

THE SECOND A.I.S.E. “PRODUCT RESOURCE EFFICIENCY PROJECT” FOR LAUNDRY LIQUID DETERGENTS (PREP-L2)

“ONE PAGER” PROJECT DESCRIPTION

Product scope: Heavy-duty and Light-duty low-suds liquid detergents for household laundry.

Aim of the project: Sustainability benefits through reduction of the environmental impact of the laundry detergent sector with regards to chemicals, packaging and energy used in product making, delivery and use. The project will be implemented with the support of A.I.S.E.'s National Associations.

Geographical scope: EU + Iceland, Liechtenstein, Norway and Switzerland.

Positioning vis-à-vis Charter 2010: The relevant Charter ASP will be aligned with *PREP-L2* product requirements.

Timing: The project's key dates are as follows:

- Opening date: 01 April 2016
- Activation date: 01 April 2017
- Closure date: 31 March 2018

Criteria of participation: Open to any company (both members and non-members of A.I.S.E. and/or of National Associations) manufacturing and/or placing on the market HDLS and/or LDLS laundry liquid detergents within the defined geographical scope.

Companies can choose the countries for which they wish to commit. Also they are free to decide whether to adhere to the project in a given country, for both HDLS and LDDs or for just one of the two product categories

The companies will commit:

- 1) To have **all** their products, within at least one of the two categories (HDLS and/or LDLS) covered by the *PREP-L2* scope in a given country, reach a recommended dosage for a standard washing machine load (to be washed in medium hardness water) which is not greater than **55 ml/wash** whilst maintaining at least the same performance as before.
- 2) To optimize the usage of packing materials for the new products, by ensuring a high fill level, remaining at least overall in line with current filling levels.
- 3) To communicate to consumers about the correct use of concentrated products as a minimum through on-pack communication, using the A.I.S.E. non-branded material.

Example:



Expected benefits: *Appendix A* presents an overview of the potential sustainability benefits in terms of reduction in the use of ingredients, packaging materials and transport.

Information to stakeholders: Ad-hoc PR campaigns may be run centrally and locally to inform European and National authorities, NGOs and consumers about *PREP-L2*.

Communication campaigns: A.I.S.E. will develop communication material and support for a communication plan to be implemented in individual countries as appropriate possibly in synergy with the “Price per wash” advocacy program.

Financing the initiative: Project's expenses are covered by a central budget and/or individual local national budgets. Participants in the project will be asked for a financial contribution based on their estimated “*Value Market shares*” of the household laundry liquid LS detergents' market for the calendar year 2015 (data to be collected through an independent source).



PREP-L2 - Potential Sustainability benefits

Based on the existing experience with the previous A.I.S.E. *LSP / PREP* initiatives (e.g., *LSP-1, LSP-2, LSP-L, PREP-P3*), and on the LCA studies that have been run in that context we can expect significant level of sustainability benefits also from *PREP-L2*.

An Expert Working Group has developed a preliminary evaluation based on the hypothesis of concentrating the current “dilute”² liquid detergents to a level that would allow obtaining a performance equivalent to today’s products with a maximum dosage of 55 ml/wash. This hypothesis is fully in line with the minimum commitments that a company participating to *PREP-L2* would have to fulfil.

The results of this evaluation based on our best estimate of a liquid detergents’ market (HDLs + LDLs) in the whole region covered in the scope of this project indicated the following expected potential environmental load reductions:

Total European ¹ liquid detergents’ market (2013)	1,600,000 tonnes
Total European “dilute” ² liquid detergents’ market (> 80 % of total) (2013)	1,350,000 tonnes
Potential reduction of ingredients	250,000 tonnes
Potential reduction of packaging materials (primary packaging only) ³	10,000 tonnes
Potential reduction of transport ⁴	12,000 truck journeys

We judge this level of potential benefits appropriate to justify the project as it is in line with the estimates of the previous initiatives. As an example the most recent *PREP-P3* initiative was launched on the basis of an expected potential benefit of “only” 116,000 tonnes of chemicals.

Importantly four key countries (France, Germany, Italy, and Spain) would account for > 70% of the potential benefits and therefore we will consider a particular communication effort for them.

¹ This refers to the countries covered by the geographical scope of the *PREP-L2* initiative (see point 4)

² With the term “dilute” we indicate those detergents with a recommended dosage > 55ml/wash

³ These calculations have been based on 3 l bottles with a weight of 120 g per bottle. This is a very conservative assumption as nowadays the most common sizes are bottles containing 2.0 liters (or less) which are less efficient in terms of weight per ml of product.

⁴ We assume that a truck transports 21 Tons of freight.