

€39,8 BILLION
ESTIMATED MARKET VALUE 2021

OUTSIDE THE HOME
€7,4 BILLION MARKET VALUE

FUNDAMENTALLY SUSTAINING SOCIETY WITH PROFESSIONAL CLEANING SOLUTIONS

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KEEPING OUR HOMES CLEAN AND ENSURING OUR WELLBEING

AT HOME
€32,4 BILLION MARKET VALUE

Cleaning and hygiene in my home is important because it helps me and/or the people I live with avoid becoming unwell or getting an infectious disease

89%

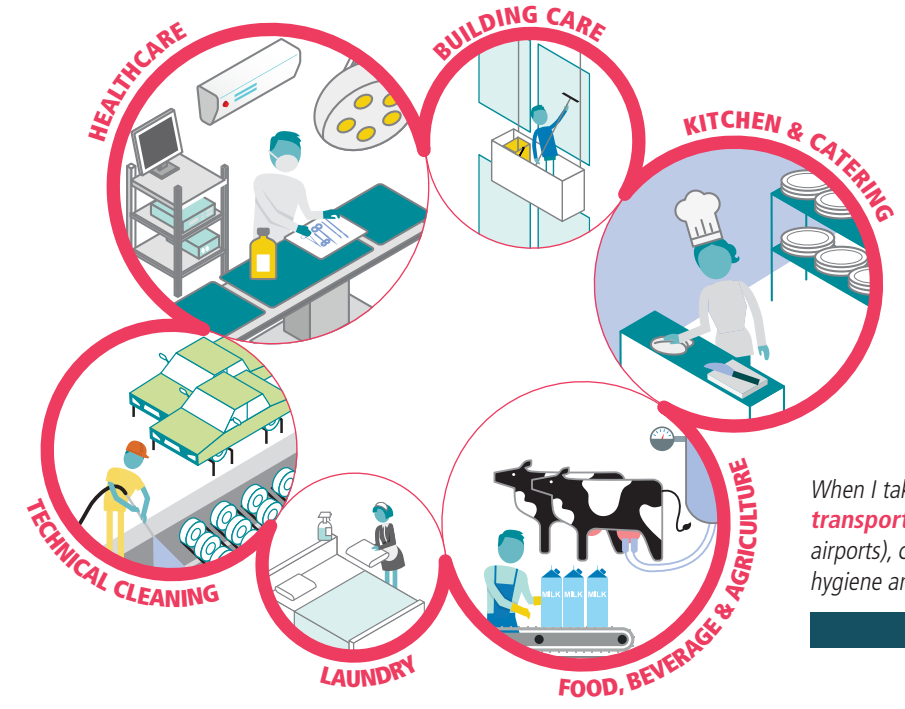
My own cleanliness and hygiene is not just important for myself; it is also important for the health of people around me

90%



HOUSEHOLD CARE	LAUNDRY CARE	SURFACE CARE	DISHWASHING	MAINTENANCE PRODUCTS	BLEACHES	TOTAL
MARKET VALUE 2021 (BILLION €)	15,0	7,4	5,2	4,1	0,7	32,4
MARKET SHARE (%)	46.3	22.8	16	12.7	2.2	100
GROWTH (%) 2021 vs. 2020	-1.8	3	1.6	0.3	-2.2	-0.1

Source: Euromonitor (EU 27 + UK + CH + NO). NB: due to fixed exchange rates, the value for 2020 differs from the value published in last year's report.



The cleaning and hygiene industry protects our health and keeps our offices, hospitals, restaurants and public places clean and hygienic

75%

When I take public transportation (e.g. metro, airports), cleanliness and hygiene are important

83%

PROFESSIONAL CLEANING & HYGIENE	HEALTHCARE	FOOD, BEVERAGE & AGRICULTURE	KITCHEN & CATERING	TECHNICAL CLEANING	BUILDING CARE	LAUNDRY	TOTAL
MARKET VALUE 2021 (BILLION €)	1,9	1,5	1,4	1,3	0,9	0,4	7,4
MARKET SHARE (%)	25.7	20.3	18.9	17.5	12.2	5.4	100
GROWTH (%) 2021 vs. 2020	-31.8	-16	1.1	0.1	-10.6	-11.8	-14.8

Source: A.I.S.E. national associations' data. Total EU + UK + CH + NO.
Note: The negative growth in 2021 is due to exceptional demand for products in 2020 at the start of the COVID-19 pandemic.



WORKING TOGETHER TO MEET THE GREEN DEAL'S OBJECTIVES

We are committed to contribute constructively to the European Commission's Green Deal's ambition, focusing on the Chemical Strategy for Sustainability (CSS) and the Circular Economy Action Plan (CEAP). Our ambition was underlined during the 2021 Cleaning & Hygiene Forum and Charter Symposium. With its Charter for Sustainable Cleaning as a robust flagship programme, the detergent and cleaning products industry is up for the challenge of science based sustainable progress fostering collaboration and innovation.

Contributing to the Green Deal

This year the annual A.I.S.E. Cleaning & Hygiene Forum was combined with the Charter for Sustainable Cleaning symposium. High-level speakers from the European Commission, the French EU Presidency, industry and external experts presented their views on how we can work together to meet the Green Deal objectives. The critical role of the sector to society, especially during a public health crisis, was highlighted.

The Charter is continually evolving to stay ahead of developments and contribute to the realisation of the European Green Deal. It is vital that we continue to look at how the industry can step up its contribution.

The need to step up the digital transition was confirmed by A.I.S.E.'s latest consumer study, conducted in the third quarter of 2021, on the effectiveness of the Charter logos and the progress towards digitalising consumer information. This study revealed that no less than 91% of those surveyed agreed it is a good idea to have priority information about a product on pack and the rest available digitally via a QR code.

Too much complexity is causing confusion for consumers. Improving information, both on pack and online is one of the biggest challenges that we have and needs to be done in a harmonised way.

An update on the results of the Charter for Sustainable Cleaning presented at the Forum, pointed to a clear decoupling of carbon emissions and energy use from production: carbon emissions are down 55% and energy use reduced by 43% (per tonne of production), while the number of companies and the volume of production under the Charter continues to grow.



"We hope to renew the Charter jointly, in collaboration with the European Commission and other stakeholders, to further support the Green Deal"

Mark Stalmans, Director Global Product Stewardship and Sustainability of P&G, and Chair of the A.I.S.E. Sustainability Steering Group

The Forum also focused on the update of the Detergents Regulation and the need for industry support to fulfil the five identified key objectives. It is expected that a legislative proposal will be ready by November 2022.



THE 5 KEY OBJECTIVES OF THE DETERGENT REGULATION

1. Provide clear and updated rules for businesses and market surveillance organisations
2. Clarify the scope and allow for new practices and market developments
3. Enable enhanced environmental protection in certain areas
4. Address unnecessary overlaps
5. Support clearer information to consumers and more effective labels.



