

Defining Sustainability in the Cleaning Products Industry

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ACI's Sustainability Voyage

- Our journey to-date
- ACI Sustainability Principles
- Sustainability Definition – Mission
- ACI Sustainability Metrics Project
- Public Sustainability Report

ACI Sustainability Journey

- In late 90s/early 2000s, companies began issuing sustainability/corporate social responsibility reports
- Increased emphasis/pressure from NGOs, governments, policymakers, media



Imagine a world

in which socially responsible and eco-friendly practices actually boost a company's bottom line. It's closer than you think. **BY PETE ENGARDIO (P.50)**



PLUS
Chrysler:
Dr. Z gets
a checkup



Earth-Friendly Packaging May Have Grocers Seeing Green

January 16th, 2007



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Happi

Clean Well...Do Some Good

Clean clothes? That's a given. Now marketers say they are doing their part to clean the environment, revitalize local economies and, believe it or not, build a better world in the process.



Markets

Detergents get healthy

Viewpoint

May 10, 2006

chemicalweek

Making Sustainability Pay Off



ACI Sustainability Journey



- What was “our” sustainability story?
- Who was going to tell it?
- What were we going to say?
- Who was our audience(s)?



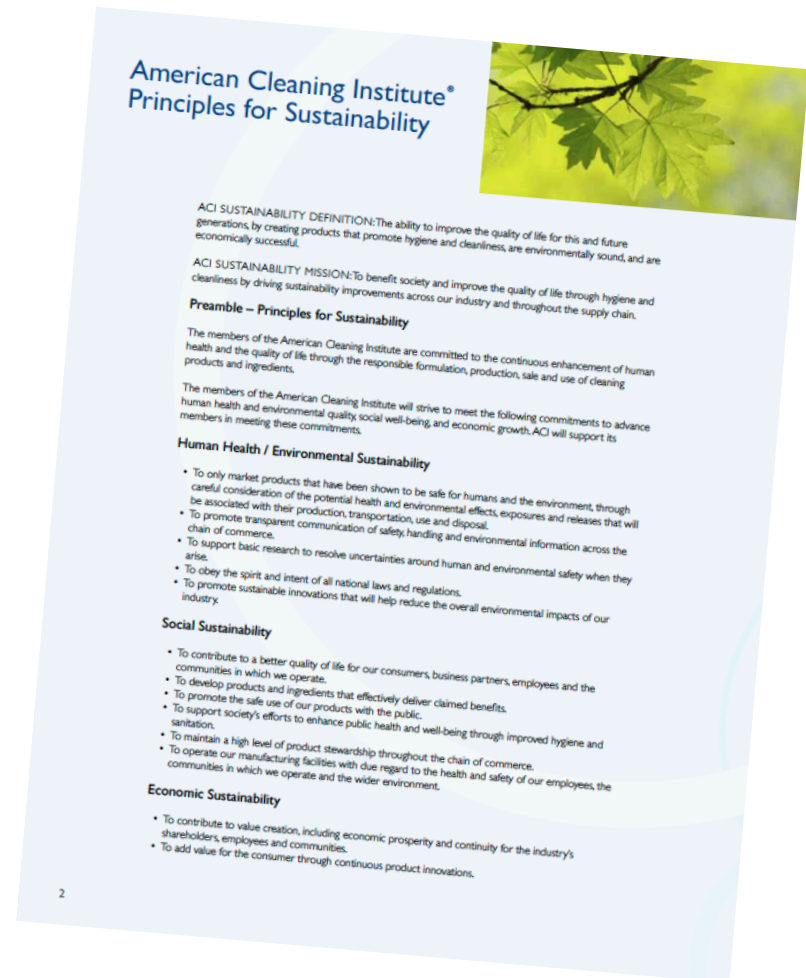
Corporate Social Responsibility



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ACI Sustainability Journey

- ACI (then SDA) Board approved Principles for Sustainability in 2004
– Updated in 2010





ACI Principles for Sustainability

- Human Health / Environmental Sustainability
 - To only market products that have been shown to be safe for humans and the environment, through careful consideration of the potential health and environmental effects, exposures and releases that will be associated with their production, transportation, use and disposal.
 - To promote transparent communication of safety, handling and environmental information across the chain of commerce.
 - To support basic research to resolve uncertainties around human and environmental safety when they arise.
 - To obey the spirit and intent of all national laws and regulations.
 - To promote sustainable innovations that will help reduce the overall environmental impacts of our industry.





