

# CHARTER FOR SUSTAINABLE CLEANING

## 2021 KPI PERFORMANCE COMMENTARY

The Key Performance Indicators (KPIs) published in 2022 include the results for 2021 alongside those for earlier years. Note: with the last Charter update in 2020, the number of KPIs has been reduced, focusing on priority areas aligned with EU and global policy agendas. KPI data are 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. Associate Members, i.e. importers, distributors or retailers not manufacturing but placing products on the market under their own labels, do not report KPI data directly but contribute any relevant information to the submissions made by the Ordinary Members which are the contract manufacturers of those products.

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
 Participating companies	Number of reporting companies	8	19	33	45	59	65	72	89	93	92	100	100	103	112	102	112	112	
	Manufacturing sites covered	62	78	108	133	152	162	172	191	185	175	183	178	180	187	184	183	189	
	% vs Total	81.6%	78.8%	84.4%	88.7%	89.9%	92.6%	94.0%	94.6%	94.9%	94.1%	95.3%	95.2%	94.7%	94.9%	94.6%	97.3%	96.4%	
	Production covered	7.3mt	9.3mt	10.5mt	11.1mt	11.1mt	11.6mt	12.0mt	12.1mt	11.1mt	11.2mt	11.4mt	11.7mt	11.7mt	11.1mt	11.3mt	12.8mt	11.8mt	
	% vs Total	86.2%	86.1%	92.1%	94.7%	95.7%	97.8%	98.8%	95.3%	99.6%	99.7%	99.4%	99.3%	99.5%	99.5%	99.4%	99.0%	98.9%	
	Units of consumer products sold (PC&H not included)	5,800m	8,200m	9,300m	9,700m	10,200m	10,300m	10,600m	10,600m	9,700m	11,300m	12,000m	11,700m	13,400m	14,800m	13,200m	13,200m	12,500m	
Covered by CSP Check	4,100m	6,800m	8,600m	9,200m	9,800m	10,000m	10,400m	10,500m	9,600m	11,200m	11,900m	11,600m	13,300m	14,600m	13,000m	13,100m	12,300m		
 Occupational health and safety	Accident frequency rate (expressed per 100,000 man-hours worked by all employees)	0.57	0.55	0.83	0.90	0.98	0.81	0.83	0.79	1.05	0.85	0.69	0.87	1.07	0.89	0.92	0.61	0.64	
 Poorly biodegradable organics <sup>(1,2)</sup>	kg / % of PBO chemicals <sup>3</sup> , according to the Charter PBO-list, per tonne of production	16.2kg/t	25.4kg/t	24.9kg/t	22.1kg/t	27.2kg/t	23.5kg/t	24.1kg/t	18.9kg/t	19.0kg/t	19.5kg/t	18.2kg/t	19.9kg/t	19.0kg/t	19.6kg/t	22.8kg/t	18.7kg/t	17.3kg/t	
		1.6%	2.5%	2.5%	2.2%	2.7%	2.4%	2.4%	1.9%	1.9%	1.9%	1.8%	2.0%	1.9%	1.9%	2.3%	1.9%	1.7%	