"We do depend on the input of industry, of market surveillance organisations and consumer organisations to get it right"

Hans Ingels, Head of Unit - Bioeconomy, Chemicals & Cosmetics at DG GROW of the European Commission



Scan to read more about the Cleaning & Hygiene Forum and the speakers

A EUROPEAN AGENDA FOR EVIDENCE-BASED AND BETTER POLICY MAKING

The EU Green Deal's policy objectives are ambitious and achievable. We believe that with better regulation these objectives can be achieved most effectively. In October 2021, A.I.S.E. led an initiative in which more than 20 European trade associations shared recommendations to further improve the European policy-making process based on robust and up-to-date evidence.

KEY RECOMMENDATIONS :

- **An evidence-based approach for all initiatives**
The complexity of the EU Green Deal, requires evidence-based impact assessments. To this end, legislative proposals should be published following a thorough impact assessment that outlines the implications of all the policy options proposed.
- **Appropriate timelines, a pre-requisite for quality policy making**
Important revisions such as those related to the new Circular Economy Action Plan and the Chemicals Strategy for Sustainability require appropriate time and resources to lead to positive outcomes.
- **Consultation of stakeholders**
Active stakeholder participation in decision making is a core element of good governance. Constructive discussions and identification of new solutions or ideas are beneficial for the Commission and stakeholders alike.
- **Core requirements agreed at primary legislative stage**
Key areas such as legal definitions, scope and overall policy objectives need to be evidence-based. They must be agreed and defined during the ordinary legislative procedure to avoid legal uncertainty and the risk of business disruption for companies.
- **Innovation for future-proof policy making**
To develop an innovation-friendly framework and foster Europe's ability to attract investments, the 'Innovation principle' should be leading. This aims at promoting sustainable, smart, future-oriented regulation and policies geared towards innovation activities.
- **Safeguarding the level playing field in the EU**
Avoiding divergent policy measures within the EU is essential to secure the competitiveness of the industry. The EU Single Market can only function based on well-defined provisions and verification methods.



PROMOTING THE UFI CODE

A.I.S.E. teamed up with the European Chemicals Agency (ECHA) and other partners for a social media awareness-raising campaign about the Unique Formula Identifier (UFI) code. The campaign aims to educate parents with small children on how the UFI code can help them to get accurate medical advice faster in case of an accident.

Since January 2021, Poison Centres have started asking callers seeking medical advice for the UFI code on the label of certain everyday chemical products, such as cleaning agents, paint and adhesives. It helps Poison Centres quickly and accurately identify the product and its ingredients so they can give the correct treatment advice.

ECHA launched a campaign to promote the UFI amongst EU citizens via our social media accounts, on www.cleanright.eu and via the National Association Network. A.I.S.E. used the opportunity to promote our Keep Away from Children icon.

Safe use of products has always been a priority for the detergent and maintenance products industry. What matters is the prevention of accidents, by enabling safe use and safe storage of products. Since 2004, our sector has been voluntarily implementing on-pack promotion of various safe use icons and tips. The Keep Away From Children icon was included in the 8th revised edition of the UN Global Harmonised System in 2019 and we are very pleased that it is included in this ECHA campaign.



3 SUSTAINABILITY

ACTIVELY CONTRIBUTING TO THE EU GREEN DEAL THROUGH VOLUNTARY ACTION WITH CONCRETE RESULTS

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A.I.S.E. INITIATIVES

UN & EU PRIORITIES



COMPACTION PROJECTS (≥1997)



BIO-BASED MATERIALS GUIDANCE (≥2019)



CORPORATE SOCIAL RESPONSIBILITY GUIDANCE (≥2019)

EU PRODUCT ENVIRONMENTAL FOOTPRINT (PEF) (2014-2019)

- A.I.S.E. pilot project for household liquid laundry detergents
- Accompanying A.I.S.E. guidance indicates that PEF methodology is a good tool for internal priority setting to improve a product's footprint, but needs further development before enabling accurate B2C use and comparison of products

A.I.S.E. STRATEGY ON PLASTICS (≥2019)

PLASTIC PACKAGING INITIATIVE
(For all household packaging)

By 2025:

- Min 20% volume of recycled plastic material
- All plastic packaging
 - recyclable
 - reusable
 - compostable

INDUSTRY GUIDANCE ON SUSTAINABLE PLASTIC PACKAGING DESIGN

MEMBER OF CIRCULAR PLASTIC ALLIANCE & ELLEN MC ARTHUR FOUNDATION

CHARTER FOR SUSTAINABLE CLEANING (>2005)

- Industry flagship initiative driving sustainable production, design & consumption
- Voluntary initiative, open to manufacturers and distributors
- Great majority of the market committed

VERIFICATION AT ALL STAGES

- 1 SUSTAINABILITY COMPANY STANDARDS**
- 2 SUSTAINABILITY PRODUCT STANDARDS**
- 3 REPORTING**

Read more: www.sustainable-cleaning.com

SUSTAINABLE USE CAMPAIGNS (≥1997)

- Use phase can be a significant part of the environmental footprint
- Consumer engagement to change habits is critical
- Common industry tips and panels for sustainable use promoted on billions of packs
- Central consumer portal via www.cleanright.eu

TIPS FOR SAVING WATER, ENERGY, CO₂, AND MONEY

WWW.CLEANRIGHT.EU

• **A unique logo** for all our industry in Europe

• **more than 13 billion units sold** meeting Charter requirements in 2021

• **39% less CO₂ and 39% less energy** in the production phase (2021 vs 2006)

CIRCULAR ECONOMY ACTION PLAN INCLUDING:

- Sustainable product policy and sustainable packaging,
- Substantiation of claims, sustainable consumption

CLIMATE ACTION

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MAKING SUSTAINABLE PRODUCTS THE NORM IN THE EU

Charter for Sustainable Cleaning

The A.I.S.E. Charter for Sustainable Cleaning is a voluntary initiative of the European detergents and maintenance products industry. The aim is to encourage the whole industry to undertake continual improvement in terms of sustainability and to empower users to adopt more sustainable ways of cleaning, both at home and in professional applications.

It is open to all companies who manufacture, distribute, or market soaps, detergents, maintenance products or cleaning systems, whether they are members of A.I.S.E., its National Associations or not. It is relevant both to manufacturing companies placing products directly on the market as well as to retailers and distributors wishing to apply the Charter to private label products.



Scan and learn more about the Charter for Sustainable Cleaning

Sharing good practices

Following the successful first Charter Symposium in Brussels in February 2020, the second edition - in combination with A.I.S.E.'s Cleaning and Hygiene Forum – was held – in December 2021. Cooperation and good practice sharing are key enablers for driving sustainable development in the detergents and maintenance products industry. The Charter and the Green Deal Circular Economy Action Plan were in focus, and external speakers gave insights on the political perspective, as well as consumer perception and third-party recognition of the Charter (Read a full article on the page 8).

Consumer market research

In summer 2021, A.I.S.E. carried out market research on the impact of the Charter logo with consumers in six European countries. A large majority (about 90%) of the consumers agreed that the Charter logo adds credibility and trust to the products which carry it.

Charter Technical Advisory Panel

A.I.S.E. has improved the governance of the Charter and strengthened its members' involvement via a Charter Technical Advisory Panel. This Panel provides the forum to establish technical input and proposals to the A.I.S.E. Sustainability Steering Group. Membership in the Charter Technical Advisory Panel is open to all Charter members, i.e. ordinary and associate members.



The company logo means that the manufacturer has a holistic strategy to implement high standards for environmental and social sustainability, efficient resource use, bio-based sourcing policy, corporate social responsibility strategy, packaging policy and sustainability targets.



This product logo confirms that in addition to the company standards the product fulfils specific standards on efficient resource use, ingredients' environmental safety, improved packaging, cleaning performance and consumer information.

CONTINUING TO SHOW MEASURABLE CONTRIBUTIONS

The latest KPIs for the Charter for Sustainable Cleaning continue to show measurable contributions to the EU's goal to be carbon neutral by 2050:

39% less CO₂ emissions (per tonne of production)*

39% less energy use per tonne of production*

183 member companies

189 manufacturing sites

* 2021 vs 2006

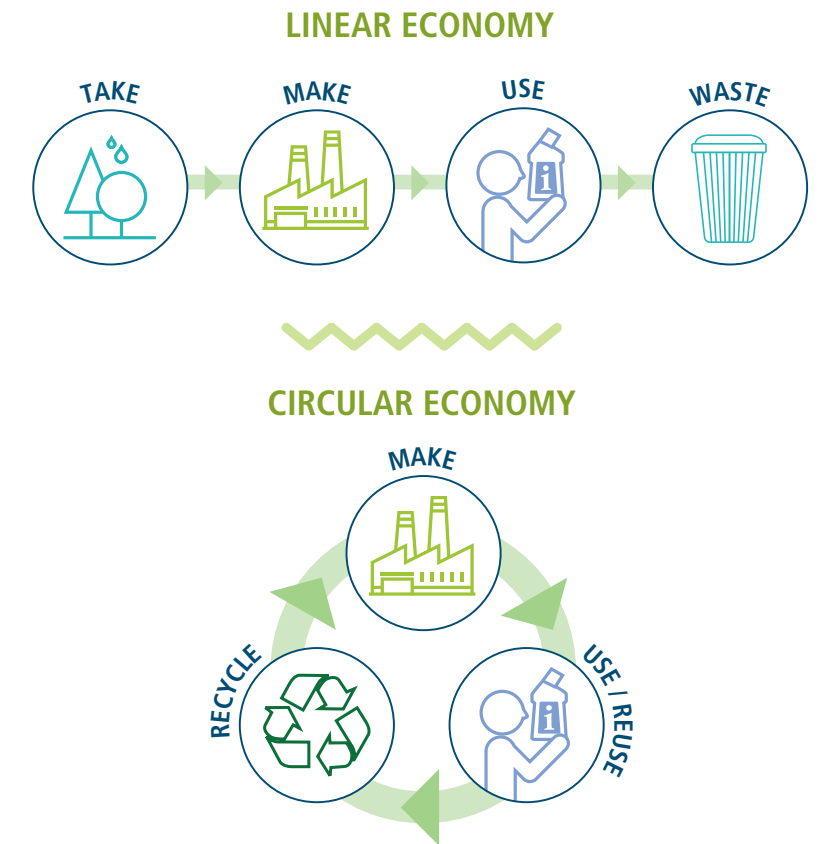
Concentrated products inherently sustainable

Concentrated products that are diluted before use by trained professional users enable significant environmental savings. They require vastly reduced amounts of water, packaging and hence less transport and lower CO₂ emissions. Compacted products are commonplace for professional and industrial applications and are a vital contributor to a sustainable solution.

A.I.S.E.'S APPROACH TO THE GREEN DEAL CIRCULAR ECONOMY ACTION PLAN

A.I.S.E. reiterates its commitment to contribute proactively to the European Commission's Green Deal ambitions. In particular, the initiatives related to substantiation of green claims, empowering end-users and the sustainable products initiative are in focus. The CEAP is key for delivering on the objectives of the European Green Deal, and A.I.S.E. recommends a holistic approach addressing sustainability, circularity, consumers' and end-users' needs as well as industry competitiveness. In all of these areas, our voluntary industry initiatives, which have proven to bring meaningful and measurable improvements in our industry sector, are highly relevant and applicable.

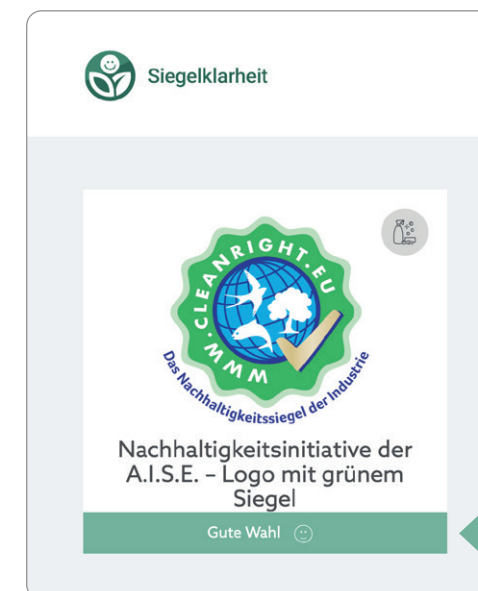
Our flagship sustainability initiative, the longstanding A.I.S.E. Charter for Sustainable Cleaning, is a key initiative in this regard and supports the European Commission's objectives for a circular economy and climate change mitigation. It is an established, proven, operational tool, using a science-based approach, full life cycle assessment and transparent independent third-party verification. The Charter offers the most advanced high-level sustainability reference scheme for driving best practice within our industry, building on the more than 15 years of experience since it was launched in 2005. Also, in view of the upcoming EU legislative proposals and after the last revision in 2020, A.I.S.E. is already seeking to further develop the Charter.



3rd party recognition, including German Siegelklarheit initiative

The Charter has a proven track record of delivering tangible improvements in environmental performance (see Charter KPIs on the page 15). Authorities and independent organisations such as ADEME in France or the German federal government's Siegelklarheit have recognised the Charter as a relevant and credible scheme.

Initiatives such as Siegelklarheit aim to help consumers identify and purchase products which meet high sustainability standards. www.siegelklarheit.de



"GOOD CHOICE"

BOOSTING PACKAGING INNOVATION

A.I.S.E. fully supports the EU vision for the EU strategy for plastics in the Circular Economy. The industry has an ambitious agenda of activities that address the challenges involved and has undertaken several initiatives to reduce the impact of packaging and packaging waste across the sector and to increase the uptake of recycled plastic content in packaging.



Scan and learn more about A.I.S.E.'s voluntary packaging initiatives

FIRST TARGET OF PACKAGING INITIATIVE SURPASSED

Recycled plastic material increased from **16%** in 2020 to **23%** in 2021

81% of plastic packaging recyclable, reusable or compostable in 2021

In order to continue: it is essential that markets are mature enough to ensure sufficient qualities and quantities of recycled as well as recyclable materials for all players.

