

A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING 2020+

ASP SUBSTANTIATION DOSSIER **HOUSEHOLD TRIGGER SPRAY GLASS/WINDOW, BATHROOM, KITCHEN** **AND ALL PURPOSE (FOR HARD SURFACES) CLEANERS** **(1st REVIEW)** **Version 1.0 (1 July 2019)**

A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, is the official representative body of this industry in Europe. Our membership totals 29 national associations across Europe, 17 corporate members and 11 value chain partners. The A.I.S.E. network of members represents over 900 companies supplying both household and professional cleaning and maintenance products and services across Europe.

1) Introduction

A.I.S.E. strongly believes that it has a key role to play in driving mainstream changes for more sustainable consumption and production patterns. In this spirit, it has developed and implemented over the last decades a number of voluntary initiatives aimed at the whole sector. The objective of these various initiatives is to help drive sustainability, incl. environmental improvements for the majority of products in its sector, by steering all players towards more sustainable practices in the industry and helping to deliver substantial savings of resources to society.

Its main horizontal project is the **A.I.S.E. Charter for Sustainable Cleaning**. Launched in 2004, this voluntary initiative is a comprehensive life-cycle-based framework for promoting a common industry approach to sustainability improvement and reporting.

From the outset, the Charter has been seen as a living scheme, with a broad commitment to update it regularly. In October 2010, A.I.S.E. launched the “**Charter Update 2010**”. A key component of the Charter Update 2010 is the addition of a product dimension. The inclusion of a product dimension further strengthens the scheme by enabling it to more completely cover the whole life of a product in terms of sustainability, from manufacturing to end-use. This also signals to consumers and end-users that a product is environmentally compatible, allowing them to make a more informed choice of products. This is achieved by creating “**Advanced Sustainability Profiles**” (ASPs) for each major product group. The ASPs are designed to determine a set of minimum criteria that a product must meet, in order to be considered as an example of a product with a good sustainability profile.

Building on the launch in October 2014 and in the context of the launch of the Charter 2020+ on 1 July 2019, the ASP criteria were reviewed and amended; specific focus was put on aspects addressing the EU circular economy & plastics strategy.

This document provides details on the processes used to revise the ASP for the product group “Household trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) cleaners”.

2) The market (EU, plus Norway and Switzerland)

						
HOUSEHOLD CARE	LAUNDRY CARE	SURFACE CARE	DISHWASHING	MAINTENANCE PRODUCTS	BLEACHES	TOTAL
MARKET VALUE 2018 (BILLION €)	13,6	6,4	4,5	4	0,6	29,1
	4,4 liquid detergents 2,5 powder detergents 2,8 laundry aids, others 2,5 fabric conditioners 1,4 detergent tablets	4,5 surface care 1,9 toilet care	2,7 automatic dishwashing 1,8 hand dishwashing	2,4 air fresheners 0,9 home insecticides 0,7 polishes		
MARKET SHARE (%)	46.7	22.1	15.3	13.7	2.2	100
GROWTH (%) 2018 vs. 2017	1.1	1.9	1.3	1.7	-0.3	1.4

Source: A.I.S.E. Activity and Sustainability Report 2018-2019

Surface Care:

=> 22.1 % of A.I.S.E. total household market value

=> Market Value: 6.4 billion Euros in 2018

Value of surface cleaners: about 4.5 billion Euros.

(Source: Euromonitor International)

3) ASP principles

The principles applied to the setting of the ASP criteria are as follows:

1. The ASP criteria should represent a target that is **aspirational, but reasonably achievable by all using readily available technology**. Our vision is that products within the category should be able to achieve the ASP targets within a reasonable timeframe when companies make the deliberate decision to drive sustainable consumption and production patterns.
2. The ASP criteria reflects as completely as possible the key drivers of reduced environmental impact (hot spots), as identified by Life Cycle Analysis (LCA).
3. The Advanced Sustainability Profile, like the Charter, is a living system, with the implicit intention to periodically review the criteria and thresholds in order to move the category in the direction of continuous improvement of sustainability.
4. The setting of ASP criteria must always follow the established evaluation and consultation process detailed in the next section.

4) Process for the development of an ASP for household trigger spray cleaners (2014/2019)

1. Identification of product category and installation of A.I.S.E. ASP Task Force

The A.I.S.E. Sustainability Steering Group (SSG) proposed on 17 June 2010 to develop ASPs for household main hard surface cleaners, incl. trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) cleaners. The ASP Task Force, which was set up to develop such ASP, met for the first time on 7 September 2010. It was composed of experts from nine companies, namely Colgate Palmolive, Dalli, Delta pronatura, Henkel, Jeyes, Luhn's, P&G, SC Johnson and Unilever. Work was coordinated by the A.I.S.E. Secretariat.