 Energy consumed and CO <sub>2</sub> emitted <sup>(1)</sup>	GJ of energy consumed per tonne of production	1.34GJ/t	1.09GJ/t	1.10GJ/t	1.05GJ/t	1.03GJ/t	0.95GJ/t	0.91GJ/t	0.91GJ/t	0.81GJ/t	0.79GJ/t	0.76GJ/t	0.71GJ/t	0.7GJ/t	0.73GJ/t	0.70GJ/t	0.63GJ/t	0.67GJ/t	
	kg of CO <sub>2</sub> emitted per tonne of production	80.9kg/t	66.9kg/t	64.6kg/t	64.3kg/t	60.9kg/t	57.3kg/t	52.0kg/t	53.0kg/t	55.6kg/t	54.3kg/t	50.0kg/t	46.4kg/t	42.5kg/t	39.6kg/t	37.5kg/t	39.5kg/t	41.1kg/t	
 Water consumed <sup>(1)</sup>	m <sup>3</sup> of water (potable and non potable) consumed	1.60m <sup>3</sup> /t	1.44m <sup>3</sup> /t	1.47m <sup>3</sup> /t	1.59m <sup>3</sup> /t	1.49m <sup>3</sup> /t	1.40m <sup>3</sup> /t	1.35m <sup>3</sup> /t	1.44m <sup>3</sup> /t	1.30m <sup>3</sup> /t	1.23m <sup>3</sup> /t	1.23m <sup>3</sup> /t	1.18m <sup>3</sup> /t	1.16m <sup>3</sup> /t	1.22m <sup>3</sup> /t	1.20m <sup>3</sup> /t	1.11m <sup>3</sup> /t	1.25m <sup>3</sup> /t	
 Waste <sup>(1)</sup>	kg of waste produced (hazardous and non hazardous)	10.2kg/t	12.9kg/t	11.1kg/t	10.8kg/t	12.4kg/t	11.9kg/t	12.0kg/t	12.1kg/t	11.0kg/t	12.6kg/t	12.4kg/t	11.7kg/t	12.1kg/t	13.5kg/t	13.3kg/t	15.1kg/t	15.0kg/t	
	kg of hazardous waste sent off-site	3.2kg/t	3.9kg/t	4.2kg/t	4.1kg/t	3.7kg/t	3.8kg/t	3.8kg/t	2.8kg/t	3.0kg/t	3.9kg/t	4.1kg/t	4.3kg/t	4.2kg/t	5.3kg/t	5.3kg/t	5.4kg/t	4.8kg/t	
 Packaging used <sup>(1)</sup>	kg of packaging per tonne of production	78.0kg/t	92.7kg/t	88.6kg/t	84.6kg/t	91.3kg/t	89.9kg/t	91.3kg/t	89.8kg/t	84.3kg/t	91.4kg/t	92.6kg/t	90.3kg/t	90.2kg/t	93.0kg/t	98.1kg/t	94.1kg/t	106.0kg/t	
	kg of packaging per thousand consumer units	98.2kg/KU	105.1kg/KU	100.0kg/KU	96.8kg/KU	99.4kg/KU	101.2kg/KU	103.4kg/KU	102.5kg/KU	96.5kg/KU	90.6kg/KU	88.0kg/KU	90.3kg/KU	78.8kg/KU	70.7kg/KU	84.1kg/KU	92.3kg/KU	99.6kg/t	
	Plastic packaging ratio <sup>(4)</sup> (of all packaging volume)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52.44%	51.6%	48.9%
	Recycled plastic packaging ratio <sup>(4)</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.52%	13.5%	19.2%
	Ratio recyclable/reusable/compostable plastic packaging <sup>(4)</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80.69%	80.7%	81.6%	
 Products with ASP logo	Number of household products placed on the market carrying the ASP logo	Not Applicable					N/A	198m	688m	820m	1,003m	1,292m	1,410m	1,577m	1,513m	1,653m	1,692m	1,494m	

