

AIM<sup>®</sup> charter  
on Brands  
for Health  
and Well-being



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Brands for Health  
& Well-being

# Whereas :

1. AIM, the European Brands Association representing European manufacturers of branded consumer goods, recognises that consumers' lifestyles may have long-term consequences for their health and well-being;
2. Health has been defined by the World Health Organisation as "a state of complete physical, mental and social well-being." It is an ideal and therefore efforts to contribute to people's health and well-being should be measured by reference to their incremental contribution;
3. Lifestyle is a matter of individual choice and there is no single healthy lifestyle to which everyone should conform. Health and well-being can nonetheless be enhanced by providing and promoting a range of balanced choices that are attractive to consumers and compete for their preference;
4. Brands simplify consumer choices by building trust and consumer goods companies can, in their branding and marketing, try to contribute to people's health and well-being by encouraging them to choose healthier lifestyles;



## The undersigned companies: Having

an interest in the health and well-being of their consumers, their employees and the communities in which they operate;

## Sharing

an ambition to improve the health and well-being of European citizens;

## Recognising

that lifestyles can influence health and well-being for better or worse;

## Believing

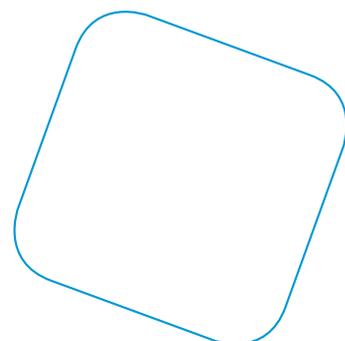
that, through their brands they can help to find new ways to improve the health and well-being of European citizens; and that by making healthier lifestyles aspirational they can encourage positive consumer behaviour and lifestyle choices;

# Will continue to work, within the spirit of this charter, to enhance healthy lifestyles in Europe by:

## 1. Integrating

the ambition to enhance people's health and well-being into their commercial activities. In this regard signatory companies will:

- a) