



Indoor air quality – We are « in »

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Indoor air quality – industry's interest



- synthetic chemicals are in the products that provided humans with what they call “home” and make their lives better and easier
- industry needs sustainable products (healthy is part of sustainable)
- as an European industry, we need a EU common market with harmonised regulations
- industry needs confident customers and confident and healthy consumers
- in an evolving society, industry needs a stable framework for innovation over a number of years
- consistent approach for all product groups



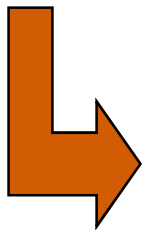
Indoor air quality – present situation

We have 20 years “experience” of:

- activities at expert level, smaller or bigger research projects
- a lot of good will
- diverse national “policies”

However:

- No check against health relevance
- No coherent policy



Our industry appreciates EnVIE approach



Progress has been made

- a lot of research, measurements, data
- better understanding and awareness of the issue
- a grown recognition that several categories of factors have to be managed for a good IAQ
- identification of and consensus on the priority environmental stressors



Obstacles

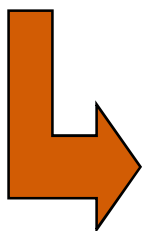
- focus on analytics without health priorities and idea about health consequences
- drowning in complexity
- the large amount of divergent approaches, of data, databases and methodologies
- lack of enforcement of legislation
- lack of practical information
- confusing messages and arbitrary resource allocation

...because of lack of strategy and of focus on emissions instead of Indoor Air Quality