ACI Principles for Sustainability

- Social Sustainability

- To contribute to a better quality of life for our consumers, business partners, employees and the communities in which we operate.
- To develop products and ingredients that effectively deliver claimed benefits.
- To promote the safe use of our products with the public.
- To support society's efforts to enhance public health and well-being through improved hygiene and sanitation.
- To maintain a high level of product stewardship throughout the chain of commerce.
- To operate our manufacturing facilities with due regard to the health and safety of our employees, the communities in which we operate and the wider environment.



ACI Principles for Sustainability

- Economic Sustainability

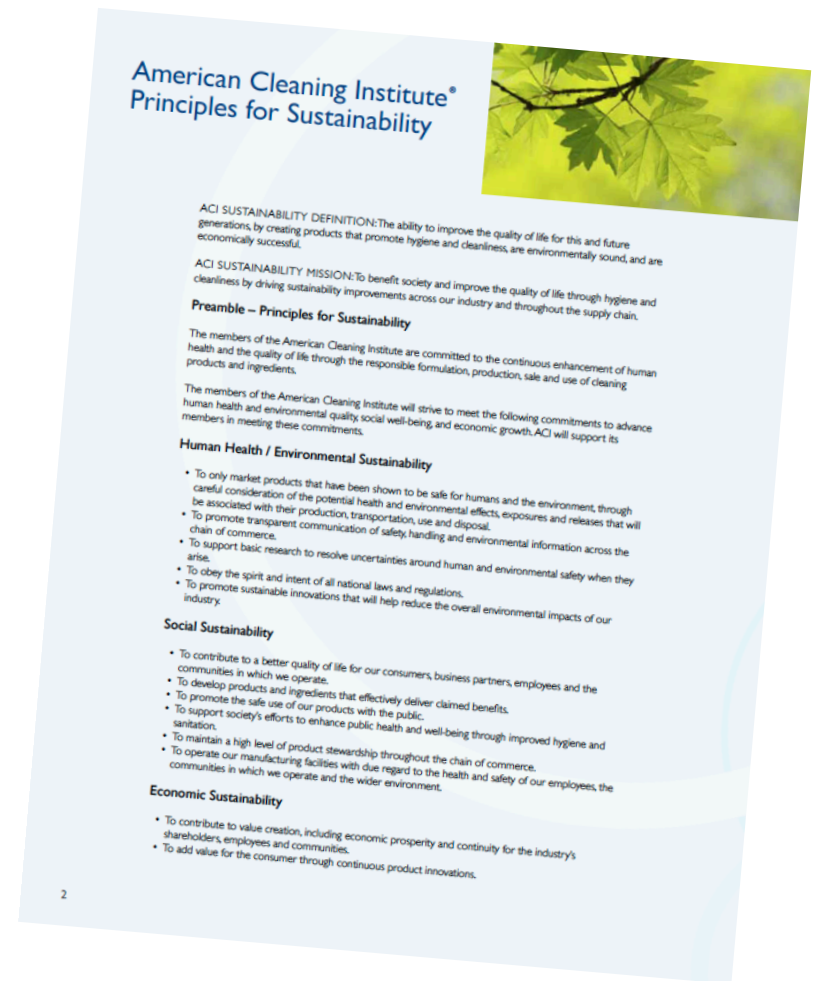
- To contribute to value creation, including economic prosperity and continuity for the industry’s shareholders, employees and communities.
- To add value for the consumer through continuous product innovations.

