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| Board meeting 05/2020 | |
| Minutes | Web Conference call Wed. 2 December 2020 09:30 - 13:00 |

***Participants***

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| |  |  | | --- | --- | | *By phone*  Mr Giuseppe ABELLO, Assocasa  Ms Heather BARKER, RB  Ms Ana-Maria COURAS, A.I.S.D.P.C.L.  Mr Jean-Paul DECHESNE, Colgate Palmolive  Ms Virginie D'ENFERT, Afise  Mr Ismaël DJELASSI, Spechim  Ms Helle FABIANSEN, KoHB  Mr Charles-François GAUDEFROY, Unilever  Mr Ludger GRUNWALD, Ecolab  Mr Ad JESPERS, Diversey  Ms Sari KARJOMAA, T.Y.  Mr Thomas KEISER, IKW  Mr Philip MALPASS, U.K.C.P.I.  Mr Stefan MUELLER, Dalli-Werke  Ms Anna OBORSKA, P.A.C.D.I.  Mr Lorenzo POTECCHI, SC Johnson  Ms Mihaela RABU, Rucodem  Mr Thomas RAUCH, I.H.O. (Observer)  Mr Arndt SCHEIDGEN, Henkel  Ms Françoise VAN TIGGELEN, Detic  Ms Nadia VIVA, P&G (Chair) | *From A.I.S.E*  Mr Luca CONTI  Mr Sascha Nissen  Ms Jan ROBINSON  Ms Valérie SEJOURNE  Mr Mohamed TEMSAMANI  Ms Susanne ZÄNKER  *Guest*  Ms Amelie WEBER, A.I.S.E. | |

1. WELCOME AND REMINDER OF COMPETITION LAW

The Chair, Nadia Viva opened the meeting by welcoming the attendance to the web -conference.   
L. Conti, the legal and public affairs manager of A.I.S.E. reminded the rules of the Competition law, and all agreed to adhere.

N. Viva also explained her wish to focus in Board meetings on max. 3 topics to allow for in-depth discussion and decisions. For “information topics” are only listed to allow for questions, if occurring. She also thanked the MC members for having accommodated for more or longer meetings to address the Green Deal chapters adequately.

1. APPROVAL OF AGENDA

The agenda was approved as sent out.

1. APPROVAL OF MINUTES & REVIEW OF ACTIONS OF LAST MEETING (8 October 2020)

The minutes were approved as sent out. As to the actions, they were carried out or will be covered through the agenda.

*KEY TOPICS*

1. EUROPEAN GREEN DEAL (S.Nissen/M.Temsamani/J.Robinson)
   1. Chemicals Policy / Zero Pollution
      1. Chemicals Strategy for Sustainability / 4.1.2 Zero Pollution Action Plan

The status of activities in the CSS/Zero Pollution Steering Group was presented, including a summary of the priorities for A.I.S.E. identified in the CSS Action Plan. These priority areas will be analysed in more depth in the first weeks of 2021 to define workstreams for A.I.S.E.  Plans for cross-sector collaboration were also presented; A.I.S.E. is part of the cross-industry platform on CSS facilitated by Cefic, and also discussions in DUCC (J. Robinson will participate as DUCC chair in an exchange of views on 7 December organised by EP rapporteur M. Spyraki).   Further information is still awaited from Cefic on the details of a holistic impact assessment project.  It was agreed that it is important for A.I.S.E. as a downstream user sector to participate in this assessment, but to remain in control of its own messaging.

The Board was invited to follow the discussion on the CSS in the Cleaning & Hygiene Forum in the afternoon.

* 1. Circular Economy Action Plan
     1. Latest developments

S. Nissen introduced the topic, referring to A.I.S.E.’s contribution to the European Public consultations on both initiatives, the Substantiation of Green claims based on PEF/OEF methods (legislative proposal expected Q2/2021) and Empowering consumers (+ public buyers) in the green transition (legislative proposal expected Q2/2021). Our contribution includes an in-principle support to substantiate environmental claims through PEF/OEF as a European-wide harmonised LCA-based approach. However, learnings from our PEF pilot are that the method is not mature to provide specific product comparable information (i.e. individual quantitative PEF results) to consumers for sustainable purchase decisions; instead, we can demonstrate that marking a product with a label, such as the Charter product logo, based on LCA and science + involving 3rd party verification, can address the objectives of both Commission initiatives for our industry sector already today.

