



A.I.S.E
SOCIAL
RESPONSIBILITY
GUIDANCE

Foreword

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Throughout the last 20 years, A.I.S.E. has shown authentic dedication to sustainable governance. Since its initial launch in 2005, the **Charter for Sustainable Cleaning** has been signed by more than 250 companies that represent 90% of the industry production. In its latest White Paper, **Collaboration for Impact: Maturity and integration of sustainability in European sector associations**, CSR Europe's research features A.I.S.E.'s efforts to increase participation in the Charter, to measure and assess the industry's impact on sustainable development and to speak as one voice for its industry.

With this new 'Social Responsibility Guidance', A.I.S.E. goes one step further in supporting its members by strengthening the social aspect of sustainability in their business model.

A.I.S.E. has carried out a stakeholder consultation on the 'Social Responsibility Guidance'; the purpose was to ensure that all perspectives were duly considered. Feedback from key players was collected before the release of the document. These key stakeholders range from consumer and industry associations, to EU regulators, NGOs and trade unions.

Reaching out to its stakeholders certainly testifies once more to A.I.S.E.'s good practice in collaboration. The benefits of this approach are two-fold:

- Firstly, the stakeholders acted as an initial sounding board. Their highly constructive feedback enabled A.I.S.E. to adapt the content to **the reality of SMEs** more efficiently. A.I.S.E. endeavours to push sustainability throughout the whole sector, especially to SMEs which constitute 85% of the industry's manufacturing facilities. Adding examples of on-the-ground best practices in the Guidance that can easily be applied by SMEs is essential to ease its implementation.
- Secondly, the consultation showed that relevant stakeholders have the willingness to engage in a further dialogue to support the successful implementation of the Guidance. Clearly, the 'Social Responsibility Guidance' needs to remain a living document and an invitation to foster collaboration and dialogue throughout the detergents, cleaning and maintenance products industry sector.

At CSR Europe, we believe that sector associations can play a leading role. They are educators and conveners, and have a pivotal role in increasing the understanding and awareness of their members by creating platforms to develop solutions to the many challenges that sustainability presents.

We are very happy to support A.I.S.E. in their endeavour and wish them a successful implementation of this very useful and forward-looking Guidance. We expect that the sector members will respond positively to it.

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Introduction

BY SUSANNE ZÄNKER, A.I.S.E. DIRECTOR GENERAL

A.I.S.E. has a long tradition over the last 20 years of proactive work towards sustainable development for the whole detergents and maintenance product industry sector. In the global perspective, our industry sector is positively contributing to the **United Nations Sustainable Development Goals (SDGs)**, which provide inter alia a conceptional framework on Social Responsibility, e.g. via Goals 8 'Decent work and economic growth' and 12 'Responsible consumption and production'. In addition, A.I.S.E. supports the **EU strategy on CSR**, encouraging enterprises to adhere to international guidelines and principles.

Sustainable development is one of A.I.S.E.'s strategic priorities enshrined in the industry vision 'A prospering cleaning and hygiene industry which is a role model for serving society in an innovative and sustainable way'. The UN SDGs provide a global framework inspiring A.I.S.E.'s strategy, with specific focus on the following goals:



It is in this spirit, that A.I.S.E. developed this **guidance document** with the purpose to address the specific **Social Responsibility (SR)** areas, which are relevant to the cleaning and maintenance products industry in Europe.

With subject matter expertise from 'CSR Europe', A.I.S.E. has developed this document, to support all **companies in the industry sector, especially SMEs**, to find all information they need, in order to **implement the requested SR areas** within their **management system**.

The guidance first presents key implementation factors of sustainable company management. The four areas of sustainability's social dimension, namely **Human Rights, Labor Practices, Fair Operating Practices, Community Involvement and Development** are mapped out according to the key implementation factors, in order to make it easier for companies to identify what to prioritise and how to assign internal resources. The expectations formulated in the four areas are based on EU legislation, international standards and guidelines.

A **self-evaluation tool** for companies has been made available as part of this guidance, helping companies to **assess their risks** related to social sustainability areas.

We hope that this guidance will be broadly used in our industry and be helpful to companies to further progress on their social responsibility agenda.