ACI Sustainability Journey

- Created a member-led Sustainability Committee
 - Develop a proactive and bold ACI sustainability program that will allow ACI's members to continue being seen as a proactive industry that is environmentally and socially responsible
- Worked to create a sustainability definition meaningful to our industry

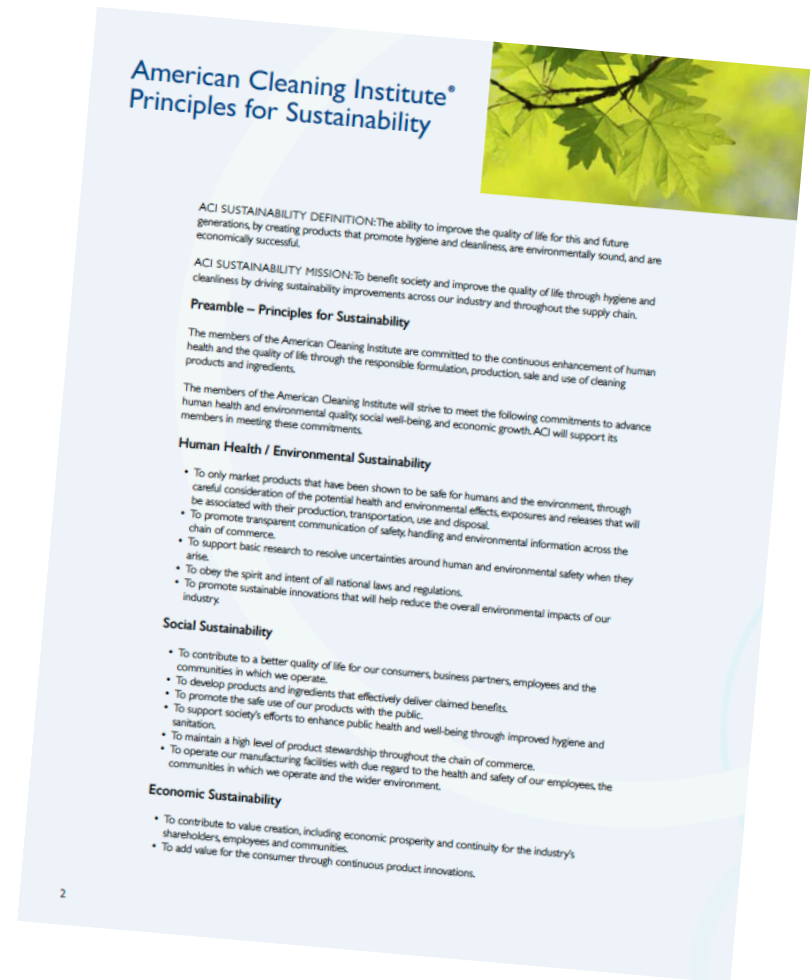
ACI Principles for Sustainability

ACI Sustainability Definition:
The ability to improve the quality of life for this and future generations, by creating products that promote hygiene and cleanliness, are environmentally sound, and are economically successful.



ACI Principles for Sustainability

ACI Sustainability Mission: To benefit society and improve the quality of life through hygiene and cleanliness by driving sustainability improvements across our industry and throughout the supply chain.



Summary: Cleaning Products Supply Chain – Sustainability Metrics Data

- In 2009, ACI embarked on a pilot project to report on a common set of sustainability-related metrics
- Key challenge: design system to gather data from cleaning product formulators AND suppliers
- What do we initially measure and how do we do it?



Sustainability Metrics Data



- Retained the services of Environmental Resources Management to collect and aggregate data
- During the project's first two-years, 20 member companies tracked three years* worth of environmental sustainability metrics:
 - Energy Use
 - Greenhouse Gas Emissions
 - Water Use
 - Waste Generation

* Not every company submitted data for the entire three-year period

Sustainability Metrics Data

- Data reported by 20 companies (representing about 73% of ACI's dues base) was compared with U.S. production rates associated with cleaning products to produce a normalized value, which represents performance per unit of production.



