

# INTERNATIONAL ASSOCIATION FOR SOAPS, DETERGENT AND MAINTENANCE PRODUCTS



- The voice of the industry since 1952
- 29 National Associations, 900 companies
- Household and Professional uses  
(eg Healthcare, Food & Beverage etc)

- => Laundry care
- => Surface Care
- => Dish Care
- => Disinfectants
- => Hand disinfectants



# THE A.I.S.E. STRATEGIC ACTIVITIES



Kosmetik & Hygiejne  
Branchen

Our member in Denmark



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# THE FUTURE OF CLEANING



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# THE FUTURE OF CLEANING



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# 1) CLEANLINESS & HYGIENE



Joint report on the importance of **Targeted Hygiene** released on 7 April 2021

By: A.I.S.E. and IFH (International Scientific Forum on Home Hygiene)

Audiences: Industry members, Health authorities, consumers

Objective: Emphasise the key role of Targeted Hygiene for EU citizens' health and promote appropriate use of products (cleaning products or disinfectants when needed)



5 **Professor Didier Pittet**, Director of the Infection Control Program at the University of Geneva Hospitals and Faculty of Medicine in Geneva, Switzerland, and adviser to the World Health Organization for the "SAVE LIVES: Clean Your Hands" initiative, said: ***"Going forward into the 21<sup>st</sup> century, if we are to address the infectious disease issues we now face, we must ensure that hygiene in our homes and in our everyday lives is recognised as an equal partner to hygiene in healthcare and other settings and pay greater attention to improving hygiene understanding and hygiene behaviour"***.

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# 1) CLEANLINESS & HYGIENE



## Targeted Hygiene in practice

The 9 key moments when hygiene really matters are when you:



## KEY POINTS FROM THE REPORT:

- **Targeted Hygiene** provides the framework for an effective and sustainable approach to preventing the spread of infection in our homes and everyday lives.
- Realising the benefits of Targeted Hygiene depends on getting **the public to adopt this approach**.
- To achieve this, hygiene promotion must be accompanied by **strategies** to improve **consumers' hygiene understanding**.
- The report calls on stakeholders to **work together** to achieve these objectives



# 1) CLEANLINESS & HYGIENE: A.I.S.E.'S EFFORTS TO ENGAGE WITH END-USERS



cleanright.eu

Rengøring og hygiejne Sikker brug Bæredygtig brug Læs etiketten DA

## Et rent hjem er et behageligt hjem

Hvordan rengør du dit hjem, hvilke produkter du skal vælge, og hvordan du bruger dem sikkert og bæredygtigt.



cleanright.eu

Rengøring og hygiejne Sikker brug Bæredygtig brug Læs etiketten DA

Dette blev blev officielt godkendt af De Forenede Nationer i marts af 2019 og inkluderet i GHS.  
Sikkerhedsikoner (GHS) (Globalt harmoniseret system til klassificering og mærkning af kemikalier)



Opbevares utilgængeligt for børn.



Undgå kontakt med øjnene. Skyl øjnene grundigt med vand, hvis produktet kommer i øjnene.



FOR CONSUMERS

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# 1) CLEANLINESS & HYGIENE: A.I.S.E.'S EFFORTS TO ENGAGE WITH END-USERS



## SAFE USE INFORMATION FOR END-USERS:



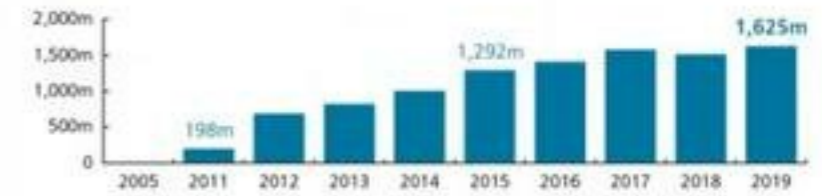
FOR PROFESSIONAL CUSTOMERS



# 2) SUSTAINABLE DEVELOPMENT : A.I.S.E. PROJECTS



SINCE 2011, MORE THAN 9,5 BILLION CONSUMER PRODUCTS CARRY THE INDUSTRY SUSTAINABILITY MARK!



Full KPI performance: [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)

Criteria for sustainable sourcing, manufacturing, product design, product use, reporting.

# 2) SUSTAINABLE DEVELOPMENT: POLICY CONTEXT



EU & UN PRIORITIES



PARIS2015  
AN CLIMATE CHANGE CONFERENCE  
COP21-CMP11



European Commission proposed method to reach objectives on **Circular Economy Action Plan** (e.g. 'Substantiation of Green Claims', 'Empowerment of Consumers in the Green Transition', 'Sustainable Products Initiative')

# 2) SUSTAINABLE DEVELOPMENT: CLIMATE NEUTRALITY



EU Commission's ambition: Carbon neutrality by 2050

Up to 60% of laundry's carbon footprint comes from the washing temperature



Source: P&G

## DENMARK - AMBASSADORS & STAKEHOLDER OUTREACH



66,000 postcards over 2 weeks in cinemas & cafes in Denmark!

"Hvis vi ændrer bare en lille smule i vores daglige vaner, kan vi sammen opnå store resultater. Lad os arbejde sammen for at skabe et bedre klima - en vask ad gangen."

Connie Hedegaard  
Klimakommissær i EU



[www.iprefer30.eu](http://www.iprefer30.eu)

Average wash temperature (laundry), June 2020:

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- Europe: 43,1°
- Nordics: 45,8°

# 3) PRODUCT STEWARDSHIP & REGULATORY AFFAIRS



# THE FUTURE OF CLEANING



- Targeted
- Appropriate use
- Digitalisation
- Transparency
- Circularity
- Innovation
- Carbon neutrality
- Product to service
- Business models
- Working together

**Thank you!** [Valerie.sejourn@aise.eu](mailto:Valerie.sejourn@aise.eu)