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

1. Data apply to production covered by the CSP Check. 2. As to the Charter KPI reporting, 25% w/w of fragrances are globally considered as PBOs and all non-ionic terephthalate polymers, even if a relatively large portion of those are easily or inherently biodegradable. 3. Includes water. 4. New KPI in place since introduction of A.I.S.E. voluntary packaging initiative in 2019.

## 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](http://www.sustainable-cleaning.com)



### KPI HIGHLIGHTS

#### Charter footprint and production

112 companies submitted their KPI data, for a total number of 189 manufacturing sites. The total production tonnage covered by the Charter including new companies joining was 11.8mt, equivalent to 98.9% of the total output of reporting companies in the EU+EFTA+UK.

#### Progress on energy and CO<sub>2</sub> emissions since 2006

The 2021 data show that total emissions of CO<sub>2</sub> are stable on a like-for-like basis, and down by 39% since 2006. In the same period, energy use per tonne of production has decreased by 39% as well.

#### Products with Advanced Sustainability Profiles

The number of consumer products carrying the Charter Advanced Sustainability Profile (ASP) logo is 1.5 billion; since the introduction of the Charter product dimension in 2010, more than 13 billion products this logo were sold all around Europe. In the laundry category alone, 34% of products complied with the Charter Advanced Sustainability Profiles.

### 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** CO<sub>2</sub> emissions (per tonne of production)\*

**39% less** energy use per tonne of production\*

**183** member companies

**189** manufacturing sites

\* 2021 vs 2006

### 'Charter Area'

The term 'Charter Area' refers to the EU and EFTA member states, and the UK (effective date: 31 December 2021).

### Charter footprint

112 companies submitted their KPI data. This number refers to the headquarters of Ordinary Member companies signed up to the Charter. In terms of manufacturing sites in the 2020 reporting, the total has increased from 183 to 189. The KPIs are estimated to cover around 90% of all household, cleaning, and maintenance production in the Charter Area.

At the end of 2021, there were 65 Associate Members in the Charter, which confirms the continuing support of retailers, distributors, and importers for the industry sector's drive to improve sustainability.

### Comparability

A steady increase in the reporting base since 2005 means that the results are reliable. Nevertheless, direct comparisons between the years, especially the earlier years, should be made with care.

It should be noted that small companies tend to have product portfolio and manufacturing profiles which differ from those of the multinationals, and therefore there can be increases or decreases in the overall KPI results which reflect these differences to a greater extent than any underlying change in performance.

### Tonnage production

The total production output of all companies in the Charter scheme has decreased from 12.8mt to 11.8mt. The production of this 11.8mt represents 98.9% of the total output of the reporting companies and means the Charter continues to be representative in Europe. Reason for the decrease in production can be found in the very specific pandemic situation in 2020, when the demand for products of our industry sector was exceptional.

### Consumer unit sales

The total number of consumer units sold by all Charter companies was 12.5 billion, a decrease compared with 2020 (13.2 billion), when production was influenced by the COVID-19 pandemic.

## Occupational health and safety

The average number of accidents per 100,000 hours worked during 2021 was stable with 0.64 against 0.61 in the previous year. Overall, the long-term average of below 1.0 is lower than the typical rate of 2.0 for all manufacturing industries and in line with the rate of 1.0 for the chemical industry. However, the range is still wide, especially among small companies, and drawing too much significance from the year-on-year change should be avoided. One of the benefits of the Charter is to enable companies to benchmark themselves against the rest of the industry, stimulating improvement.



## Poorly biodegradable organics

Charter members report their total purchases of the chemicals specified on a published A.I.S.E. list of 'poorly bio-degradable organics' (PBOs) (defined in an Annex of the KPI Detailed Explanation), as a proportion of total chemicals purchased. Compared to recent years, this rate stays stable at 1.7%. In this context it must be said that as to the Charter KPI reporting, 25% of all fragrances and all non-ionic terephthalate polymers are globally considered as PBOs, even if a relatively large portion of those is easily or inherently biodegradable.



## Energy consumed

The total energy, expressed in GJ, consumed by the industry was with 7.9 million slightly lower as compared to 2020 (8.0 million GJ). Expressed as consumption per tonne of production, the energy consumed is stable with 0.67 compared to 0.63 GJ/tonne in 2020. Since 2006 there has been an overall efficiency improvement of 39% per tonne of production.