ENABLING CONSUMERS MAKE THE RIGHT CHOICE

Launch of sleeves icon

In order to support companies in their commitment to increase the uptake of recycled packaging material, A.I.S.E. has developed the sleeves icon, empowering consumers to separate the packaging sleeve from the bottle to allow for recycling. Following the efforts of the industry, the European PET Bottle Platform (EPBP) has granted an extension for their interim conditional endorsement for perforated full body sleeves for Household and Personal Care PET bottles. A.I.S.E. is working in close cooperation with the industry to support the recyclability of full-body sleeved packaging and encourages companies from all industry sectors to apply the sleeves icon on their full body sleeves.



Value chain cooperation

In order to achieve the objectives of a circular economy, collaboration across industry sectors and along value chains is essential. This is why, already in 2019, A.I.S.E. has endorsed the Ellen MacArthur Foundation's New Plastics Economy Global Commitment and the common vision of a circular economy for plastics. Moreover, in line with our conviction that voluntary initiatives bring meaningful and measurable improvements towards sustainable development, A.I.S.E. has joined the Circular Plastics Alliance (CPA), and has recently contributed to its work on recycled content and standardisation. As part of the Review of the Packaging and Packaging Waste Directive, A.I.S.E. is in close cooperation with partners of the value chain through the Packaging Chain Forum as well as in direct exchange with EUROOPEN, AIM and Cosmetics Europe. With a proliferation of national initiatives on packaging labelling, A.I.S.E. is, together with other industry associations, engaged in ensuring the preservation of the Single Market and co-signed a joint industry paper on harmonised consumer sorting instructions.

SAFE AND SUSTAINABLE BY DESIGN

The European Commission published the Framework for Safe and Sustainable by Design (SSbD) chemicals and materials together with the Joint Research Center in March 2022. A.I.S.E.'s Charter for Sustainable Cleaning has been referenced as part of the issued review of safety and sustainability methods. A.I.S.E. has participated in the stakeholder workshop and provided written comments to the stakeholder consultation. Our sector supports the objectives of the SSbD framework to navigate the green industrial transition. However, A.I.S.E. voiced its concerns via the stakeholder consultation that this initiative should not hinder holistic sustainability assessments and innovation.

CHARTER & KPIS

MORE THAN 13 BILLION PRODUCTS WITH THE ASP LOGO SINCE 2011!



CHARTER 2021 KPI PERFORMANCE

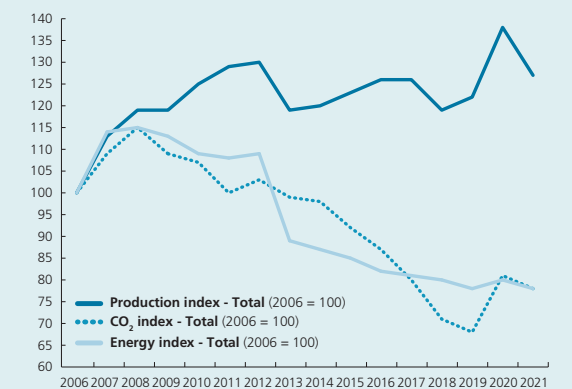
The Key Performance Indicators (KPIs) shown in the table are based on data submitted by the Charter Ordinary Member companies and checked by the external consultancy Deloitte, ensuring both the integrity and the year-after-year comparability of the data; aggregated results are then provided to A.I.S.E. Companies submit their data for their twelve-month reporting periods during the calendar year. The data reports are subject to an independent verification process conducted by the international audit firm SGS on behalf of A.I.S.E. The complete KPI table and more detailed commentary are available here: www.sustainable-cleaning.com

KPI	REPORTING DATA	2005	2011	2015	2020 ⁽⁵⁾	2021
Participating companies	Number of reporting companies	8	72	100	112	112
	Manufacturing sites covered	62	172	183	183	189
	% vs Total	81.6%	94.0%	95.3%	97.3%	96.4%
	Production covered	7.3mt	12.0mt	11.4mt	12.8mt	11.8mt
	% vs Total	86.2%	98.8%	99.4%	99.0%	98.9%
Units of consumer products sold (PC&H not included)	5,800m	10,600m	12,000m	13,200m	12,500m	
Covered by CSP Check	4,100m	10,400m	11,900m	13,100m	12,300m	
Occupational health and safety	Accident frequency rate (expressed per 100,000 man-hours worked by all employees)	0.57	0.83	0.69	0.61	0.64
Poorly biodegradable organics ^(1,2)	kg / % of PBO chemicals ³ , according to the Charter PBO-list, per tonne of production	16.2kg/t	24.1kg/t	18.2kg/t	18.7kg/t	17.3kg/t
		1.6%	2.4%	1.8%	1.9%	1.7%
Energy consumed and CO ₂ emitted ⁽¹⁾	GJ of energy consumed per tonne of production	1.34GJ/t	0.91GJ/t	0.76GJ/t	0.63GJ/t	0.67GJ/t
	kg of CO ₂ emitted per tonne of production	80.9kg/t	52.0kg/t	50.0kg/t	39.5kg/t	41.1kg/t
Water consumed ⁽¹⁾	m ³ of water (potable and non potable) consumed	1.60m ³ /t	1.35m ³ /t	1.23m ³ /t	1.11m ³ /t	1.25m ³ /t
	kg of waste produced (hazardous and non hazardous)	10.2kg/t	12.0kg/t	12.4kg/t	15.1kg/t	15.0kg/t
Waste ⁽¹⁾	kg of hazardous waste sent off-site	3.2kg/t	3.8kg/t	4.1kg/t	5.4kg/t	4.8kg/t
	kg of packaging per tonne of production	78.0kg/t	91.3kg/t	92.6kg/t	94.1kg/t	106.0kg/t
Packaging used ⁽¹⁾	kg of packaging per thousand consumer units	98.2kg/KU	103.4kg/KU	88.0kg/KU	92.3kg/t	99.6kg/t
	Plastic packaging ratio ⁽⁴⁾ (of all packaging volume)	-	-	-	51.6%	48.9%
	Recycled plastic packaging ratio ⁽⁴⁾	-	-	-	13.5%	19.2%
	Ratio recyclable/reusable/compostable plastic packaging ⁽⁴⁾	-	-	-	80.7%	81.6%
Products with ASP logo	Number of household products placed on the market carrying the ASP logo		198m	1,292m	1,692m	1,494m

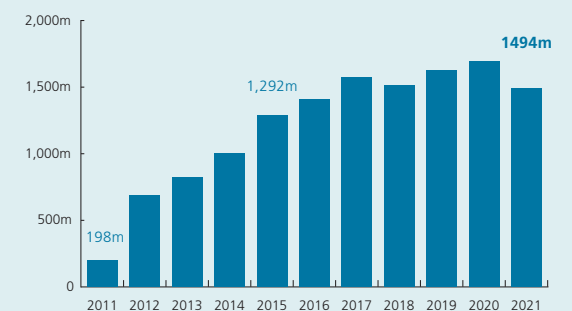
m=million - KU=thousand units - t=per tonne of production.