2. Development by the Task Force of ASP criteria and thresholds

Based on LCA (see chapter 5) the TF identified relevant LCA parameters. Between 2011 and 2013, several data collections on those parameters were organised by the A.I.S.E. secretariat. All nine companies represented in the TF provided data on a representative sample of the EU market¹. It is on that basis that the calculations below have been made. The data was collected and aggregated under strict confidentiality by the A.I.S.E. secretariat.

Specific criteria with focus on aspects addressing the EU circular economy & plastics strategy were added in the context of the launch of Charter 2020+ on 1 July 2019 (i.e. no use of microbeads; all plastic packaging material 100% recyclable or reusable or compostable; calculation of packaging weight based on SKU, instead of volume weighted average for brand variants per country; improved clarification on 'recycled content'). Apart from those, the A.I.S.E. SSG confirmed the existing criteria and thresholds as still valid.

3. Internal A.I.S.E. consultation and endorsement

This recommendation on the ASP and the thresholds were presented for approval to the SSG on 9 April 2013, the A.I.S.E. Legal Panel in April and May 2013, the A.I.S.E. Management Committee on 28 May 2013 and the A.I.S.E. Board on 13 June 2013. In addition, this dossier was developed in order to substantiate in a transparent way the processes and the proposed thresholds.

4. Industry consultation and activation

The ASP and the substantiation dossier were subject to consultation with Charter member companies and the industry from 17 June to 5 August 2013 and 15 April to 31 May 2019. Companies were asked to comment/input on the relevance and technical feasibility of the proposed thresholds.

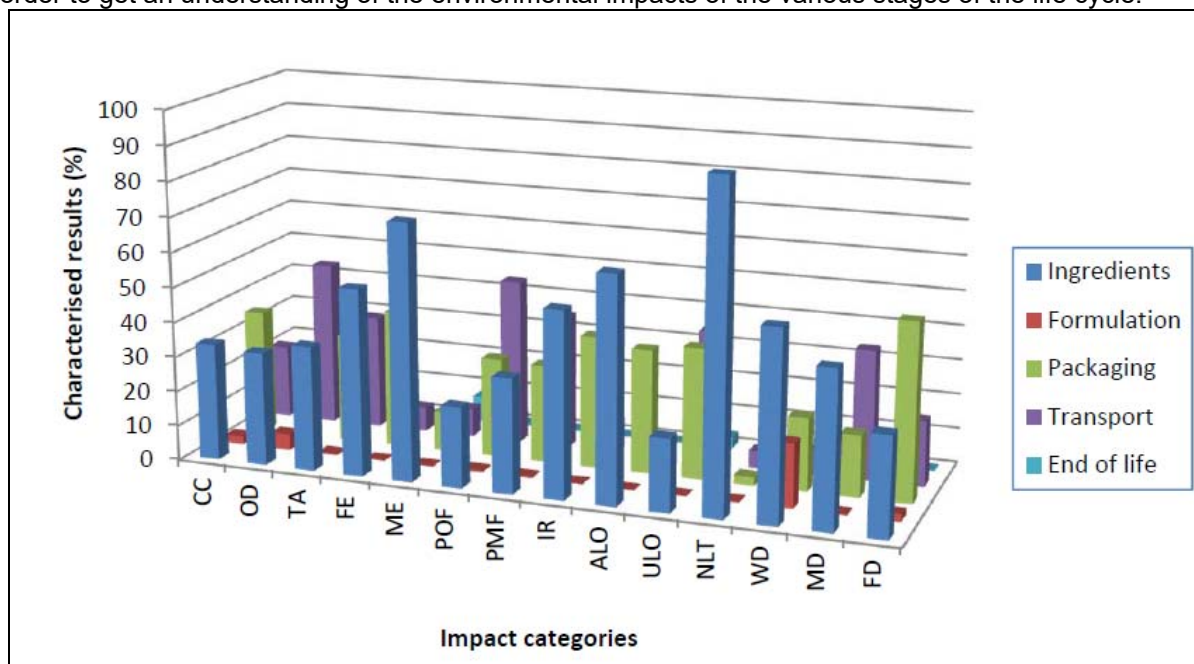
Eventually, this ASP was finalised as part of the Charter and made available to industry from 1 July 2019.

