



AIM Statement on Climate Change

AIM, the European Brands Association, believes that climate change is one of the greatest challenges we face, as society and as businesses.

Tackling the accelerating pace of climate change requires transformational changes to the broader systems in which brands operate.

As brands we are committed to mitigate climate change by reaching the global consumer goods industry's goal of driving down carbon emissions through innovation in our production processes, our supply chains and our products.

We also need government policies that create the right context for change and business action to advance the goal of the Paris Agreement to limit global temperature rises to 1.5 degrees by the end of the century. Only by working together with all concerned stakeholders, in full transparency and with a long-term view, can we embrace what we believe to be the essential purpose of corporations: to improve our society, where CEOs are truly committed to meeting the needs of all stakeholders, not only primary shareholders.