Web-based tool



- ERM developed a web-based tool in 2010.
- ERM conducted web-conference training sessions and several conference calls with member companies and ACI staff to provide instructions on how to use the online data collection tool.
- Participating companies were granted secure website access and given eight (8) weeks to submit their data for 2007, 2008, and 2009.
- Companies that participated in the pilot study were only required to submit 2009 data, as ERM entered their previously submitted 2007 and 2008 data into the web-based tool.

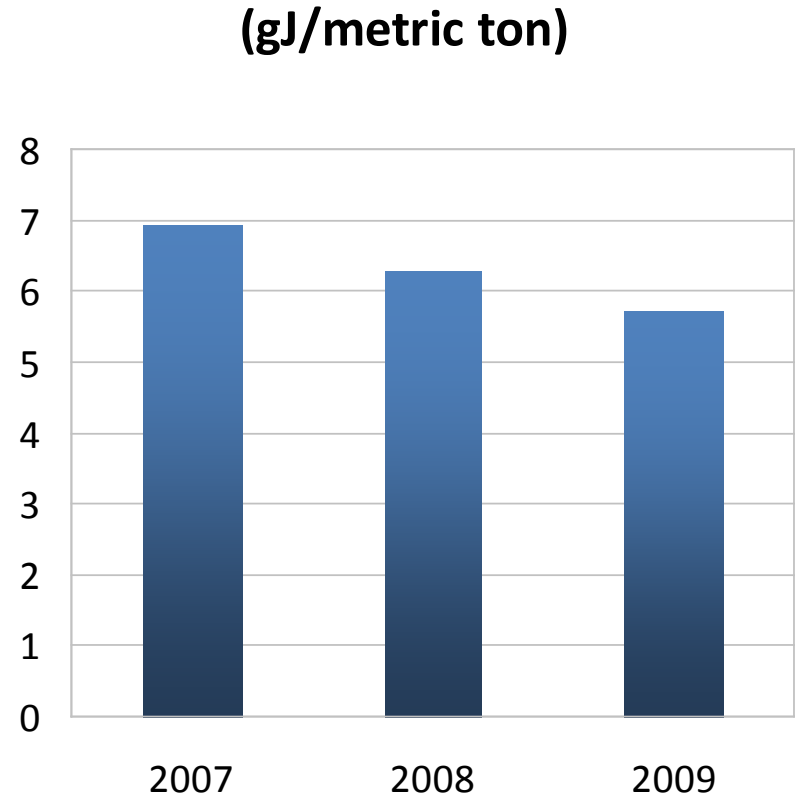
Web-based tool



- Individual company sustainability data was accessible only by ERM and kept confidential.
- ERM provided data to ACI in an aggregate form only. Data was not reported to ACI at an individual company level.
- Once data was received from the individual companies, ERM reviewed the data to identify gaps or potential issues, which ERM then resolved with each company separately.

