

# Putting the metrics behind sustainability at A.I.S.E.



## A.I.S.E.



### Development of Advanced Sustainability Profiles for household products

The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.), has developed and implemented a Charter for Sustainable Cleaning. This voluntary initiative is a comprehensive life cycle-based framework for promoting a common industry approach to sustainability improvement and reporting.

#### The Challenge

A key component of the Charter is the product "Advanced Sustainability Profile" (ASP), which signals to consumers that a product fulfils certain criteria on its environmental impacts that lead to a reduced environmental footprint. The main objective of the ASPs is to determine a set of minimum criteria that a product must meet in order to be considered as an example of a product with a good sustainability profile. The main challenges faced by A.I.S.E while implementing this program included:

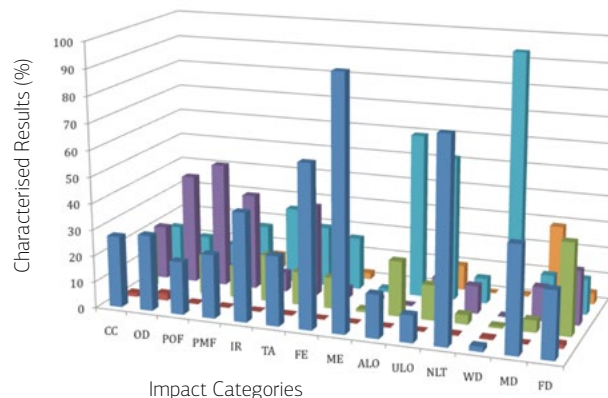
- achieving stakeholder engagement, cooperation, and support to retrieve data
- identifying and harmonizing industry data per product category
- establishing a scientifically robust baseline to enable comparison
- determining which impacts were most relevant to each product category

#### PRé Solution

PRé adopted a life cycle approach to pinpoint the hotspots in a product's life cycle. This holistic view helped identify the key performance indicators per product category. Additionally, PRé identified which impact categories were relevant for each product type and use by comparing the environmental impact

against a reference case. For these consumer facing products, the average impact caused by a European citizen in one year was chosen as the reference.

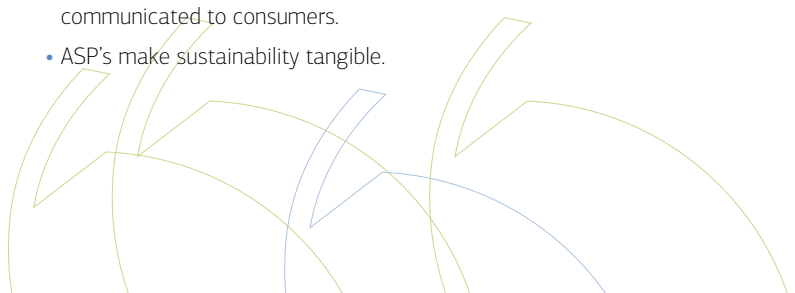
#### Hotspot Analysis



- Manufacturing
- Packaging
- Use phase
- Formulation
- Transport
- End of life

#### Business Value

- A.I.S.E now has a quantitative basis upon which to build ASP's criteria and targets.
- Manufacturers are able to compare their relative strengths and weaknesses to an industry average via benchmarking.
- A.I.S.E can communicate to its member companies the indicators that should be the focus of their improvement efforts.
- Environmental profiles of household products can be succinctly communicated to consumers.
- ASP's make sustainability tangible.





## Creating Business Value Through Sustainability Metrics

### Sustainability Metrics Consulting

Sustainability in business has become a core business concern and a driving factor in creating business value. PRé offers a range of consulting services, provided by a team of experts who will work with you to choose, create and deliver the right metrics for your sustainability goals.

### **PIONEERING** Developing Innovative New Metrics For New Challenges

Societal and stakeholder expectations for implementing sustainability in business are becoming more demanding. Sometimes, off-the-shelf metrics cannot help you answer their questions. PRé has extensive experience in life-cycle-based metrics pioneering: implementing cutting-edge new product metrics and developing completely new, scientifically sound and robust metrics. PRé has been the driving force behind many ground-breaking initiatives like ReCiPe or the Handbook for Product Social Impact Assessment.

### **INTEGRATION** Integrating Sustainability Metrics In Your Business

To create business value from sustainability, your business needs to integrate sustainability metrics across its business functions. You can't improve what you can't measure. PRé has the expertise required to help you choose the right metrics and to integrate sustainability into your day-to-day operations. PRé also supports you in increasing the efficiency of your LCA work and in empowering your LCA practitioners.

### **DELIVERY** Expert LCA Knowledge To Measure Sustainability Performance

LCA has proven to be a robust and science-based way to measure and communicate your sustainability performance. PRé can review your LCA studies, deliver EPDs, footprints and other metrics, and provide you with completely new LCA studies to measure your impact. Our consultants are renowned for their expertise in specific topics, such as impact assessment, uncertainty, normalisation, toxicity, social sustainability and databases. PRé offers training courses and in-house training that build a solid knowledge base to help you conduct LCA studies yourself.

**Get In Touch With PRé**  
We're always happy to discuss your sustainability challenges with you. If you have any questions, feel free to contact our offices in the Netherlands and the US.

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*We look forward to being your partner in putting the metrics behind sustainability.*

[pre-sustainability.com](http://pre-sustainability.com)

### Those Who Have Gone Before – Market-leading Businesses That Are Creating Value From Sustainability Metrics

PRé has built a worldwide reputation as a leader on environmental and social impact assessment. We work with organisations and institutes such as the European Commission, European Space Agency, Heineken, BASF, Philips, L'Oréal and DSM.



### About PRé

PRé has been a leading voice in sustainability metrics and life cycle thinking, since 1990, pioneering the field of product and supply chain sustainability metrics. We've developed some of the world's most widely recognised and applied environmental impact assessment methods, as well as the world's leading LCA software, SimaPro. From the very first, we have not only focused on developing the science of LCA, but also its application – helping companies create value by using state-of-the-art measuring, monitoring and analysis methodologies to improve their sustainability performance.

Find out more about what we can do for your organisation at [www.pre-sustainability.com](http://www.pre-sustainability.com)