* + 1. Substantiation of green claims / Empowering consumers for the green transition

- *Charter and PEF method*

The Board confirmed the proposed approach as the right way forward, i.e. following a strictly science-based approach with the Charter as our key scheme to deliver on green claims and consumer empowerment.

The SSG has started with an evaluation on the use of PEF as method for the assessment of environmental impact categories, also in the context of the Charter. The activities covered are of more strategic nature, such as our positioning concerning Commission plans and requests on the implementation of the PEF method, also with view on the USEtox method; this method is indeed been challenged by industry experts as the right method to evaluate the ecotoxicity impact of a product, especially for the purpose of product comparison at the point of sale. Further technical aspects will have to be sorted out as well, such as:

* a validation, whether the PEF method can be used to identify most relevant environmental impacts for Charter product categories (see presentation for details);
* very importantly, an analysis to identify potential gaps between the Charter and Commission requests.

- *Exchange with industry sectors*

A session with 17 industry sectors, incl. Eurocommerce, FoodDrinks Europe, EUROPEN, and Cosmetics Europe, was organised on 13 November to gather information on the current use of the PEF method by different industry sectors. In addition, participants started to share their position on the PEF method and its potential implementation regarding the two upcoming legislative proposals and beyond. It is foreseen, to continue this exchange, and a next meeting has been scheduled for 10 December. One output of this exchange may result in a common industry position paper.

* + 1. Sustainable Products Initiative *(for information)*

A Public consultation on this initiative is expected for Q1 2021, and A.I.S.E. is going to reply. The legislative proposal is expected for Q4/2021. A.I.S.E.’s position paper on the initiative was submitted to the Commission on 3 November, including:  
- A recommendation to exclude the vast majority of A.I.S.E. product categories from the planned widening of the Ecodesign Directive because focus of the renewed Directive should be on those product categories for which Ecodesign is the most appropriate regulatory tool.  
- A strong suggestion to consider industry voluntary initiatives or self-regulation as an effective approach to demonstrate compliance with product sustainability principles, given that self-regulation and voluntary initiatives have resulted in major and measurable environmental improvements.

* In the context of digitalisation, a reference to our pan-European consumer habit surveys and findings, which demonstrate the need to get product labels to be further optimised and to move towards digital tools for supplementary information.
  + 1. Packaging & Packaging Waste Directive *(for information)*

The Packaging TF and the SSG are currently preparing answers to a European Commission Public Consultation (deadline 6 Jan 2020). This will be aligned with A.I.S.E.’s position on the roadmap, which was submitted end of July. A joint meeting of the Advocacy SG, the SSG and the Packaging TF has been scheduled for 14 December, where A.I.S.E.’s contribution will be finalised.  
In addition, the ‘Packaging Chain Forum’ is preparing a common industry position paper, which may be supported by A.I.S.E..  
NAC representatives expressed their concerns that national governments have already started to take their own measures at national level, such as Portugal and Italy, and it seems that not all member states have so far properly informed the Commission on their activities. Those local initiatives may jeopardise a harmonised approach, and it was suggested to National Associations to continue to leverage as much as possible A.I.S.E.’s position. In this context and also with regard to other aspects, e.g. the plastics levy, it was agreed to gather input from National Associations on local activities to get a better picture on the situation and to provide support to them adequately.

***ACTION:   
- Inform NAC accordingly (A.I.S.E. Team).***

* 1. Climate Action

The Board was updated on recent activities, based on the June and October Board mandate that covers climate action, incl. the strong suggestion of the October Board to shift climate action from priority B to A. With the pressure from Commission increasing, e.g. via the launch of a ‘Climate Pact’ planned on 9 December, it was confirmed that targeted A.I.S.E. activities can help to support our industry sector’s advocacy efforts.  
However, so far only 3 companies are represented in the recently established Climate TF, and the Board confirmed this low representativeness as not sufficient; hence, companies were asked to join the group.  
The Board emphasised that the approach should be science-based, and that the TF should elaborate proposals, that are addressing the relevant and most impactful life-cycle stages. First focus will be on the use and production phase, looking on mid-term also into upstream activities, incl. sourcing. In a first step, it will be essential to quantify the climate footprint of A.I.S.E.’s product portfolio, building on available studies. The LCA expert panel will be involved in this work. Furthermore, the TF will prepare an A.I.S.E. position on climate change mitigation.