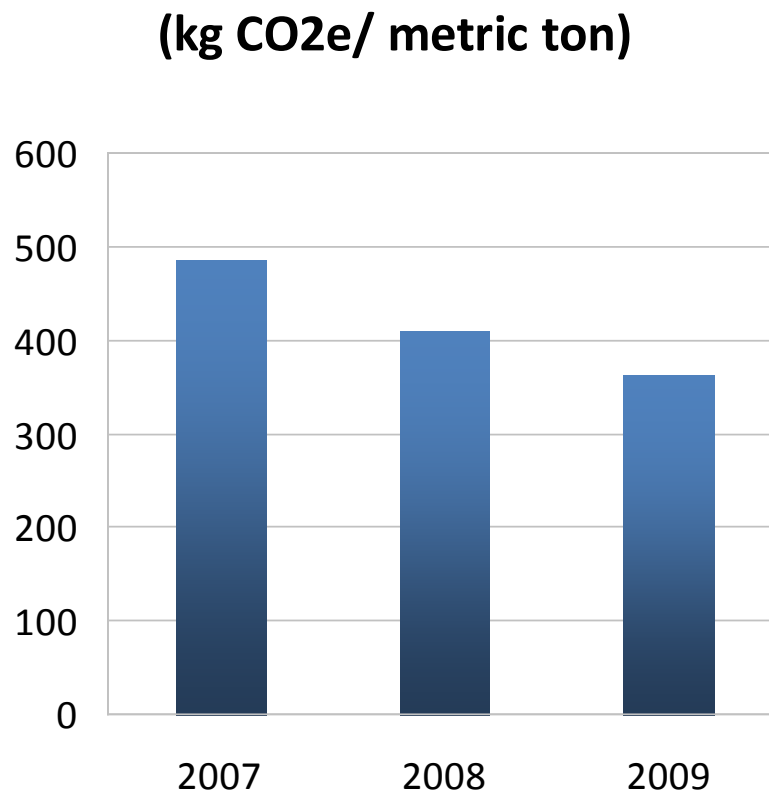
Energy Use

Between 2007 and 2009, total energy use (in gigajoules), which includes electricity, steam and fuel used by stationary combustion sources, **decreased by approximately 18%** when normalized by production.



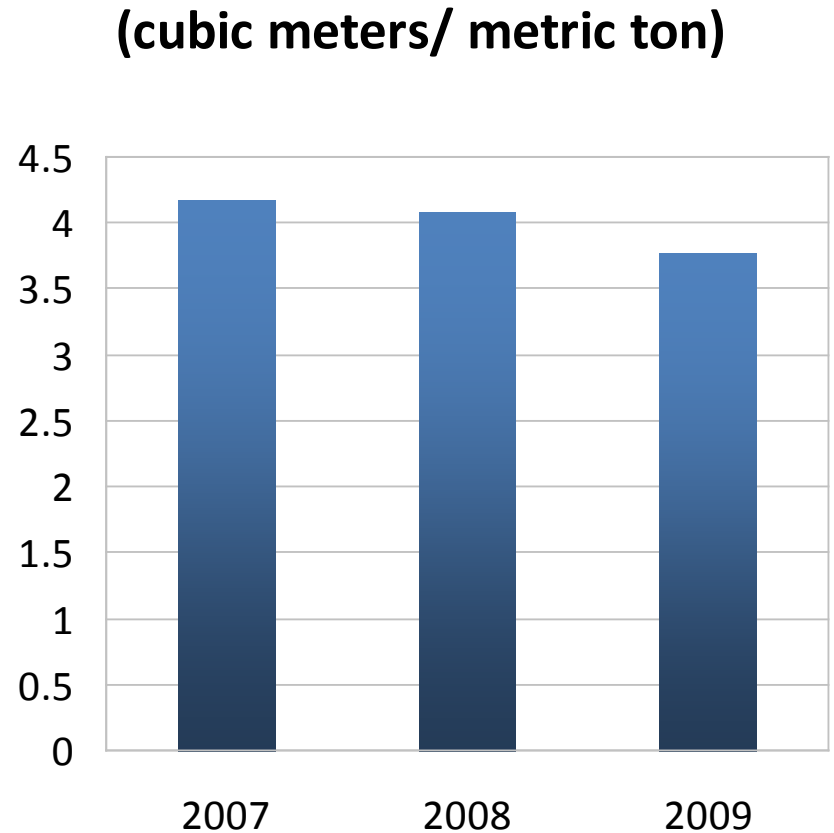
Greenhouse Gas

Between 2007 and 2009, the normalized rate of GHG emission **decreased by approximately 25%**, reflecting applied practices to reduce GHG emissions among member companies.