Environmental areas are not covered per se via this guidance, since those are extensively addressed via the **A.I.S.E. Charter for Sustainable Cleaning**. This is a lifecycle analysis (LCA) based framework, promoting and facilitating a common industry approach to sustainability practice and reporting; a wide variety of activities and initiatives are covered, ranging from the human and environmental safety of chemicals and products, to eco-efficiency, occupational health and safety, resource use and consumer information.





1. Key implementation requirements of Social Responsibility

Global trends and changing stakeholder expectations make companies realise the value of incorporating social beside environmental sustainability into core operations.

Companies with integrated social and environmental sustainability strategies, governance structure and implementation underpinned by mature management systems are better prepared to face financial and non-financial risks, challenges, and grab emerging opportunities to gain long-term competitive advantage.

Building and maintaining such systems requires executive buy-in, involvement of staff and stakeholder engagement in order to:

- Assess risks related to social sustainability areas
- Define what social areas are important for, i.e. have relevant impact on, the business and its environment
- Diligently and responsibly manage priority risk areas from commitment to supplier engagement
- Be transparent about structure, processes, performance, success and challenges.

The diagram on the left captures key implementation requirements of an integrated and mature sustainability management system.

RESOURCES:

- [Enterprise 2020](#) is CSR Europe's vision of a *smart, sustainable and inclusive* organisation which, through stakeholder engagement, is able to credibly define issues and act upon those in the entire organisation in a way that brings benefit for the organisation, society and the environment.
- A *triple bottom line* measures the company's economic value, "people account" – which measures the company's degree of social responsibility and the company's "planet account" – which measures the company's environmental responsibility.



respect
code of conduct
collaboration
responsibility
human rights
due diligence fair
people commitment
tolerance
values

2. Human Rights

Enterprises must comply with all national laws and regulations, and there is a global expectation that enterprises of all sizes should respect human rights. That expectation is contained in the United Nations Guiding Principles on Business and Human Rights (“the UN Guiding Principles”) and supported by the EU, governments around the world, labor unions, civil society.

The UN Guiding Principles are regarded as the first authoritative guidance on business and human rights. Although not creating legal obligations for businesses, they clearly set the approach that businesses are expected to take in order to meet their responsibility to respect human rights: (1) policy commitment, (2) due diligence, and (3) remediation.

Although the UN Guiding Principles break down these three main element into more concrete steps, there is no single prescriptive model of how to conduct due diligence or how to assess human rights impact. The concrete measures depend on the size and corporate structure of the company, the nature of its activities, as well as on the operating environment.

Human rights are defined by the UN and the ILO in the:

- International Bill of Human Rights and
- ILO Declaration on fundamental principles and rights at work.

For examples of how company practices can have an impact on each human right, access [Human rights translated – a business reference guide](#).

Respect for human rights means avoiding possible negative impact on human rights, and addressing such impacts if the company is involved or linked with them.

2.1. Human Rights policy statement

A company and its staff shall commit to respect human rights through a policy statement that:

- Comes from the top management or owner of the company.
- Draws on expertise from recognized sources, be it credible online resources or consultations with recognized experts.
- Clearly outlines the company’s human rights expectations of staff, business partners and other parties directly linked to its operations, products or services.
- Is publicly available (Consider communicating it on your website, if you have one.).
- Is well communicated to employees, business partners, possibly affected people.
- Is reflected in operational policies and procedures necessary to embed it throughout the company (for example, reference can be included in employee manuals, codes of conduct for employees or suppliers, etc.).

The commitment shall be made in writing. It can be a stand-alone statement or part of company statement of mission, values or Social Responsibility policy.

RESOURCES:

- [UN Guiding Principles](#)
- [The corporate responsibility to respect human rights - interpretative guide](#)
- [The Small Business Standards \(SBS\) User Guide for European SMEs on ISO 26000 Guidance on Social Responsibility](#)
- [European Commission guide on human rights for SMEs](#)

RESOURCES:

- [List of company policy statements on human rights](#)
- [How to develop a human rights policy, a guide for business](#)

2.2. Human rights due diligence

Human rights due diligence is defined as an ongoing management process through which an enterprise can identify, prevent, mitigate and account for how it addresses actual and potential human rights impacts as an integral part of business decision-making and risk management systems.