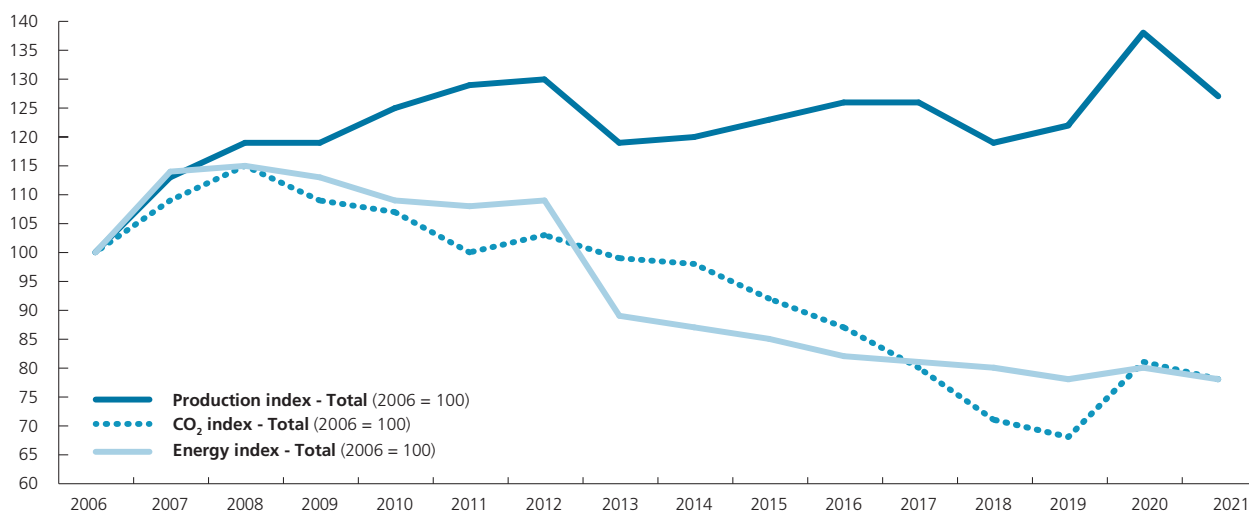
## CO<sub>2</sub> emissions

Expressed as emissions per tonne of production there is a slight increase from 39.5kg to 41.1kg. Since 2006 there has been an overall reduction in emissions of 39% per tonne of production. The match with total energy consumed over the years is not exact because CO<sub>2</sub> emissions are variable depending on the mix of sources used to generate energy (see also below the graph on decoupling.)



The trend of absolute decoupling of production from energy use and CO<sub>2</sub> emissions continues, demonstrated by the gap between the curves of production vs. energy use respectively. CO<sub>2</sub> emission as can be seen in the graph below.

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



## Waste and hazardous waste

Total waste generated, including hazardous waste sent off site, is stable with 15.0kg vs. 15.1kg per tonne of production in 2020. The figure is sensitive to site closures which can generate a one-off increase in waste because of de-commissioning. Hazardous waste sent off site is down with 4.8kg per tonne of production vs. 5.4 kg in 2020.

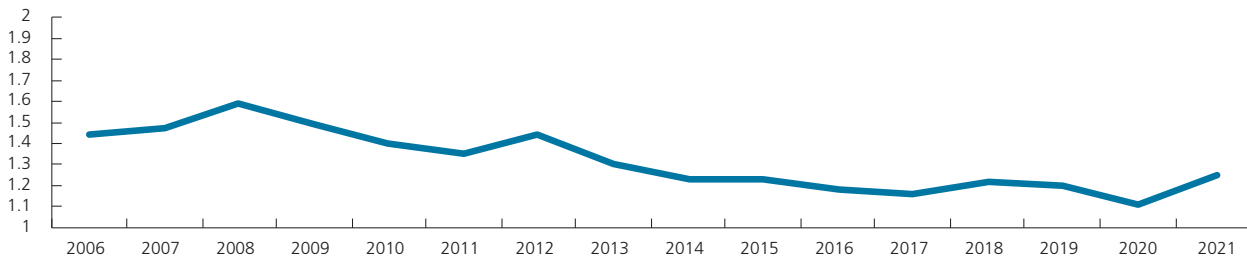


## Consumed water

Total water consumed during manufacturing has increased from 1.11m<sup>3</sup> to 1.25m<sup>3</sup> per tonne of production. Although caution should be exercised since water consumed is also a function of the mix of products manufactured, a decreasing trend since 2006 can be seen.