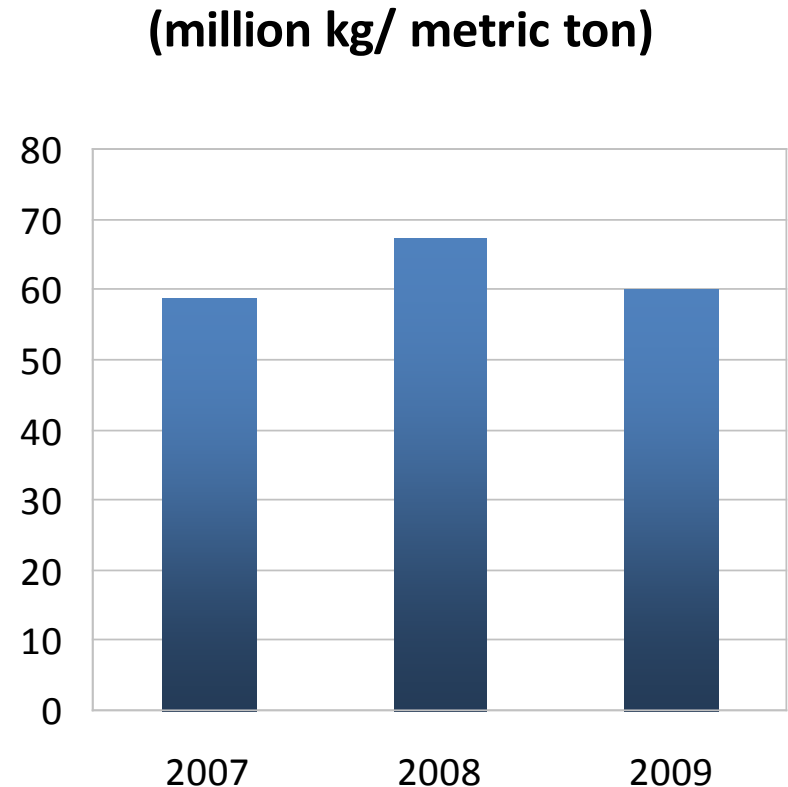
Water Use

- This includes water with-drawn from the environment) by each company and the water amount saved through conservation measures.
- Normalized water use **decreased approximately 10%** between 2007 and 2009.



Solid Waste

- Solid waste generated, reused, recycled, and disposed of by each company.
- Normalized waste decreased between 2008 and 2009, but increased by approximately 2% overall between 2007 and 2009.



What Did We Learn?



- The aggregated data can help ACI member companies, and their stakeholders, understand trends in the cleaning products industry's environmental performance and the effectiveness of their policies, programs, and processes in managing and reducing environmental impacts.