There is no single prescriptive formula on how to carry out human rights due diligence. Companies tailor their processes to meet their specific needs, e.g. company size, industry sector, corporate structures, operating environment, etc.

However, based on the UN Guiding Principles, four key steps can be identified that provide the framework for human rights due diligence process:

1. **Human rights risk assessment:** Identify your adverse human rights impacts.
2. **Prevent and mitigate:** Act upon the findings.
3. **Track effectiveness:** Assess how effective your response was.
4. **Communicate** about what you are doing.

The scale and complexity will vary depending on the size of the enterprise, as well as its sector, operational context, ownership, structure, etc.

A company's human rights due diligence should focus on the impacts connected to its own operations, and those of its business relationships in the entire supply chain.

2.2.1. Human rights risk assessment

Companies shall know what potential adverse impacts they can have through conducting a human rights risk assessment.

A human rights risk assessment should strive to:

- Take into account actual as well as potential adverse impacts of operations, products or services.
- Cover adverse impacts resulting from the company's own activities and those of its business partners.
- Take into account adverse impacts on the company's own employees and contract workers, employees and contract workers along its supply chain, as well as communities, end-users, consumers and any other relevant stakeholder groups.
- Consider all human rights.
- Draw on recognized sources such as sector analyses (see links in resources).
- Where possible, include direct consultation with affected individuals at regular intervals to take into account changing circumstances and before starting a new business activity.
- Conduct assessments at critical moments such as:
 - Prior to new activity or contract,
 - Prior to major change in operation (e.g. product launch, policy change),
 - In response to change in operating environment (e.g. social tensions).

RESOURCES:

- [ILO Declaration on Fundamental Principles and Rights at Work](#)
- [UN Guiding Principles for Business and Human Rights](#)
- [Human Rights and Business Country Guide](#)
- [Government & companies policy & actions to improve business respect for human rights \(BHRR\)](#)
- [Human rights compliance assessment quick check \(Danish Institute\)](#)
- [Human rights impact assessment toolkit \(Nomogaia\)](#)
- [The Small Business Standards \(SBS\) User Guide for European SMEs on ISO 26000 Guidance on Social Responsibility](#)
- List of further [tools and examples of impact assessments](#)

2.2.2. Prevent and mitigate

Companies shall take action to deal with the adverse human right impacts **identified from the assessment**:

- Concrete action is expected when the adverse human rights impact is the direct result of the company's activities.
- When the risk is linked to its operations, products or services through a business relationship, companies are expected to use their leverage to prevent negative impact from occurring.

In addition, companies are expected to integrate findings from their human rights risk assessment across relevant functions and processes. This may require:

- Collaboration across departments
- Clear internal reporting requirements
- Regular interaction with external experts
- Collective action with others in industry or government.

Possible process:

- **Identify** departments that need to be involved.
- **Assign** responsibility to the appropriate level and function within the company.
- **Set** clear internal decision-making, budget allocations and oversight processes.
- **Secure** effective action through e.g.:
 - Set up cross-functional communication channels,
 - Build scenarios or decision trees for action, etc.,
 - Embed human rights policy throughout the company.

Embedding human rights is connected to ensuring that employees are:

- Aware of the company's human rights policy.
- Trained and understand its implications for their work.
- Empowered and incentivized to act in support.
- See the human rights commitment as core values of the workplace.

2.2.3. Track effectiveness

Companies are encouraged to track and record the effectiveness of the processes they have in place in order to ensure that:

- Their human rights commitment is being optimally implemented.
- They have responded effectively to the identified adverse human rights impacts.
- They drive continuous improvement.

This may require:

- Setting up relevant quantitative and qualitative indicators. Such indicators may be derived internally from workplace health and safety systems already in use, staff performance reviews or staff surveys and / or complaints / grievances - the involvement of the Human Resources department will be key in this regard.

Externally, frameworks such as the GRI G4 standard¹ or the Human Rights reporting framework², third-party list of indicators³ can serve as inspiration.