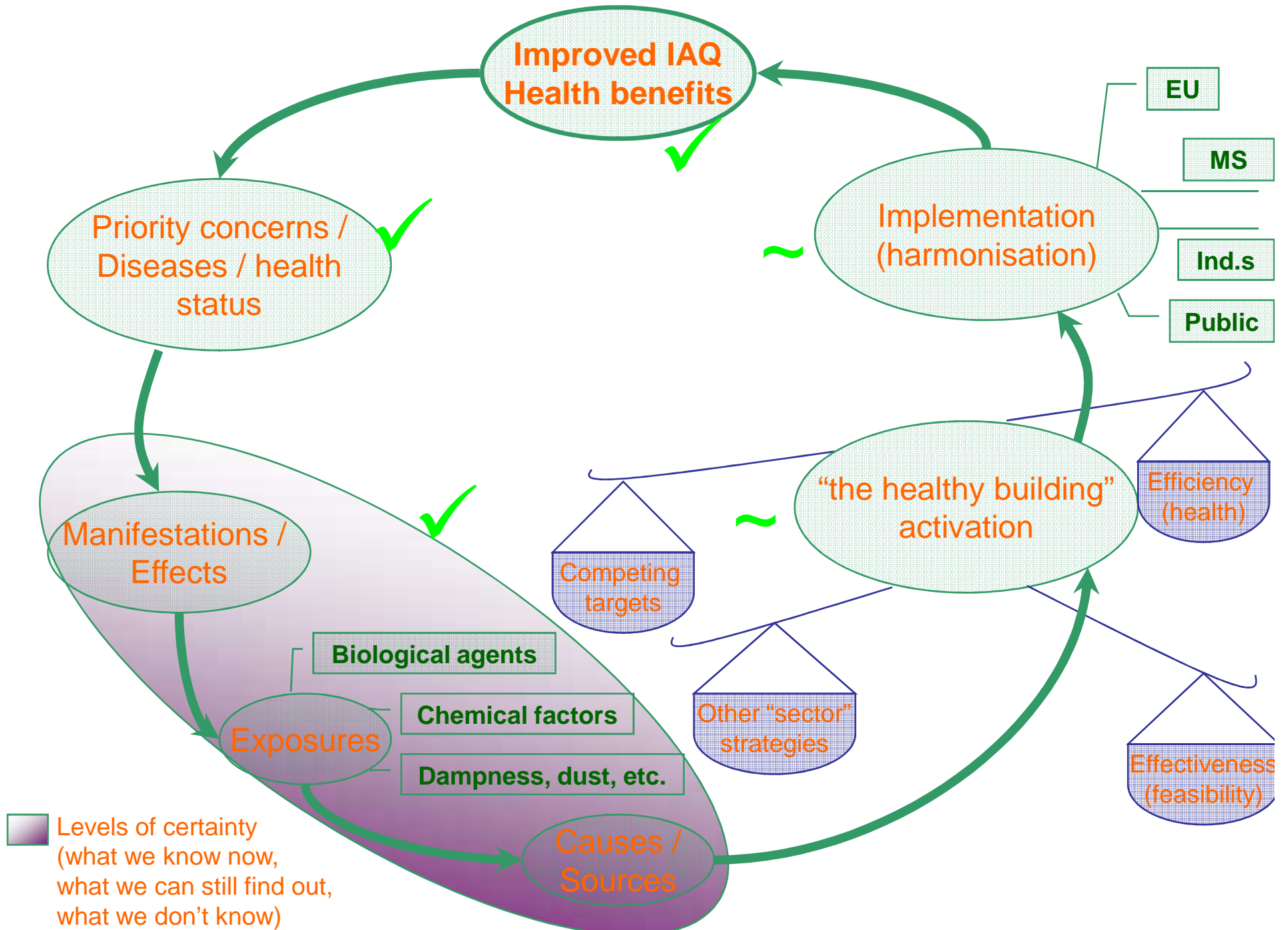


Suggestions

- set our focus on health
- reliable health thresholds
- harmonisation across EU of methodologies & policies in order to ensure that industry's latest investment / best practice has an effect
- inclusion of priority effects in health indicators' system in Europe
- a "Thematic Strategy" on IAQ (initiatives, regulation, standards)



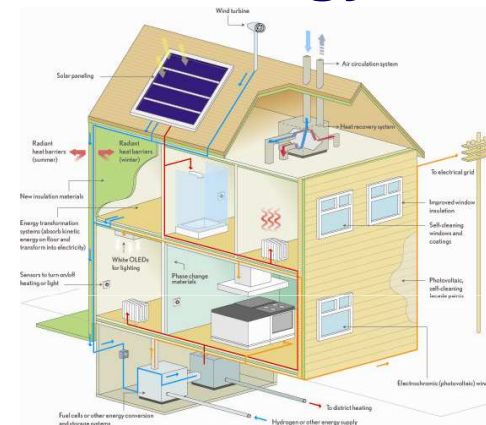
our own virtual circle of action



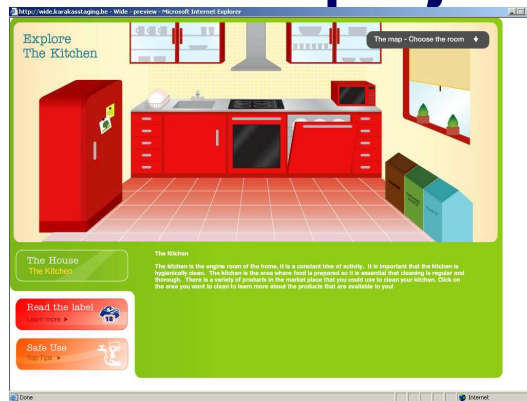
Healthy living – industry application



The Smart Energy Home



The WIDE project



Responsible Care

LRI
The Long-range
Research initiative

The Long-range Research Initiative



10 years of research
in:

-consumer exposure

-respiratory toxicity

-immunotoxicity

-allergy

Identifying gaps, e.g.:

