Modelling the impacts of cleaning products for A.I.S.E.

A·I·S·E

The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.) wanted to determine a set of minimum criteria for products to meet to be considered sustainable. Sustainability consultants with PRé Sustainability used SimaPro to model the life cycles of a range of cleaning products.

The challenge: Signalling sustainability to customers

The LCAs were part of the Charter for Sustainable Cleaning project, with the key component of creating advanced sustainability profiles (ASPs) – these are meant to signal to consumers that a product fulfils certain criteria on its environmental impacts, leading 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 programme were:

- Achieving stakeholder engagement, cooperation, and support to retrieve data.
- Identifying and harmonising industry data per product category.
- Establishing a scientifically robust baseline to enable comparison.
- Determining which impacts were most relevant to each product category.

The SimaPro solution

SimaPro LCAs were used to find the environmental hotspots for a range of cleaning products. This holistic approach helped identify the key performance indicators per product category. Additionally, SimaPro was used to identify which impact categories were relevant for each product type by comparing the environmental impact against a reference case. Such a comparison can be done easily using the normalisation data in SimaPro.

Business values

- 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 which performance indicators should be the focus of their improvement efforts.
- Environmental profiles of household products can be succinctly communicated to consumers.
- ASPs make sustainability tangible.

SimaPro

Empowering LCA practitioners to deliver sustainable value

SimaPro – empowering LCA experts to deliver sustainable value

SimaPro was developed to help you effectively apply your LCA expertise to empower solid decision-making, change your products' life cycles for the better, and improve your company's positive impact. SimaPro is the world's leading LCA software, with a 25-year reputation in industry and academia in more than 80 countries.

Find out more about how SimaPro can help you deliver sustainbility value at: **simapro.com**

Meet the developer – about PRé

SimaPro was developed by PRé with the goal of making sustainability a fact-based endeavour. All of our efforts are focused on helping you create value from sustainability. PRé has been a leading voice in sustainability metrics and life cycle thinking development for the past 25 years, pioneering the field of environmental and social impact assessment. That is how we help LCA and sustainability practitioners deliver sustainable value.

Contact your local partner through the SimaPro Global Partner Network

SimaPro sustainability software is distributed through a Global Partner Network. All partners were carefully selected by PRé.

A partner in your country will act as your local SimaPro sales and support representative.

Find a local partner: **pre-sustainability.com/global-partner-network**

Need help finding your local partner?

Contact PRé and we will help you find the right partner: **sales@pre-sustainability.com**

Discover more about how we help LCA experts deliver sustainable value: **pre-sustainability.com**