- Tracking response to both potential and actual adverse human rights impacts.
- Drawing on feedback from internal and external sources. E.g.:
 - Employees,
 - Affected stakeholders,
 - Expert observers, etc.

Possible process:

- **Establish** an audit process and decide whether to integrate it into other already existing tracking systems, e.g. health and safety and/or environmental performance.
- **Review** company response to potential adverse human rights impacts already identified.
- **Identify** if the response mitigated or prevented the impact from occurring.
- When a significant adverse impact has occurred, **conduct** root cause analysis of how and why it occurred.

2.2.4. Communicate

Companies are encouraged to show what they do to respect human rights:

- Formal reporting to relevant stakeholder audiences is expected where risk of severe adverse human rights impact exists due to the nature of operations or the operating context.
- The UN Guiding Principles focus on being able to communicate; companies must define appropriate timing, recipients and means of communication. Focusing more on SMEs, the Small Business Standards (SBS) User Guide for European SMEs provides specific guidance.
- Especially if information is requested by affected individuals, the company should be prepared to disclose information on particular adverse human rights impacts.
- Relevant information can also be included on company website, annual report on social responsibility, health and safety, etc.
- Reporting can take the forms in online and / or offline formats:
 - Self-standing report,
 - Part of a wider report on non-financial performance,
 - Part of an integrated report on both financial and non-financial performance.
- Examples of communicating internally:
 - Regular staff meetings on CSR progress
 - Suggestion box for employees
 - Posters with company values in the offices
 - Internal newsletter or company magazine

¹ Pages 70-75 in the [GRI G4 guidelines](#).

² Check for indicator linkages according to the UN Guiding Principle categories.

³ The Fair Labor Association and The Pensions and Capital Stewardship Project at Harvard Law School with funding from The Investor Responsibility Research Center Institute - January 2012.

- Examples of communicating externally:
 - Website providing the company's CSR strategy
 - External newsletter, including a section on CSR
 - Brochures
 - Events

Possible process:

1. **Identify** groups that you need to communicate to.
2. **Decide** on effective means of communication, e.g.:
 - Reporting,
 - In-person meeting with affected stakeholders,
 - Web-updates, etc.
3. **Decide** if communication should be routine or in response to particular events.
4. **Establish** clear decision-making processes on how, when and to whom to communicate

RESOURCES:

- [UN Guiding Principles Reporting Framework \(RAFI\)](#)
- [The Small Business Standards \(SBS\) User Guide for European SMEs on ISO 26000 Guidance on Social Responsibility](#)

2.3. Remediation

Where a company identifies that it has caused or contributed to adverse impacts, it shall take appropriate action in order to avoid recurrence (e.g. via education) and provide remedy, that is, to find ways to correct the situation for the victim. Depending on the context, this could involve financial or non-financial compensation or any other means of remediation that the company and the victim agree on as appropriate. Grievances should be as much as possible addressed early and remediated directly, e.g. through direct contact with the individuals that feel affected by the company operations.

An effective means for enabling remediation is the establishment of a complaints mechanism (also known as a grievance mechanism) that enables those affected to safely raise their concern and start a dialogue. For employees such a mechanism can for example take the form of an employee speak-up hotline, a suggestion box, etc., while for individuals outside of the company, companies may consider establishing a public hotline or email address to collect complaints. An effective grievance mechanism is expected to meet the eight effectiveness criteria outlined in the UN Guiding Principles and be legitimate, accessible, predictable, equitable, transparent, right-compatible, a source of continuous learning and based on engagement and dialogue.

RESOURCES:

- [Assessing the effectiveness of company grievance mechanisms \(CSR Europe\)](#)



3. Responsible labor practices

3.1. Decent work

As a very simple approach to responsible employment, Richard Branson successful British entrepreneur, suggests that "There's no magic formula for great company culture. The key is just to treat your staff how you would like to be treated."

This subjective approach can be complemented by internationally accepted principles. The International Labor Organization (ILO) is the agency in the United Nations family responsible for responsible employment, in short for the "decent work agenda".

This agenda is explained on the [ILO website](#) and is in effect very close to the citation above:

"Decent work sums up the aspirations of people in their working lives. It involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.