## CONSUMED WATER (POTABLE AND NON-POTABLE) IN M<sup>3</sup>/TONNE OF PRODUCTION



## Packaging used

Total packaging material purchased increased to 106kg per tonne (94.1kg in 2020). Compaction of products reduces the absolute weight of packaging required per pack; however, with compacted products the proportion of total pack weight attributable to the packaging is higher relative to the weight of the contents compared with non-compacted products. When expressed in volume of packaging per consumer unit (we report in kg of packaging per thousand units (KU) of consumer products), the trend is downward with a decrease from 105kg/KU in 2006 to 99.6kg/KU in 2020.



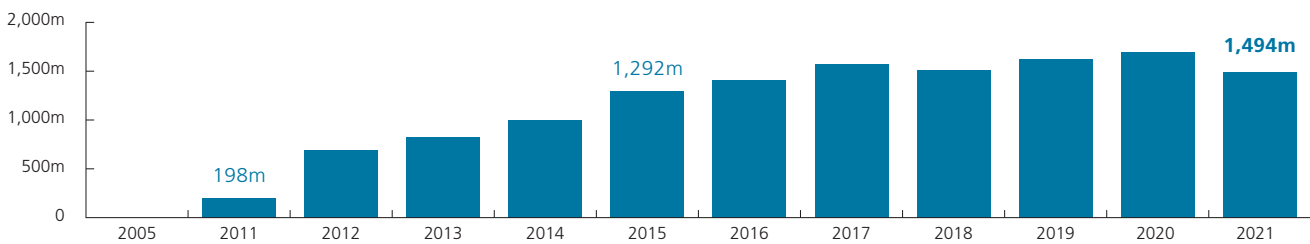
New packaging sub-KPIs were introduced with the Charter revision in 2020, covering recycled plastic material and the recyclability/reusability/compostability ratio of plastic packaging material. Despite challenges such as delays in the delivery of recycled packaging raw material due to the pandemic, Charter member companies managed to increase their use of recycled plastic material in packaging from 8.5% in 2019 to 13.5% in 2020 and 19.2% in 2021. About 82% of plastic packaging material was recyclable, reusable or compostable in 2021. To continue in this direction, it is essential that markets are mature enough to ensure sufficient quality and quantity of recycled materials for all players.

## Product bearing the Charter ASP logo

In July 2011, the first "Advanced Sustainability Profiles" (ASP) categories were launched for laundry powders, laundry liquids and fabric conditioners, followed by automatic dishwashing detergents and dilutable all purpose and floor cleaners in 2013, trigger spray cleaners in 2014, manual dishwashing and toilet cleaners in 2015 (all household), and professional building care products in the same year. In addition, updated criteria were published for laundry powders (2013) and liquids (2017). Then, with the launch of the Charter revision in 2020, all criteria were reviewed, also aligned with the EU circular economy policy and global policy expectations. In 2021, 1.5 billion products carried the ASP logo, representing 17% of the concerned product category units sold during the year, and about 34% of laundry category units. Those figures can be broken down for each of the product categories as follows: 723 million fabric conditioner products, representing about 51% of this segment, 490 million laundry detergent liquid products (27%), 124 million laundry detergent powder products (18%), 64 million trigger spray cleaners (6%), 31 million automatic (3%) and 31 million manual dishwashing products (2%), 29 million dilutable all purpose & floor cleaners (4%), and 1.5 million toilet cleaners (<1%). Furthermore, 2.9 million professional building care products (7%) carried the Charter ASP logo in 2021.



## 1.5 BILLION CONSUMER PRODUCTS WITH ASP LOGO IN 2021



## PRODUCTS WITH CHARTER ASP LOGO PER PRODUCT CATEGORY