- Data apply to production covered by the CSP Check.
- As to the Charter KPI reporting, 25% w/w of fragrances are globally considered as PBOs and all non-ion terephthalate polymers, even if a relatively large portion of those are easily or inherently biodegradable.
- Includes water.
- New KPI in place since introduction of A.I.S.E. voluntary packaging initiative in 2019 (see also p. 14).
- some of the data were revised versus last year's reporting

ENERGY USE AND CO₂ EMISSIONS DECOUPLED FROM PRODUCTION



SINCE 2011, MORE THAN 13 BILLION PRODUCTS WITH INDUSTRY SUSTAINABILITY MARK



Nature and scope of KPI data verification



As in recent years, SGS conducted an independent assurance of the KPI data gathering processes, looking at the data collection processes of 10 reporting Charter members. Deloitte, who assessed the KPI reporting processes of the companies and aggregated the KPI data, was informed of the outcome of this verification. The companies concerned were asked for confirmation of the reported data or to update their declaration. The full Assurance Statement with detailed conclusions can be found at: www.sustainable-cleaning.com

4 PRODUCT STEWARDSHIP

WORKING FOR A SUSTAINABLE, MORE COHERENT AND RELEVANT FRAMEWORK FOR ESSENTIAL PRODUCTS AND SERVICES

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A.I.S.E. PRIORITIES

Supported by DUCC

- Foster innovation and sustainable progress
- Regulate based on sound science (i.e. hazard & risk)
- No new animal testing
- Global harmonisation for hazard communication
- Benefits of digital communication
- Coherent enforcement & Single Market

EU PRIORITIES



CHEMICALS STRATEGY FOR SUSTAINABILITY INCLUDING:

- Safe and Sustainable by Design
- Revision of REACH/CLP

ZERO POLLUTION ACTION PLAN

DIGITAL AGENDA

Europe's Digital Decade

REGISTRATION, EVALUATION, AUTHORISATION AND RESTRICTION OF CHEMICALS (REACH)

CLASSIFICATION, LABELLING AND PACKAGING OF SUBSTANCES AND MIXTURES (CLP)

COMMISSION STUDY ON HAZARD INFORMATION SIMPLIFICATION AND USE OF E-LABELLING

COMMISSION STUDY ON THE REVISION OF THE DETERGENTS REGULATION

DETERGENTS REGULATION

BIOCIDAL PRODUCTS REGULATION

PRODUCT STEWARDSHIP PROGRAMMES

BETTER LABELS, TOGETHER WITH ONLINE INFORMATION



REVISION OF THE DETERGENTS REGULATION

A.I.S.E. and our members engaged in contributing to the Commission impact assessment on the revision of the Detergents Regulation – streamlining and updating the EU rules. A.I.S.E. actively participated to the work of the Commission Detergent working group and to consultations, collating evidence that will lead to the identification of the policy options. Legislative proposals are expected in late November 2022.

We focused on the main topics under the revision providing valuable inputs with data and expertise from members and stakeholders. The principal areas of work covered:

- **Phosphorus-based compounds**

We submitted a study on critical uses of phosphorus-based compounds to highlight the potential consequences of additional restrictions. The study was presented and shared with the Commission.

- **Microbial cleaning products (MCP)**

In collaboration with the American Cleaning Institute (ACI) Microbial Cleaning Products - Safety Workgroup, we developed a draft guidance on the risk assessment of microbial cleaning products based on user exposure, providing an alternative to methods based solely on hazard. This document was shared as part of A.I.S.E. contribution on these products in the open public consultation of the Commission.

- **Labelling and refill sale**

The sale of consumer detergents in bulk or via refill to the general public has a positive potential from an environmental and sustainability perspective, and its market is experiencing a growing trend. For this reason, the inclusion of specific measures regulating this sector is one of the main topics under the revision. A.I.S.E. has updated our guidance on bulk and refill sales for consumer products (originally published in October 2020). This document provides a high-level outline of safety and regulatory requirements that should be considered in the implementation of bulk and/or refill sales of detergent products. It includes up-to-date guidelines for ensuring safety at the point of sale and for consumers. Our guidance aims to support the development of this sector and it is an example of an effective industry initiative.

THE ROLE OF ENZYMES IN DETERGENT PRODUCTS

Enzymes are a great technology used in detergents, reducing energy consumption when cleaning and tackling specific stains, and removing soap scum and mineral deposits caused by hard water, while maintaining cleaning performance.

A unique collaboration between A.I.S.E., its US counterparts the ACI and HCPA, and the European Association of Enzyme Manufacturers (AMFEP) has led to the development of a global guidance on safe handling of enzymes, as well as a factsheet outlining the role and specific applications of enzymes in detergent products.

A.I.S.E. supported and contributed to a peer-reviewed scientific article on enzymes and sensitisation via skin exposure which has been published in the [Regulatory Toxicology and Pharmacology Journal](#)



The role of enzymes in detergent products

The industry's commitment to safe and sustainable use

What is an enzyme?
An enzyme is a catalyst which can speed up biological processes. Enzymes exist in all of nature – in microorganisms, plants, animals, as well as human bodies. Enzymes were introduced as ingredients in cleaning products in the early 1960s and are now widely used for their broad and wide-ranging functionalities. Today, enzymes for detergents are produced by microorganisms, in fermentation processes, that have sometimes been improved by means of modern biotechnology. The fermentation process uses sugar and other agricultural products as feedstock for the microorganisms.
Enzymes work at mild conditions, which means they can function at low temperatures and mild pH. In addition, enzymes are only required at low concentrations in cleaning products to be effective. Enzymes are also readily biodegradable, resulting in no negative environmental impact.

Download the enzymes factsheet

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WORKING FOR AN EFFECTIVE CHEMICALS STRATEGY FOR SUSTAINABILITY

The European Commission's Chemicals Strategy for Sustainability (CSS), published in October 2020, represents the most significant shift in chemicals policy in almost twenty years. A.I.S.E. supports its aims to prioritise the protection of human health and the environment and the competitiveness of EU industry, but emphasises the need for legislation to be based on sound science and safe use. In 2021-2022 A.I.S.E. commissioned an economic analysis of the business impacts of the CSS on the detergents and maintenance products sector, which shows that the hazard-based 'generic approach to risk management' represents the greatest potential impact on the future prosperity of our industry.

The implementation of the CSS includes revision of some key chemicals legislation, including CLP and REACH (with legislative proposals anticipated in late 2022). During 2021 and 2022 to date, A.I.S.E. has responded to more than 20 consultations and participated in Commission expert groups on new hazard classes and on registration

of polymers (both individually and through DUCC). Other proposals relevant to A.I.S.E. include application of a Mixture Assessment Factor (MAF) to take account of combined exposures to chemicals - for which A.I.S.E. developed and analysed the impact for some case studies on key ingredients used in cleaning products - and potential downstream user reporting obligations for use and exposure information.