¹ Data available at the A.I.S.E. secretariat.

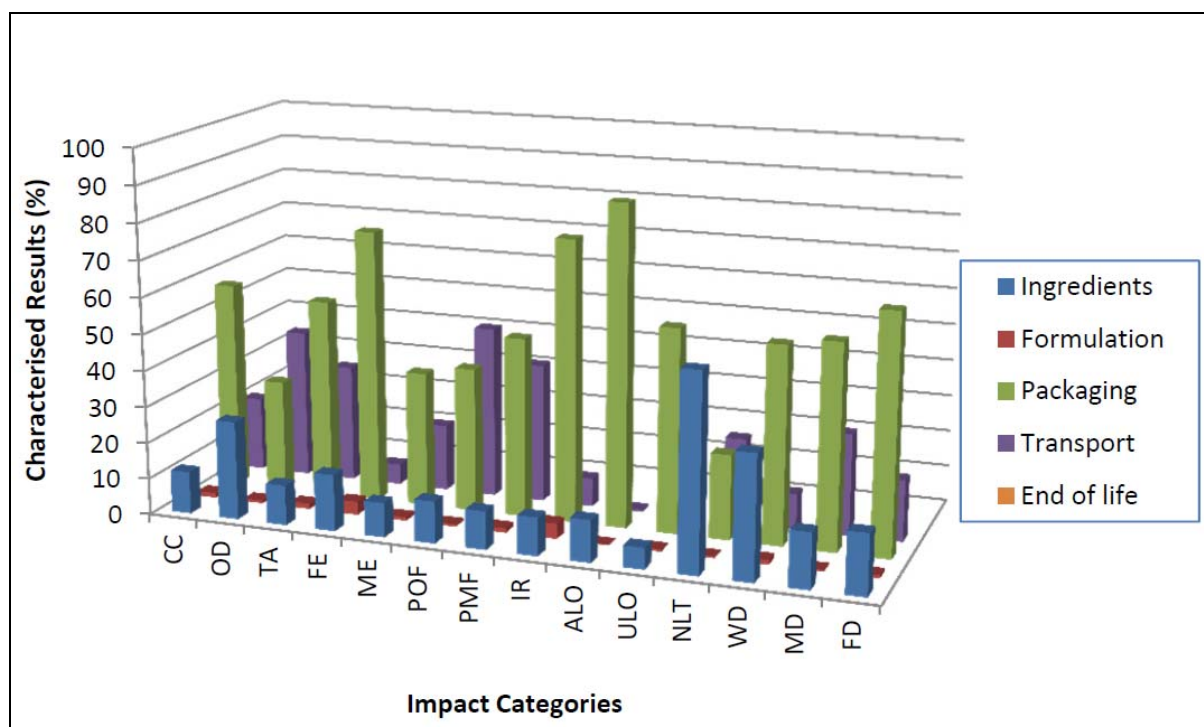
5) ASP criteria and rationale

Life Cycle Analysis

Screening Life Cycle Analyses for 2 trigger spray cleaners (bathroom and window/glass) were carried out, in order to get an understanding of the environmental impacts of the various stages of the life cycle.



Contribution of different life cycle stages of a bathroom trigger spray cleaner to the environmental impact categories (excluding ancillary cleaning items)



Contribution of different life cycle stages of a glass/window trigger spray cleaner to the environmental impact categories (excluding ancillary cleaning items)

The stages of the life cycle process considered were:

- Ingredients
- Formulation
- Packaging
- Transport
- End of life

NB: The impact of the use phase related to the trigger spray cleaner (i.e. removal of the product using a cloth or towel) is negligible.

The impact categories evaluated were:

- Climate change
- Ozone depletion
- Terrestrial acidification
- Freshwater eutrophication
- Marine eutrophication
- Photochemical oxidant formation
- Particulate matter formation
- Ionising radiation
- Agricultural land occupation
- Urban land occupation
- Natural land transformation
- Water depletion
- Metal depletion
- Fossil depletion

The Life Cycle Analyses for both trigger spray cleaner formats show that the most significant impact on the environment have the ingredients sourcing, transport and packaging, whereas product formulation (manufacture) and the end of life phases have the lowest contribution towards the total environmental impacts.

ASP criteria

Given that trigger spray cleaners end up as water-borne waste, it is essential that a more sustainable product poses a significantly reduced (or: minimised) risk for the environment. Therefore, all “down-the-drain” product categories must pass the Environmental Safety Check (ESC).