- Indoor Air Inventory
- EXPOLIS
- ExpoFacts

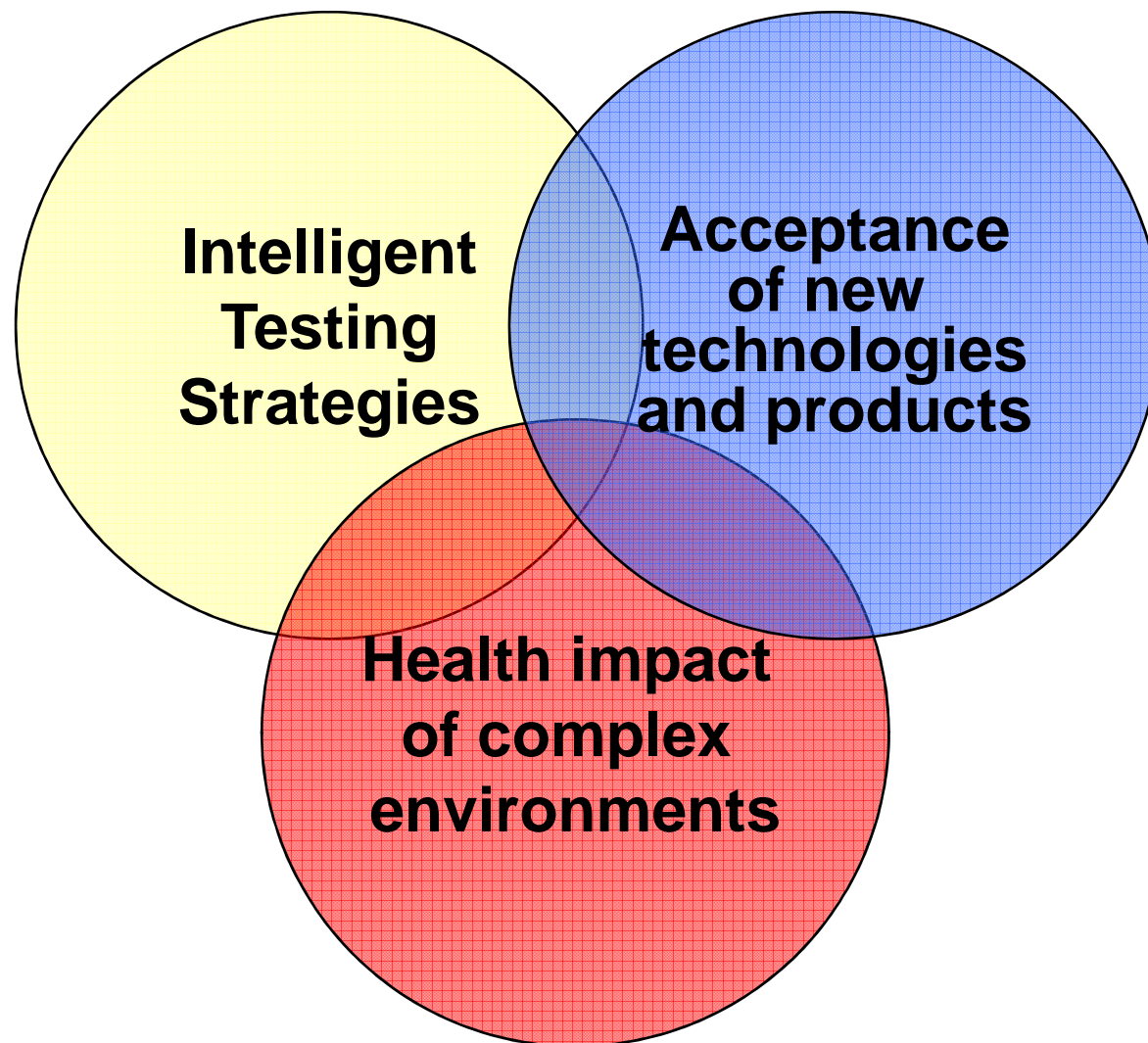
Helping to develop new assessment techniques, e.g.:

- Characterisation of chemical respiratory allergens
- Towards an integrated approach to consumers exposure to chemicals