***ACTION:  
- Engage in the Climate TF (Companies)***

1. Charter 2020: Charter Technical Advisory Panel – ToR(S.Nissen)

Approved: The Board approved the Terms of Reference for the Charter Technical Advisory Panel, which had been provided with the pre-reading. This new group will be appointed to improve the governance of the Charter. The idea is to strengthen the Charter members’ engagement and in parallel reduce efforts of the Sustainability Steering Group so it can focus on more strategic aspects.

***ACTION:   
- Launch call for nominations, so that the new structure can be implemented officially as of January 2021 (A.I.S.E. team).***

1. Priorities for A.I.S.E.
   1. Revised A.I.S.E. Workplan 2020-2021, and (S.Zänker)
   2. Communication and Advocacy Plan 2021-2022

The revised A.I.S.E. 2020-2021 work programme together with the Communication and Advocacy Plan 2021-2022 was presented as adopted by the MC in November 2020 through slides. As to the FTE, it was mentioned that in 2021, it is expected to have again a full team at A.I.S.E., i.e., 15 FTE, which should allow to tackle the work programme, to keep focus on the priorities and expected additions linked to the EU programme in particular consultations relevant for our sector in relation to the Green Deal.   
The Board approved both, namely the revised work plan and the Communication and Advocacy Plan.

*FOR DISCUSSION*

1. COMMUNICATION AND ADVOCACY TOPICS
   1. Hygiene Communication project

V. Séjourné shared progress made over the last weeks/months (cf PPT), with notably the release internally (for feedback from Biocides WG/Hygiene Comms Experts, cc Management Committee till 10 Dec. 20) of the joint A.I.S.E./IFH report entitled: “Developing household hygiene to meet 21st century needs: A collaborative industry/academia report on cleaning and disinfection in homes & Analysis of European consumers’ hygiene beliefs and behaviour in 2020”. This report is also being circulated in parallel for input from other members of IFH, in addition to Sally Bloomfield who has written the current draft with the A.I.S.E. secretariat.

The structure (i.e. common principles and definition first, followed by an analysis of the consumer habits data observed in 2020) and a summary of the main recommendations of the report were shared. These include the need to follow up with education to consumers on the topic of hygiene and targeted hygiene, but it also hints at the opportunities that exists for a more harmonised and clearer messaging to consumers on products (see claims). The Board was also informed that members’ interest to possibly commission 2 additional guidance on laundry care and surface care with COVID-19 to a group of academia was being sought, for feedback by 10 December.

Based on input from experts, the report and above potential guidance needs will be submitted for final approval to the Board, hopefully early 2021 as well as the proposed follow-up strategy for the future actions by Industry.

Board members’ advice was also sought on the opportunity for A.I.S.E. to release – in a draft form- the infographics with some of the key findings that will be further explained in the report. This was approved as a “soft launch”, to be placed on the A.I.S.E. Forum website as Sally Bloomfield will share some of those data on her speech on 2 December PM.  
In addition, the Board was informed that a video on the benefits of the A.I.S.E. product portfolio for hygiene, as well one on Target Hygiene would be released in the Forum that day.

Progress on this project was very welcomed by companies and National Associations represented in the Board. Some NAs are initiating similar activities locally and the output of the centrally developed material will be helpful. Some also mentioned activities in their Member States locally on the topic of claims (and the use of the word “hygiene”). The promotion of our products to deliver hygiene and proactive work by our industry on this topic will be key.

* 1. New EU Consumer Agenda (M.Temsamani)

M. Temsamani presented the content of the recently published “New Consumer Agenda” which aims to set the policy framework for the EU consumer policy from 2020 to 2025, building on the previous 2012 Consumer Agenda as well as the objectives of the EU Green Deal.   
The Agenda covers five key areas and recommends 22 separate policy actions pertaining to: (i) the green transition; (ii) the digital transformation; (iii) redress and enforcement of consumer rights; (iv) specific needs of certain consumer groups; and (v) international cooperation.