Using the above LCA as a starting point, the A.I.S.E. Task Force in charge of setting the ASP criteria for trigger spray cleaners worked on the following main components:

- activities at product level, under the direct control of manufacturers:
 - by determining a maximum level of packaging materials per job
 - by setting a minimum level of recycled content in primary and secondary packaging.
- activities at consumer level given that this represents the highest environmental impact:
 - providing on-pack guidance for the most sustainable product use (see annex ‘End User Information’)

Implicit in the ASP criteria is that a product must deliver an acceptable level of performance (see annex ‘End User Information’).

In order for a product to meet the criteria of the Advanced Sustainability Profile, it must meet the conditions in each and every domain as detailed below:

The following requirements in each of these domains must be fulfilled by the product (on a SKU basis) in order to reach Advanced Sustainability Profiles (ASP) status.

NB: Those Charter ASP criteria for household trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) cleaners". cannot be applied to biocidal products, following EU and national legislation. Experience in some countries with an existing authorisation scheme has shown that national authorities have a conservative approach of legislation and exclude environmental voluntary logos (or similar) to be applied on biocidal products.

Product formulation	Pass successfully the Environmental Safety Check (ESC) on all ingredients (based on a product dosage of 10ml as upper limit for wetting a surface of 1m²) AND No use of microbeads
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging in g per 10ml product dosage: ≤ 1.4g
Board packaging – recycled content	Minimum requirement: ≥ 70% OR Where 100% of the board used is certified made from fibre sourced from sustainable forests under an endorsed certification standard such as FSC, SFI or PEFC: no minimum.
Materials other than board – recycled content	Recycled plastic content may be excluded from the calculation of total packaging weight per job.
Recyclability, reusability, compostability	All plastic packaging material 100% recyclable or reusable or compostable.
End User Information	Safe Use Tips AND Trigger spray cleaners Cleanright Panel on-pack (see annex)
<i>Performance</i>	<i>Evidence has to be provided (in case of external verification organised by A.I.S.E.) that the product has been performance tested and reached a level acceptable to consumers consistent with claims made.</i>

Clarifications/Definitions:

Packaging weight: A dosage level minor to 10ml for the packaging calculation might be used, in case evidence can be provided that the product has been performance tested on this minor dosage level and reached a level acceptable to consumers.

Microbead: a microplastic used in a mixture as an abrasive i.e. to exfoliate, polish or clean ('ECHA, annex XV restriction report on intentionally added microplastics', draft 1.1, 20 March 2019').

Primary/secondary/tertiary packaging: following definitions from the European Parliament and Council Directive 94/62/EC of 20 December 1994 on packaging and packaging waste:

- primary packaging, i. e. packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase;
- secondary packaging, i. e. packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units whether the latter is sold as such to the final user or consumer or whether it serves only as a means to replenish the shelves at the point of sale; it can be removed from the product without affecting its characteristics; SRB (shelf ready box) and AB (American box) are to be considered as secondary packaging.
- tertiary packaging, i. e. packaging conceived so as to facilitate handling and transport of a number of sales units or grouped packaging in order to prevent physical handling and transport damage.

Note: Packaging which functions both as secondary (case) and tertiary (transportation unit) packaging, intended to function as an in-store free-standing floor display unit, is regarded as tertiary packaging for the purpose of this definition.

Packaging recycled content:

in countries where recycled board is not available and a use of it would be a disadvantage for sustainable reasons, the use of recycled board is not required.

Recycled content:

- material from post-consumer waste, collected via official collection schemes;
- material from outside existing collection streams, such as maritime litter, beach litter, etc.;
- 'post-industrial recycled' material, i.e. material from post-industrial sources; this does NOT include material from own processes which has been reused/recycled, such as regrind.

FSC: Forest Stewardship Council

SFI: Sustainable Forestry Initiative

PEFC: Programme for the Endorsement of Forest Certification

Packaging

Based on the outcome of the Life Cycle Analyses, the experts identified the reduction of packaging as a key factor, in order to reduce the overall environmental impact. A threshold of 1.4 g per 10ml of product dosage has been proposed for consultation on the basis that those are achievable using readily available technology. This threshold was confirmed in the consultation.

Packaging recycled content

The data provided to A.I.S.E. of current recycled board packaging content used by several major manufacturers, representing the majority of the trigger spray cleaners market, indicates that the percentage of recycled board packaging material varies. A threshold of 70 % has been identified as achievable by manufacturing companies, using conventional technologies yet leading to environmental benefit.