A.I.S.E. is honoured to hold a seat at the Commission's High Level Roundtable on the implementation of the CSS and has made significant contributions to its first two sets of adopted recommendations, on Enforcement & Compliance and on Strategic Research & Innovation/ Safe & Sustainable by Design. On the latter, A.I.S.E. has also contributed to the development of the Safe and Sustainable by Design (SSbD) framework/criteria to guide innovation (due for publication in Q4 2022), and A.I.S.E.'s Charter was acknowledged by the Commission as a source of reference and inspiration.

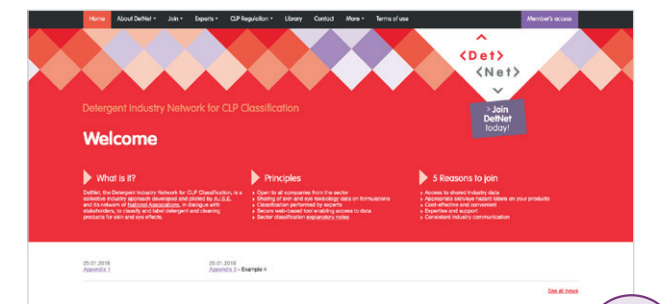
DetNet - a collective industry approach for classification and labelling

DetNet provides members with access to toxicological test data (animal and non-animal) on many detergent and cleaning product mixtures. It facilitates the application of bridging principles, weight of evidence and expert judgement to classify non tested mixtures for eye and skin hazards under CLP. A.I.S.E. is exploring ways to reinforce and extend the DetNet database in preparation for an anticipated clarification of the application of bridging principles in the revision of CLP under the CSS. Meanwhile, ECHA's Enforcement Forum has launched a pilot project on the classification of mixtures, focusing on detergents and cleaning products; inspections will take place in 2021/2022 with a final report due in 2023.

Read more: www.det-net.eu

Digitalisation

Among the many Commission's initiatives to which A.I.S.E. contributed was a study on simplification of labels and e-labelling, which will feed into the revisions of CLP and the Detergents Regulation. In late 2021 A.I.S.E. conducted new consumer research, building on earlier work under the Better Regulation and Safe Use ('BRES') project and mirroring work being undertaken for the Commission. A.I.S.E.'s latest study confirmed and reinforced the findings that consumers prefer simpler labels with less text and more visual cues, and support the use of digital technologies to access additional information online.



Launched 2013

Member companies: 113 (EU, UK & EFTA)

Expert users: 196

Mixtures classified: 1993

<Det>
<Net>



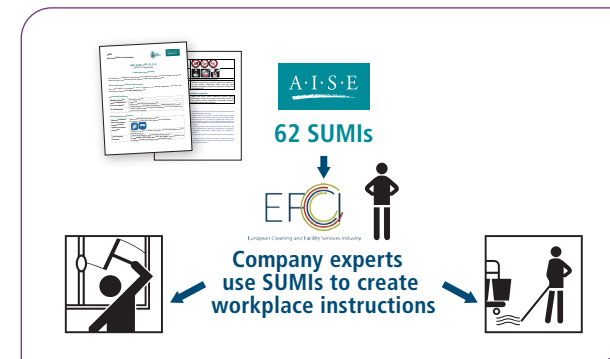
New Use Maps and REACH Guidance

To assist members with environmental and workers' exposure under REACH, we published updated Use Maps factsheets and REACH guidance.

The four newly published SPERCs (Specific Environmental Release Categories) include factsheets, background documents and assessments by an external consultant. They are elements of the Use Maps and part of the Chemical Safety Assessment (CSA) for environmental emission. These important documents can demonstrate safety of use for approximately 80 % of A.I.S.E. products while avoiding individual testing. These documents will be of high added value for assessment of both consumer and professional uses.

SWEDs (Sector-Specific Worker Exposure Descriptions) provide updated information on the conditions of use of products at industrial sites and by professional workers. The two newly published SWEDs are for the transfer of products via a dedicated bottle/bucket/machine system.

Finally, the A.I.S.E. REACH Guidance has been revised with a new chapter and the addition of new SUMIs (Safe Use of Mixtures Information for end-users) linked to the two new SWEDs.



RECOMMENDATIONS FOR IMPROVING EU ACCESS TO BIOCIDAL PRODUCTS

The Biocidal Products Regulation (BPR) entered into force more than eight years ago. A.I.S.E. and Biocides for Europe joined forces to analyse the BPR and its implementation to identify strengths, weaknesses, and potential opportunities for improvement. To this aim a survey was run within the biocides supply chain. The feedback received from the 100 respondents confirms that whilst the BPR introduced promising new concepts and processes, implementation remains a challenge.

Unpredictability has been identified as one of the major concerns and is believed to be a direct result of the complex regulatory framework, closely interlinked with the lack of harmonisation and delays. Such a regulatory environment hampers innovation and is reflected in the very low number of new active substances that have been developed since BPR entered into force.



BIOCIDES – CRUCIAL TO CONTROLLING HARMFUL ORGANISMS

Biocides are a crucial tool that helps destroy or control harmful organisms such as viruses, bacteria, insects, rodents. They play an important role in our daily lives. Pest control and disinfection are essential in controlling vector-borne diseases and infections from transmissible diseases, while preservatives are used to preserve a diverse variety of products and materials commonly used in industries, institutions, and households.

MICROPLASTICS

The European Commission has presented its proposal for a REACH Restriction on intentionally added microplastics to the Member States and this was discussed at the REACH Committee at the end of September.

We continue to ensure that national associations are well briefed to engage with their authorities, pass on industry messages to Members of the European Parliament, and to coordinate further advocacy with the International Fragrance Association Europe (IFRA) in respect of encapsulated fragrances.

The Commission launched a separate initiative under the Zero Pollution Action Plan to address unintentional releases of microplastic pollution, starting with a call for evidence late 2021 and early 2022 (www.euratex.eu/cia). A study was initiated focusing on three sources including synthetic textiles. A.I.S.E. continues to collaborate in this study through the Cross Industry Agreement (CIA), which developed a harmonised methodology now being developed into a European and ISO standard. Three new sources were later added to the Commission's study, including soluble film used in laundry and dishwasher detergent capsules. A.I.S.E. has engaged actively with the consultants to provide information on these films in order to demonstrate that there is no concern that would justify regulatory measures.



Downstream Users of Chemicals Co-ordination group

DUCG - ADDING VALUE FOR DOWNSTREAM USERS

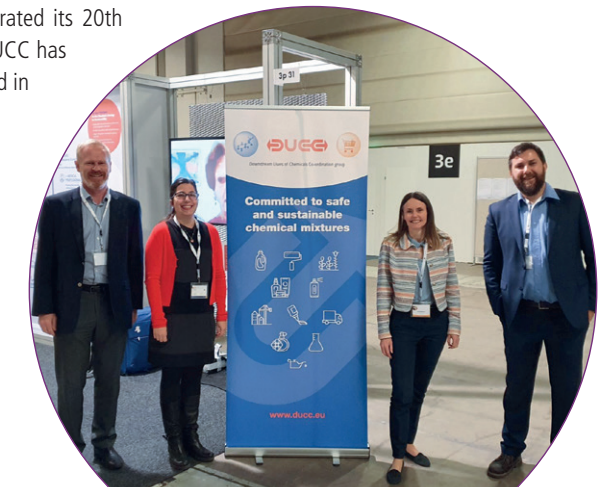
The Downstream Users of Chemicals Co-ordination Group (DUCG) recently celebrated its 20th anniversary, an important milestone for the organisation. To mark this occasion, DUCG has become an official partner of the Helsinki Chemicals Forum, and actively participated in the 13th edition of this important event in June 2022.