[...] Putting the Decent Work Agenda into practice is achieved through four strategic pillars: **job creation, rights at work, social protection and social dialogue**, with gender **equality** as a crosscutting objective."

The following three sub-chapters adapted from the ISO 26000 standard can help understand the implications of the decent work agenda.

3.1.1. Job creation

In case of temporary work arrangements, include social criteria in the selection of the service provider.

3.1.2. Rights at work

- (a) Provide equal pay for work of equal value.
- (b) A company has to refrain from using forced compulsory or labor and child labor.
- (c) Provide a harassment-free environment (preventing from offensive, intimidating, humiliating or hostile behavior towards employees) in which employees have an opportunity to contribute at their highest potential.
- (d) Equal opportunities free of discrimination should be observed in employment and dismissal decisions (recruitment, training, salary, promotion). Discrimination is to be avoided for all relevant possible bases⁴.
- (e) Protect personal data and privacy of people according to the national legislation where the company or affiliate operates.

⁴ Race, color, gender, age, national origin, language, social origin, caste, economic grounds, religion, sexual orientation, gender identity and expression, marital status, citizenship, pregnancy, belonging to an indigenous people, trade union affiliation, political affiliation or political or other opinion disability, veteran status, HIV/AIDS status, or any other legally protected factor.

3.1.3. Social protection and social dialogue

(a) As a minimum comply with all national laws and regulations, access to the social security system, and also observe higher level provisions (established through legal instruments, such as collective agreements) for:

- wages and all forms of remuneration, benefits
- hours of work, weekly rest
- holidays, paid annual leave
- maternity and paternity protection / leave
- health and safety
- childcare
- work-life balance

Where national legislation is not available, or not sufficient, it is recommended to use the 1998 Declaration on Fundamental Principles and Rights at Work (International Labor Organization) as the main benchmark in establishing conditions of work and social protection.

(b) Handle relevant changes in operations (such as closures, etc.) responsibly taking into account possible adverse impacts of such decisions on employees. Responsible change management in operations includes providing reasonable notice, timely information, where possible jointly with workers' representatives (also aiming to gather their opinions and positions), for employees and the local authorities.

(c) Provide all workers with the opportunity to enjoy their right to form their own or join organizations to advance their interests or to bargain collectively (such as work councils, trade unions, etc.). This means, such endeavors should not be obstructed by using dismissal or harassment or the threat of those to dissuade employees to do so.

(d) Provide duly designated worker representatives with access to decision makers, to workplaces, to the employees they represent, to facilities necessary to perform their role and to information that will allow them to have a true and fair picture of the organization's finances and activities.

(e) Consider contributing to superannuation and pensions for employees.

3.1.4. Occupational health and safety

Establish and support continual improvement of an occupational health and safety management system (OHSMS) in relation to manufacturing activities.

The OHSMS, which should be appropriate to the nature and scale and occupational health and safety impacts of company activities, products and services, ensure that:

- Hazards arising from and within manufacturing activities that may have an adverse impact on occupational health and safety are identified, and risk assessments are made.
- Significant occupational health and safety risks that are identified by these assessments are eliminated or controlled effectively.
- Emergency situations and potential accidents that may impact occupational health and safety have been identified, procedures to prevent or mitigate such impacts are in place (incl. trainings), and these are periodically tested and reviewed.
- Senior management review takes place at planned intervals and assesses opportunities for improvements and changes to the system and to objectives and targets.

Specifically, where the manufacturing operations involve use or handling of enzymes, companies shall follow the A.I.S.E. "Guidelines for the Safe Handling of Enzymes in Detergent Manufacture" or other approaches which give an equivalent level of protection. Relevant upcoming A.I.S.E. industry guidelines shall be followed.

RESOURCES:

- [ILO Declaration on Fundamental Principles and Rights at Work](#)
- [OECD Guidelines for Multinational Enterprises \(2011\) – Employment and Industrial Relations](#)
- [UN Global Compact Principle 6](#)
- [Rethinking Careers report with good practices](#) by CSR Europe
- [List of decent work indicators](#) for country reporting may help set up company performance indicators
- [GRI indicators on Labor practices and decent work](#)
- [International Conventions on Child Labor](#)
- [ILO Forced Labor Convention, 1930](#)
- [Cefic: Management of occupational health & safety issues](#)
- [A.I.S.E. standards and industry guidelines](#)

3.2. Human development and training in the workplace

Developing the workforce to be more and more competent in their work and to have better skills and competences to compete on the labor market will help companies better recruit and retain employees.