A further option in order to fulfil this ASP criteria has been launched in 2012 for the ASPs for automatic dishwashing detergents, the revised ASP for solid laundry detergents and for the ASPs for dilutable all purpose cleaners: the complete amount of packaging virgin board has to come from fibre sourced in a managed way, using certified forest content from an endorsed certification standard such as FSC, SFI or PEFC (FSC: Forest Stewardship Council; SFI: Sustainable Forestry Initiative; PEFC: Programme for the Endorsement of Forest Certification). This was confirmed as an outcome of the consultation.

End user information

Considerable savings, both environmentally and economic, could be reached through better sustainable consumer behaviour. Thus, it is also key to continue providing the consumers with advice about the use of trigger spray cleaners. Companies will be requested to use the 'Trigger Spray Cleaner Cleanright Panel', introduced by A.I.S.E. in 2013 (see annex), e.g. inviting consumers to use the product only for spot cleaning or small areas. Evidence has to be provided that the product has been performance tested and fulfils a level acceptable to consumers consistent with claims made. Companies confirmed those elements with regard to end user information in the consultation.

6) Value of industry self-regulation

A.I.S.E. has a long tradition of successful voluntary initiatives initiated for the whole industry (e.g. A.I.S.E. Code of Good Environmental Practice, A.I.S.E. Charter for Sustainable Cleaning, Laundry Sustainability Projects, Product Resource Efficiency Projects), which have all achieved significant savings.²

It is A.I.S.E.'s view and experience that in these specific circumstances, industry association-led initiatives are more reliable than "business as usual"/individual company led initiatives for the following reasons:

- Product concentration and packaging: By raising the industry standards to the proposed levels of concentrations, this will help move the whole market to such standards in a self-regulatory way, as successfully as regulation whilst leaving innovation potential for companies.
- Environmental Safety; the ESC tool offers a common set of data that the whole industry can have access to, and against which companies can benchmark their formulation; this offers a common level playing field for all market players in a free, public way that is also transparent to all stakeholders.
- Optimal use of products: Common industry communication to drive sustainable consumption, in line with other A.I.S.E activities make a lot of sense, and also have the value of potentially being further relayed to the public by other stakeholders especially if they are industry led. This is because such an approach can build on and benefit from a coordinated scheme addressing consistent messages that can only be possible in such a context.

² From 2006 to 2018, Charter member companies achieved savings, e.g. 33% on energy consumed and 40% of CO₂ emitted, both per tonne of production.

After the 5 years of the "Code" initiative (ending 2001), the industry achieved: energy consumption – 6.4 % reduction per wash; laundry detergent use – 7.9 % reduction per capita, 16.0 % reduction per wash; packaging use – 6.7 % reduction per capita, 14.9 % reduction per wash; poorly biodegradable ingredients – 23.7 % reduction per capita, 30.4 % reduction per wash.

7) Expected benefits

With the implementation of the Advanced Sustainability Profile for Trigger Spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) cleaners, the following benefits are expected EU wide:

- Reassurance that ingredients in the product formulation have an environmental concentration at or below the predicted no-effect level for aquatic toxicity
- Optimal use of packaging:
→ **Expected benefits: 2300 tons**³
- Optimisation on transport:
→ **Expected benefits: 115 truck journeys**⁴ due to reduction of packaging
- Reassurance of companies' responsibility on sustainability
- Promotion of sustainable behaviour of end users

³ Based on data collection and aggregation of Euromonitor market overview data.

⁴ 1 truck loaded with 20 tons.

8) Timing

- From 15 April till 31 May 2019: Industry consultation on revised ASP for all Charter ASP product categories
- 30 June 2019: Finalisation of revised ASP package
- 1 July 2019: Availability of revised ASP to the industry
- 1 July 2019 till 31 December 2019: Preparation period for implementation of revised ASP
- As from 1 January 2020: Activation – products complying with revised Charter ASP requirements can start to appear on shelves with new ASP logo
- A closing down period (1 January 2020 – 30 June 2021) will ensure transition between “old” (issued in October 2014) and “revised” ASP. Within this period companies shall stop producing “old ASP products”.

ANNEX: END USER INFORMATION

The following options are possible in order to fulfil the ASP criteria on End User Information for household trigger spray cleaners. Professional graphic files and guidelines are available in the artwork library on www.aise.eu.

1. Household Trigger Spray Cleaners Cleanright Panel with sentences

Option a)



Option b)



Option c)



Option d)



2. 'Silent' Panel

Option a)



Option b)



3. Sentence with tips and reference to Cleanright website (in situations, where space on pack is limited)

Option a)



Option b)



Option c)