DUCG carries out valuable work contributing to the safe use of chemicals and is committed to making the Chemicals Strategy for Sustainability a success. To support authorities and Downstream Users, DUCG has been active in preparing positions and responding to consultations to convey the points of view of downstream users. DUCG was a prominent contributor to ECHA's Safer Chemicals Conference 2021 and organised workshops on the key issues relating to the REACH revision (Mixture Assessment Factor, Use and Exposure information) to bring forward a common voice on these topics.



Read more about DUCG

www.ducc.eu



DUCG – HELPING TO MAKE THE CHEMICALS STRATEGY FOR SUSTAINABILITY SUCCESSFUL

Founded in 2001, DUCG is considered by the EU authorities as the trusted and unanimous voice of the downstream users of chemicals. The group is actively involved in the legislative process, contributing to the new European chemicals policy debate. Its key principles are to:

- Keep safe use and science at the heart of all legislative decisions
- Enable innovation and competitiveness
- Align with global standards such as UN GHS
- Secure a smart transition to digitalisation of information

PROFESSIONAL CLEANING SECTOR

SAFEGUARDING PUBLIC HEALTH & HYGIENE

We all expect the public spaces in which we work, eat, socialise and travel to be both clean and safe. And such expectations are met thanks to the work of the companies and associations in the A.I.S.E. network. Tailor-made cleaning and hygiene solutions ensure high levels of cleanliness and - where appropriate - disinfection in public spaces, reducing or eliminating harmful micro-organisms and safeguarding the public against illness and infection. The sector contributes to the ambitious EU Green Deal agenda through industry innovation leading to sustainable cleaning solutions.

Cleaning and disinfection products for organic food

Cleaning and disinfection are an integral part of the food industry as food processing environments that are not adequately cleaned and disinfected can be a source of micro-organisms, causing food spoilage and foodborne illnesses. Many companies use the same facilities for conventional and organic food production.

As part of the revision of the Organic Food Regulation, the Commission is proposing to include a list of cleaning and disinfection products suitable for use in organic food production. However, A.I.S.E. is advocating for the inclusion of a list of criteria for such products. Criteria will be more manageable than a positive list of substances or products which could undermine the safety of the process, if not comprehensive and up to date resulting in a lack of approved substances.

A.I.S.E. has developed a set of criteria and is collaborating with IFOAM Organics Europe with the aim to reach a common position. This includes products already authorised under the Biocidal Products Regulation which undergo a rigorous authorisation process.



Phosphorus in professional cleaning products

Phosphorus is an essential ingredient with unique properties used for very specific cleaning, disinfection and hygiene applications (e.g. stabilising water hardness in industrial laundering and dishwashing applications, or protecting metal pipes in food processing environments). There are currently no suitable technically and economically feasible alternatives to phosphates in professional detergents. If phosphorus restrictions were introduced, replacements such as alternative ingredients, reformulated products and alternative processes would have an adverse impact on sustainability with more water, higher temperatures and higher dosage, as well as economic consequences.

A.I.S.E. presented its position to the European Commission in the context of the revision of the Detergents Regulation. This industry is responsible for circa 1% of total phosphorus discharge into wastewater in Europe, and in addition has achieved a decrease in the use of phosphorus of 18% since 2014 without legislative restrictions.

Interclean Amsterdam

The Interclean Amsterdam trade fair is dedicated to all aspects of the professional cleaning sector and takes place every two years. The 2022 show was vibrant, showcasing innovation by large and small companies that is leading sustainability in the industry. A.I.S.E.'s Director of Sustainability Sascha Nissen spoke about the circular economy and how the industry's flagship Charter is driving down our environmental impact.



Prioritising packaging requirements

A.I.S.E. is also focusing specifically on the impact of the Green Deal Circular Economy Action Plan on the professional cleaning sector, looking for example at packaging and labelling of products used for professional cleaning and hygiene. Different requirements in each country make it particularly challenging for companies placing products on multiple EU markets to support the transition towards a circular economy. A.I.S.E. calls for harmonisation across the EU to facilitate meeting the Green Deal objectives.

REACH – Supporting the professional sector

The current REACH revision is an opportunity to continue to build a predictable regulatory system that enables industry and authorities to focus resources where it matters the most, including development of safe and sustainable alternatives.

The European Commission proposed to extend the generic approach to risk management to professional uses, with hazard-based restrictions irrespective of safe use in practice.

A.I.S.E. opposes this extension to the professional sector and is working on proposals to mitigate it, including engagement with our value chain partners in the professional cleaning contractors' sector.



To learn more about the professional cleaning sector, scan and download this brochure.



SCIENTIFIC AND RESEARCH PARTNERSHIPS

ERASM



ERASM is a joint research platform established by A.I.S.E. and CESIO (surfactants industry) that has carried out risk assessments on the impact of surfactants on the environment and human health for over 25 years. ERASM's Steering Committee is now analysing how its research can address areas targeted by the Chemicals Strategy for Sustainability (CSS). Current projects include, among others: biodegradability of surfactants under marine conditions; eye damage/irritation (in vitro approach); and a life cycle analysis for responsibly sourced palm oil. Once complete, research results are made widely available through scientific literature.

Read more on www.erasm.org

EPAA



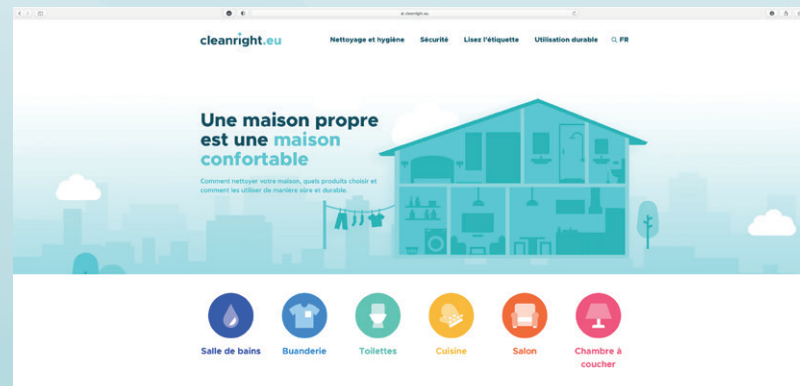
The European Partnership for Alternative Approaches to Animal Testing (EPAA) is a unique voluntary collaboration between the European Commission, European trade associations (including A.I.S.E.), and companies from eight different industry sectors. A.I.S.E. has been an EPAA partner since its establishment in 2005. The vision of EPAA is the replacement, reduction and refinement (the "3Rs") of animal use to meet regulatory requirements through better and more predictive science. EPAA strives for scientific integrity, transparency and construction collaboration.