The following points adapted from ISO 26000 standard serve as guidance on criteria to take into consideration when developing activities:

Provide all workers in non-discriminatory manner with:

- access to appropriate training, according to learning and development plans, at all stages of their work experience, taking the implication of digitalization also into account;
- career advancement opportunities;
- assistance for new employment, training and / or counselling when made redundant;
- activities where health and well-being can be promoted for both workers and management, if possible in joint programs (e.g. via workshops, balanced diet in canteen, etc.).

RESOURCES:

- ["Blueprint for Business Action on Health Literacy"](#) by CSR Europe
- [Corporate Digital Responsibility: Principles to guide progress](#)



4. Fair operating practices

Fair operating practices lay the foundations for the company to operate responsibly and also be profitable at the same time, both within its own operations and positively affecting its supply chain.

The following points adapted from ISO 26000 standard serve as guidance on how to establish fair operating practices.

4.1. Tax payments and disclosure

Fulfill tax obligations, provide authorities with all required information and make efforts to establish responsible tax payment practice.

RESOURCES:

- [Good Tax Governance in Transition](#) by VBDO, Netherlands
- [Country-by-country reporting requirements compared by KPMG](#)
- [Getting to Good: Towards responsible corporate tax behaviour](#), by Oxfam, ActionAid and Christian Aid (2015)

4.2. Anti-corruption & bribery

A company should approach anti-corruption and bribery systematically in both political (lobbying, contributions, involvement) and business relationships by:

- assessing risks in relation to both and including this into top management strategic agenda;
- establishing policy to tackle most imminent risks;
- informing and/or training employees and representatives on the policy, how to recognise and how to deal with conflicts of interest, bribery and corruption;
- being transparent about policies, activities, relationships (with government officials, political representatives, as well as business partners where possible) and incidents (to the extent possible);
- have reporting procedures in place.

RESOURCES:

- [Anti-Corruption Ethics and Compliance Handbook for Business](#) by the OECD
- [Business Principles for Countering Bribery – SME Edition](#) by Transparency International
- [European fraud survey 2011 with results on corporate shortcomings](#) by EY
- [The Small Business Standards \(SBS\) User Guide for European SMEs on ISO 26000 Guidance on Social Responsibility](#)

4.3. Fair competition

A company should:

(a) Conduct all activities in compliance with competition laws and regulations and make sure internal safeguards and awareness raising is available for employees to be able to act according to this commitment.

(b) Analyze the social context of the country where doing business in order to avoid risks of unfair competition related to e.g. taking advantage of social conditions like poverty.

4.4. Responsible selling

In addition to consumers' safety and information issues (as covered by the A.I.S.E. Charter for Sustainable Cleaning), a company should extend its social responsibility efforts to customers and consumers

- By creating a policy which promotes fair marketing, selling and contracting practices, through clear, accurate, factual, and unbiased information and claims on which the company holds evidence and which can be substantiated.
- By informing customers about principles and issues of social responsibility and their potential impact.
- Providing information to consumers on safe and sustainable use and consumption of products and packaging in a way that is easy to understand.
- Offering consumer telephone or online care line service.
- Disclosing relevant information on products.
- Protecting consumer data.