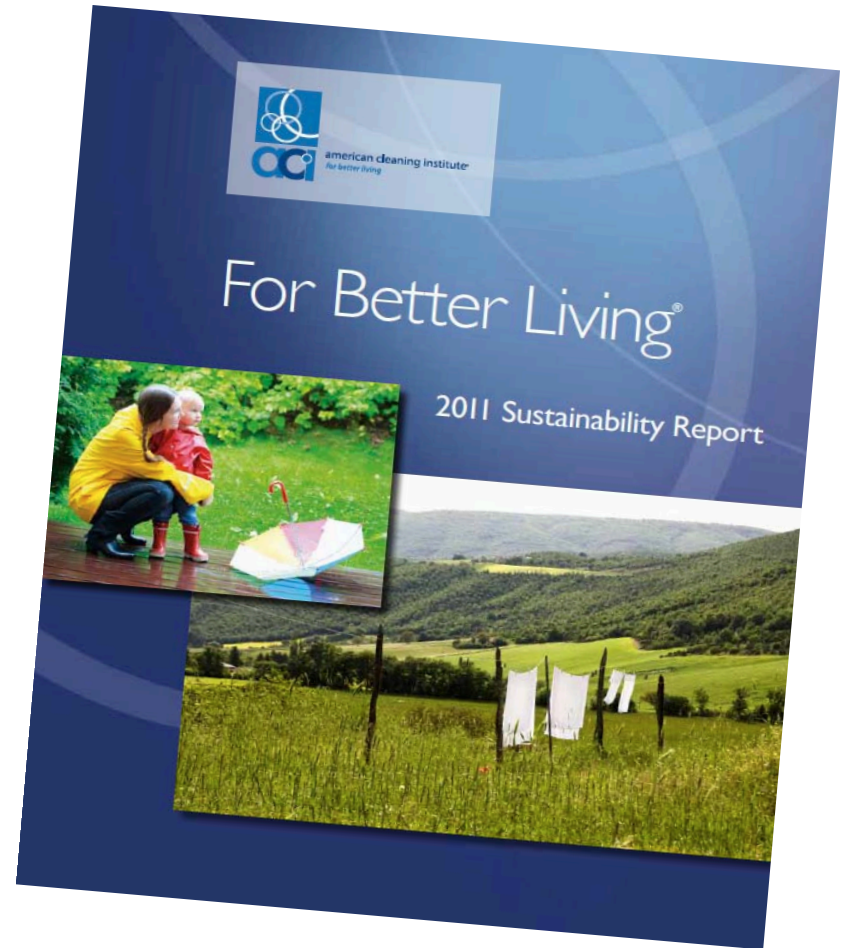
What Did We Learn?



- Negative data trends can be used to identify and prioritize areas where ACI member companies could develop strategies and tools to improve performance across the industry.

ACI's First Sustainability Report

- Summary of ACI social sustainability outreach efforts and scientific and technical work detailing product and ingredient safety
- Summary of the data submitted by members



Sustainability Snapshots – ACI member companies



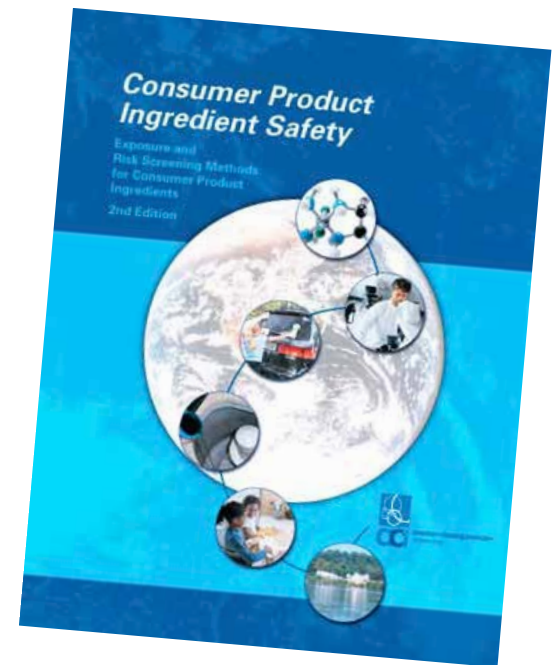
ACI Social Sustainability Efforts

- Supporting good health and hygiene in our schools and communities
 - Sharing information on the health benefits of proper hygiene and cleaning has been a hallmark of our organization since our founding.
 - Highlighting hand cleaning
 - Educating on cleaning and preventing asthma
 - Supporting school cleaning
 - Partnering on flu prevention