Read more on www.ec.europa.eu/growth/sectors/chemicals/epaa_en

VOLUNTARY INITIATIVES & INDUSTRY GUIDANCE

CLEANRIGHT.EU www.cleanright.eu

As a trustworthy online resource on good housekeeping and cleaning at home, the cleanright platform offers consumers comprehensive information on detergents and maintenance products. This includes practical and sound advice on how to use these products safely and sustainably.



REMOVABLE SLEEVES www.aise.eu/library/artwork/sleeve-icon.aspx

A.I.S.E. has developed an icon for removable sleeves, to encourage consumers to separate the packaging sleeve from the bottle to allow for recycling. This voluntary initiative supports companies in their commitment to increase the uptake of recycled packaging material.

IPREFER30.EU www.iprefer30.eu

This initiative promotes lowering the washing temperature to 30°. There are many benefits - it helps cut back CO₂ emissions, saves energy and helps the environment. And clothes will actually look better and last longer.



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KEEPCAPSFROMKIDS.EU www.keepcapsfromkids.eu

The Keep Caps from Kids pan-European campaign is an initiative to remind parents, child minders and the public at large of the need to keep children safe.

This initiative underlines the need to store liquid laundry detergent capsules, like any other detergent, in a safe place before and after use, and always out of the reach of children. It is supported by the European Child Safety Alliance and more than 20 partners in Europe including ministries, poison control centres and safety associations.



SAFE USE www.cleanright.eu/safe-use

Household detergents and maintenance products are safe when used and stored according to the directions on the label. When a product contains hazardous ingredients, EU law requires that specific hazard icons and information are included on the label. The cleaning products industry has developed handy safe-use icons, to help consumers use hazardous household cleaning products safely and help prevent domestic accidents.

PRODUCT STEWARDSHIP www.aise.eu/air-fresheners and www.aise.eu/psp

Safety and wellbeing of consumers is the over-riding priority for the industry. To promote best practices in the industry and to help increase awareness about the safe use of products, A.I.S.E. members have developed product stewardship programmes for air fresheners and liquid detergent capsules. The industry commits to manufacturing air fresheners responsibly and to enabling consumers to make informed choices when buying and using air fresheners through clear communication. For the detergent capsules, actions involve the prevention of accidental exposures, in particular involving young children.



DO NOT FLUSH www.aise.eu/our-activities/standards-and-industry-guidelines/do-not-flush-icon-on-wipes.aspx

A.I.S.E. strongly encourages its members to use the 'Do not flush' icon developed by the non-woven textiles industry association (EDANA) prominently on their product packaging.



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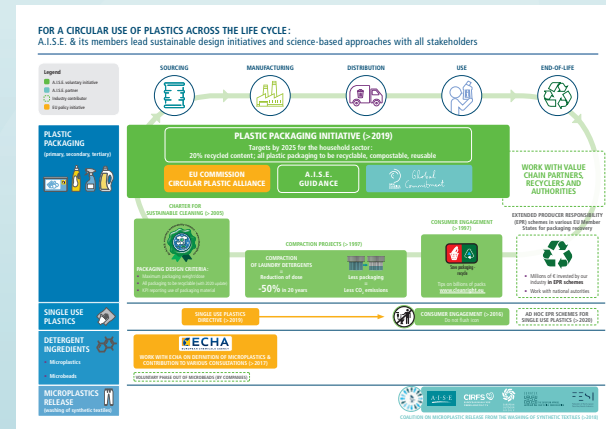
VOLUNTARY INITIATIVES & INDUSTRY GUIDANCE

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PLASTIC PACKAGING

www.aise.eu/packaging

This voluntary initiative sets ambitious targets for the industry to increase the uptake of recycled content in plastic packaging over the next few years. The industry commits to ensuring that all plastic packaging for household products can be recyclable, reusable or compostable by 2025, and that there is a minimum of 20% volume of recycled plastic material in the packaging of all household products in the A.I.S.E. portfolio.



WHERE SHALL I USE THIS PRODUCT?

31 ANSWERS ALLOWING SAFE AND EFFICIENT PRODUCT USE

A.I.S.E. APPLICATION PICTOGRAMS FOR PROFESSIONAL CLEANING

What? A set of pictograms and application diagrams for professional cleaning products, designed to help users understand the correct use of each product in different settings.

Why? To ensure the safe and effective use of cleaning and disinfection products, according to their intended use. Always read the instructions and safety information on the label.

By whom? A.I.S.E., the international association for Detergents and Hygiene products, based on the input from its members on the safe professional use and with the support of our partners.

Where? In cleaning and professional use across Europe and beyond.

www.aise.eu

PROFESSIONAL APPLICATIONS

www.aise.eu/professionalcleaning

Cleaning and maintenance products are used in many different professional settings, from factories to hospitals. Clear instructions as to what are the right products to use in each situation, and how to use them, are key to ensure safety and maximum effectiveness. A.I.S.E. has developed pictograms to show clearly what a product is used for and how it is intended to be applied. These are widely used throughout Europe, on labels and in training materials.

STANDARDS AND INDUSTRY GUIDANCE

www.aise.eu/our-activities/standards-and-industry-guidelines.aspx

Through our network of national associations, direct member companies and experts, we can draw on rich and varied expertise to develop robust and high-quality industry guidelines and advice. We currently offer guidance on regulatory requirements for bulk and refill sales for consumer products, guidelines for liquid laundry detergent capsules, laundry detergent testing guidelines, guidelines on the safe handling of enzymes, medical devices guidelines, Detergents Regulation guidelines and more.

WHO'S WHO

A.I.S.E. BOARD (UNTIL 2024 JUNE)

ORDINARY CORPORATE MEMBERS



President Nadia VIVA
P&G



Vice-President Heather BARKER
Reckitt



Treasurer Arndt SCHEIDGEN
Henkel



Ana GASPAR
Colgate-Palmolive



Ismaël DJELASSI
Mondo Specchim



Charles-François GAUDEFRY
Unilever



Ludger GRUNWALD
Ecolab



Yvonne IWANIUK
SC Johnson



Ad JASPERS
Diversey



Stefan MÜLLER
Dalli-Werke

SUPPORTING CORPORATE MEMBERS

CLUSTERS OF NATIONAL ASSOCIATIONS



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Belgium, Luxembourg, The Netherlands



Giuseppe ABELLO
Greece, Italy



Ana Maria COURAS
Portugal, Spain



Virginie D'ENFERT
France



Helle FABIANSEN
Denmark, Estonia, Latvia, Finland, Norway, Sweden



Thomas RAUCH
Representing the professional cleaning & hygiene sector

OBSERVER



Thomas KEISER
Austria, Germany, Hungary, Switzerland



Philip MALPASS
Ireland, United Kingdom



Anna OBORSKA
Czech Republic, Poland, Slovakia



Mihaela RABU
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Read more and keep in touch

More details on all the initiatives in this report can be read on the association's website and social media channels

www.aise.eu



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