www.cefic-lri.org



LRI Strategic Themes 2008

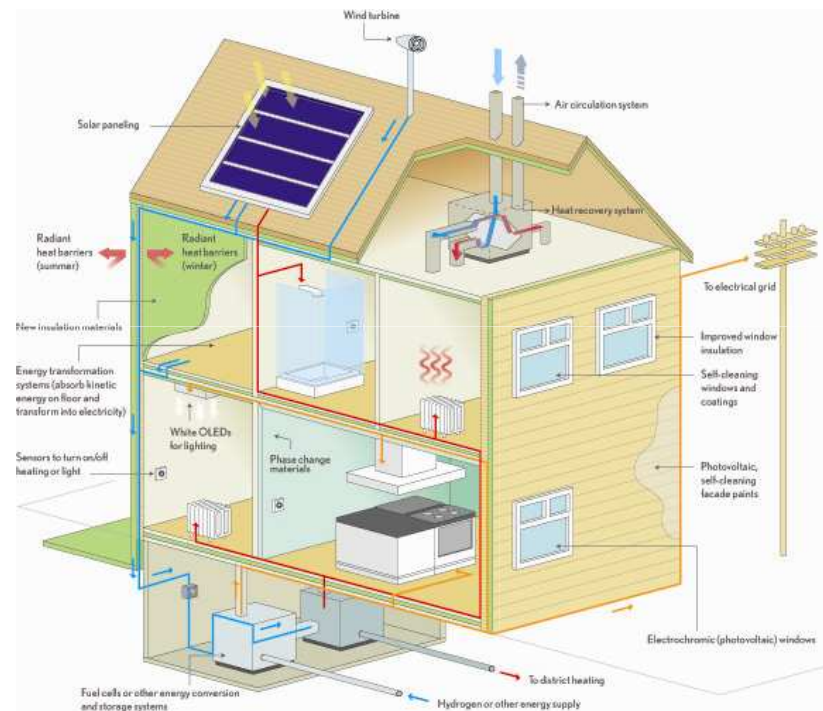


The Smart Energy Home



Combining energy efficiency with increasing comfort and well-being

- Smart materials and surfaces
- Greener home consumables
- Indoor environmental quality systems
- Max. 5-10% additional cost for the final consumer compared to traditional homes



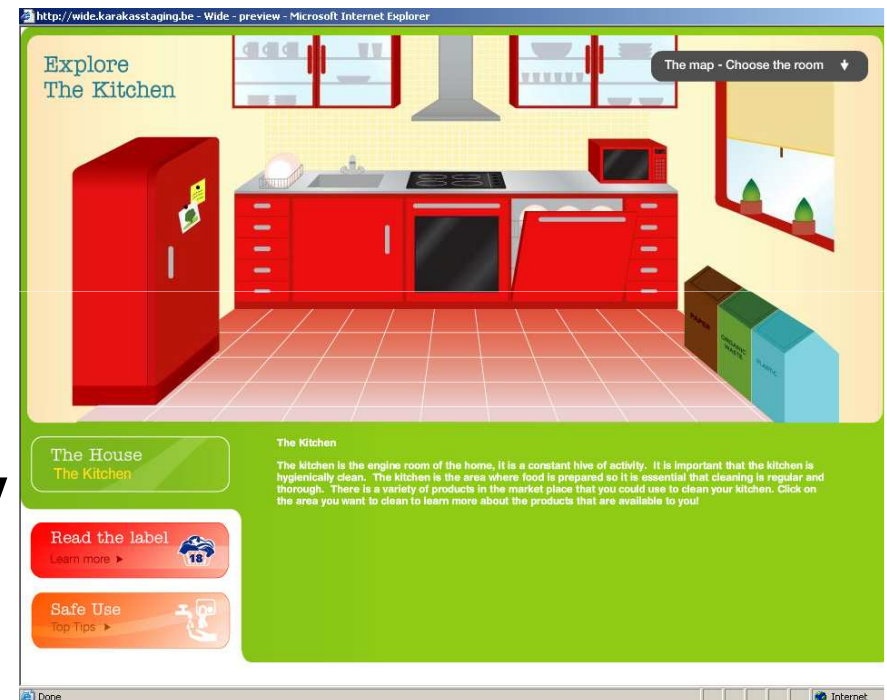
www.smartenergyhome.eu

The 'WIDE' project



'Web Information Detergents Europe' :

- A joint industry initiative to enhance consumer confidence
- Aims to become a reference source of information for consumers on **sustainability, regulation & safety**
- Consumer friendly
- Will go « live » in 2008





What do we need to look at?

1. Buildings:

- design & maintenance: ventilation, moisture, moulds, mites
- materials / construction products
- household and consumer products
- combustion
- outdoor environment: urban planning

2. Occupants

- dedicated EC web portal for IAQ
- production and dissemination of fact sheets and other printed materials
- consumer hotline
- industry best practices