RESOURCES:

- [UN Environment Guidelines for Providing Product Sustainability Information – Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice](#)
- Tailored to the cleaning and maintenance products industry sector, [A.I.S.E. guidance on safe and sustainable use and consumption of products and packaging](#); [A.I.S.E. Charter for Sustainable Cleaning](#)
- Focus on environmental aspects
 - A best practice example on guidance, tailored to the cleaning and maintenance products industry sector is the '[UKCPI Green Claims Guidance for the Cleaning Products Sector, November 2014](#)'; this guidance has been produced by the UK Cleaning Products Industry Association at the invitation of DEFRA, the Department for Environment, Food & Rural Affairs of the UK government.
 - [Multi-stakeholder Dialogue on Environmental Claims \(MDEC\) Compliance Criteria Guidelines on Environmental Claims from the Multi-Stakeholder Group Dialogue in the context of the implementation/application of the Unfair Commercial Practices Directive 2005/29/EC - Helping consumers make informed green choices and ensuring a level playing field for business](#)

4.5. Responsible purchasing

(a) Establish a responsible purchasing framework that applies to all potential and existing suppliers and buyers, with a view to your supply chain:

- By creating a policy that takes into consideration products' and/or producers' ethical, social, environmental, human rights and fair operating procedures and/or performance (e.g. in relation to labor codes, suppliers should be consistent with the Universal Declaration of Human Rights and the 1998 Declaration on Fundamental Principles and Rights at Work (International Labor Organization)).
- By training buyers to understand procedures and the business case behind responsible purchasing.
- By appropriately informing suppliers about responsible purchasing opportunities and requirements, e.g. through website and contact with staff.
- In a next step by considering to conduct monitoring of suppliers and where possible supplier audits to avoid operational and/or reputational risks related to non-conformity with sustainability expectations.

(b) Take into account the impact of purchasing decisions:

- By taking into consideration the impact of outsourcing on employment creation, both internally and externally.
- Where possible by considering local suppliers of products and services
 - by engaging in initiatives to strengthen the capacities of local suppliers to contribute to value chains, with special attention to disadvantaged groups;
 - by supporting proper legal compliance of companies in the local community, also by engaging in economic activities with those that have difficulty meeting such requirements due to low levels of development (however use adapted responsible purchasing criteria to determine positive impact of such business relationship on poverty reduction, legal compliance, etc.).

RESOURCES:

- Initiatives, resources and good practices from [UNGP website](#)
- Resources from [SEDEX](#)
- Company good practices on supply chain and procurement from the [CSR Europe solutions database](#)
- [AIM \(European Brands Association\) PROGRESS](#) - a global forum of leading Fast Moving Consumer Goods (FMCG) manufacturers, assembled to enable and promote responsible sourcing practices and sustainable supply chains
- [The Business Social Compliance Initiative \(BSCI\)](#)
- [Together for Sustainability \(TfS\) initiative](#)
- [A.I.S.E. Charter for Sustainable Cleaning, Charter Sustainability Procedure B 'Raw material and packaging suppliers selection'](#)

4.6. Respect for property rights

(a) Pay fair compensation for all property acquired or used (be it intellectual or physical).

(b) Take into consideration human rights and basic needs of the individual when exercising and protecting intellectual and physical property rights.

(c) Do not engage in activities that are violating property rights, are susceptible of counterfeit and/or piracy, and do not misuse dominant position.

4.7. Responsible growth and innovation

(a) Consider contributing to the development of technologies:

- Which are innovative in reacting to new challenges (cleaning of new industrial technology, special hygienic requirement, recycling possibilities, etc.).
- Which help address social and local specific issues. Proposed technologies and products have to take into consideration the situation where they will be used: available equipment (e.g. washing machines, dish washers), energy and electricity, (warm/cold) water, surfaces (e.g. bathrooms, lavatories, kitchens are not tiled everywhere), taking also into account the economic situation of the product end-users.
- Which help address environmental issues in considering low temperature washing, lower water consumption, optimisation of the resources, leading to good hygienic and cleanliness results.

(b) Partner across sectors and with other organizations (e.g. universities, laboratories) and potentially employ local people in this work, in order to advance and spread technological developments.

(c) Where possible and if economically viable consider adopting practices that allow for technology transfer and diffusion. Set reasonable terms and conditions for licenses and transfers, taking into consideration the capacity of the community to manage technologies.

(d) When planning new investments, in general, include criteria of employment creation in such decisions with a view to favor employment creation and poverty reduction if possible.





5. Community involvement and development

Community involvement will help companies reinforce their license to operate within a community. If done strategically, it can bring value to the company's bottom-line by decreasing operational and reputational risks. A strategic purpose benefiting both business and society can enhance reputation, employee recruitment and retention, i.e. it can create long-term shared value. Stakeholder engagement (interacting and listening), enlightened self-interest (prioritizing projects that benefit both company and community) and measuring impact (connecting activities to wider frameworks, clusters) are important implementation factors of successful share-value activities with lasting impact.