From the 22 listed Actions in the Communication, A.I.S.E. has started a preliminary assessment. It was understood that most actions are horizontal in nature and aiming to protect consumer rights, without exclusively impacting brand owners or the detergents industry. It was therefore felt that specific involvement would be limited on most actions. The discussion during the Board meeting nevertheless focused on “Action 5” and the call from the Commission for industry partners to commit to voluntary pledges addressing sustainable consumption and production. After some exchanges it was decided that it would be appropriate to react to the Commission proposal, demonstrating that the approach may be too stringent and restrictive.

***ACTION:   
- Draft an Opinion profiling the A.I.S.E. track-record and commitment on voluntary projects, but questioning the added-value of Action 5 and restrictive approaches. (A.I.S.E. team).***

1. PRODUCT STEWARDSHIP & REGULATORY AFFAIRS
   1. Microplastics (J.Robinson)

See pre-reading and presentation. No specific question was raised on the restriction proposal for intentionally-added microplastics; it was confirmed that the priority for advocacy by A.I.S.E. will be to secure a review of the transition period for encapsulated fragrances after entry into force of the restriction.  
Regarding secondary microplastics, it was clarified that the harmonised methodology developed and promoted by the Cross Industry Agreement is only for determination of fibre release during washing; to date the initiative does not address tumble drying, which should in principle not release fibres to the marine environment (unless residues from condensing dryer filters are washed down the drain).

* 1. Ethanol: status of harmonised classification proposal (J.Robinson)

See pre-reading and presentation. It was remarked that even if the harmonised classification proposal is successfully averted or amended, the CMR classification would still be present in the biocidal active substance report so could have a negative impact on disinfectants. What to do in that event should be explored further in the A.I.S.E. and cross-industry task forces as appropriate.  
The Commission’s focus on the use of derogations as a solution highlights the problem of the hazard-based generic risk management approach in the Chemicals Strategy for Sustainability. Ethanol could become an exemplar for future industry messaging on this topic if the harmonised classification proposal is accepted.

***ACTION:   
- Raise the question of the biocidal active substance classification in A.I.S.E. and industry task forces (A.I.S.E. team).***

1. FOR INFORMATION/QUESTIONS ONLY
   1. Financial situation as at 30/09/2020 (A. Scheidgen)  
      A. Scheidgen referred to the pre-readings and explained that at the February Board meeting the situation for 2020 will be presented. Due to COVID, it is expected that less expenses occurred for events, meetings, travel etc., meaning that the forecast for the overall expenses will probably not be met.
   2. Single-use plastics for wet wipes *(M.Temsamani)*See pre-reading; no specific question was raised.
   3. Detergent Regulation (J.Robinson)  
      See pre-reading. No specific question was raised.
   4. Digitalisation Roadmap: progress and developments (V.Sejourné/J.Robinson)

See pre-reading. No specific question was raised.

* 1. Ongoing REACH topics (Polymers, REACH Review Action 3) (J.Robinson)  
     See pre-reading. No specific question was raised
  2. Cleaning and Hygiene Forum – 2 December pm (V.Sejourné/M. Temsamani)  
     No specific question was raised to the programme.
  3. KPČ Slovenia interim report for the first half of 2020

The report shared with the pre-reading was acknowledged by the Board, no questions were raised.

1. BOARD MEETING DATES in 2021

**Thursday 11 February 2021** - 10:30 – 16:00 \* - Brussels (A.I.S.E.)

**Thursday 29 April 2021** - 10:30 – 16:00\* - Brussels (A.I.S.E.)

**Tuesday 15 June 2021** - 08:00 – 10:00 - Brussels, THE HOTEL

**Thursday 14 October 2021** - 10:30 – 16:00\* - Brussels (A.I.S.E.)

**Wednesday 8 December 2021** - 10 :00 – 13 :00 - Brussels (venue tbc), followed by Cleaning & Hygiene Annual Forum

\* *will end at 15:30 if virtual*

N. Viva closed the meeting by thanking all participants, wishing to stay safe and a Merry and Healthy Christmas. She thanked the A.I.S.E. Team for the thorough preparation of the Board and the Forum to start from 14H onwards.

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