ACI Science and Research: Pathways to Product Stewardship

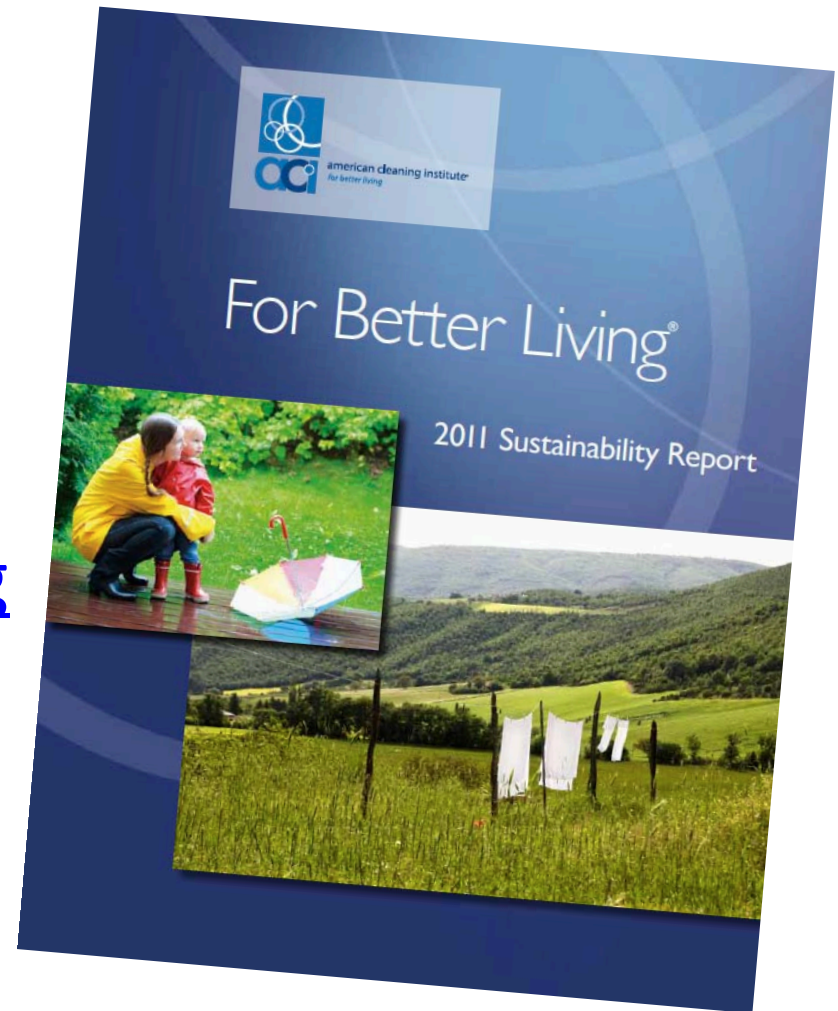
- Since 1926, ACI has been committed to improving the lives of people through science, research, and applied technology. Here are just a few examples of how ACI showcases research and information on the human health and environmental safety of cleaning products and their ingredients.
 - iSTREEM: Promoting Product Stewardship
 - ACIScience.org: Research at Your Fingertips
 - Demonstrating safety in the environment
 - Demonstrating Ingredient Safety
 - Sharing Chemical Data Avoids New Animal Testing
- More available online: www.ACIScience.org



ACI's First Sustainability Report

Available online at

www.cleaninginstitute.org



Other ACI Sustainability Activities



- Initially funded by Wal-Mart
- ACI actively engaged in Home & Personal Care Sector Working Group, along with many ACI members
- Looking to establish scientific standards to measure and report out the sustainability of consumer products
- Present information that's credible, transparent and user-friendly

Future ACI Sustainability Activities

- Looking at other systems in place
 - AISE Charter for Sustainable Cleaning
 - Could include a set of sustainability procedures and activities, which apply to the design, raw material use, manufacture and consumer use of products.



Future ACI Sustainability Activities

- Undertake Phase III of Sustainability Metrics Project
 - Look to double number of participants
- Prepare a second public Sustainability Report within two years
- Showcase information, learnings from initial projects with U.S., international stakeholder groups

Defining Sustainability in the Cleaning Products Industry

- Thanks to my ACI collaborators:
 - Michelle Radecki
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 - Kathleen Stanton
- Environmental Resources Management

ACI's Sustainability Voyage

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Visit ACI's Sustainability Central website

www.cleaninginstitute.org/sustainability



ACI's Sustainability Voyage

Thank you!

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