5.1. Community involvement framework and strategy

The following paragraphs adapted from the ISO 26000 standard provide a framework for approaches to take into consideration for a project / program delivering positive social impact:

5.1.1. Selection

(a) Prioritize action in community development /and social investment activities in consultation with relevant representatives of community groups. Where possible and relevant, pay special attention to the inclusion of vulnerable, discriminated, marginalized, unrepresented and under-represented groups and their benefits. Sponsorship activities with pure advertising and business objectives are not considered as relevant to community involvement programs.

(b) When selecting, or executing a project, contribute in an inclusive manner (with respect to others' views and legitimate self-interest) to policy formulation and development programs (local, national, regional or global). This will also help measure outcomes and impact.

(c) Prior to any kind of development activities undertaken consult and accommodate expectations of local communities (including indigenous people) on terms and conditions of development affecting them. Make sure information on such terms and conditions is complete, accurate and accessible.

5.1.2. Planning

(a) Take into consideration when planning your strategy or framework the economic, social and overall sustainable development impact of entering or leaving a community, in the planning phase.

(b) Take into account the promotion of community development in planning community involvement /and social investment projects.

(c) Avoid creating dependence on the organization's philanthropic activities, on-going presence or support in the community. Try to favor projects where the target audience acquires capacities which will help them sustain their activities on the long term.

5.1.3. Implementation

(a) Involve community stakeholders (especially target audiences of the community involvement strategy) in monitoring, evaluating, communicating and improving activities.

(b) Where possible and relevant, encourage and support community service volunteerism in your organisation.

(c) Take into consideration partnering with other organizations and sectors (government, other companies, NGOs, social partners) in order to cater for missing expertise, increase impact and share costs of initiatives, among other benefits.

RESOURCES:

- [Social investment methodology and good practice in "Unlocking the Value of Social Investment"](#) by KPMG
- ["Measuring socio-economic impact: A guide for Business"](#) by the WBCSD

5.2. Community involvement programs

The following activity examples adapted from the ISO 26000 framework can serve as resources when planning strategic community projects / programs with a view to shared-value creation. For these activities to become strategic, companies need to filter them according to their business model and targets:

(a) Enhance quality of and provide access to formal and informal education (especially for vulnerable and discriminated groups), with special focus on promoting local knowledge, the eradication of illiteracy and the elimination of barriers for children to access education (e.g. child labor, malnutrition, etc.). Consider human rights education and awareness-raising as a priority topic.

(b) Support cultural activities that recognize and value local cultures (including local knowledge and technologies), traditions (in line with respect for human rights) and cultural heritage, with a view to mitigate impacts and especially empower historically disadvantaged groups and thus combat discrimination.

(c) Consider participating in local and national skills development programs and local sustainability networks (also helping develop or improve them) with others in the local or international community. Such programs may focus on apprenticeship, life-long learning, skills recognition and certification schemes in different social groups, e.g. disadvantaged groups.

(d) Pay special attention to the employment skills and opportunities of vulnerable groups and help promote framework conditions to create employment.

(e) Participate in local associations as possible and appropriate, with the view to contribute to the public good and the development goals of communities.

(f) Support activities that stimulate or diversify economic activity in the community.

(g) Engage in durable programs and partnerships helping community members, especially socially disadvantaged and vulnerable groups, to engage in business activities. E.g.: promotion of entrepreneurship, training in business planning, marketing, quality standards required to become suppliers, management and technical assistance, access to finance and facilitation of joint ventures; support to organizations bringing need products and services to the community; support to community-based associations of entrepreneurs.

(h) Programs providing access to food and other essential products for disadvantaged, vulnerable or discriminated groups with a view to increase their potentials and opportunities for a better standard of living.

A.I.S.E. welcomes any feedback from companies and stakeholders to enrich this Guidance. We ask companies to inform A.I.S.E. on the implementation of this Guidance in their management processes and good practices they have established on social responsibility.



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