

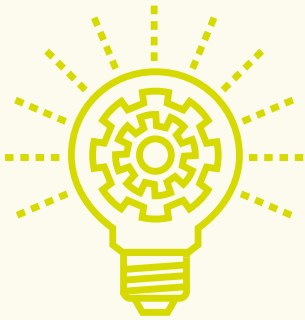


Brands for Sustainable Development

Drivers of Sustainability

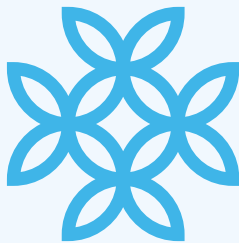


AIM Brands Principles on Sustainable Development



Innovation

- Promote overall sustainability goals and directions at EU policy level that provide sufficient stimulus and flexibility for the branded goods industry to make full use of its innovation potential to achieve these goals.
- Promote innovation and R&D as key elements for sustainable development and a true circular economy.



Holistic & harmonised EU framework

Support a holistic and harmonised approach for any legislative EU measure, embracing economic, environmental and societal dimensions, and ensure consistency between existing measures.



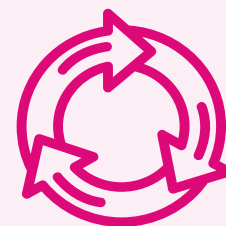
Consumer empowerment

Empower consumers to make sustainable choices and shape consumer behaviour towards more sustainable lifestyles by providing trusted, transparent and relevant information and implementing the [Nudging for Good](#) concept.



Supply chain

Work along the complete supply chain on sustainable development and a circular economy, from innovation, production processes and eco-design to responsible sourcing.



Life-cycle approach

Implement science-based life-cycle thinking and base any new initiatives on a life-cycle and risk assessment approach using proven science.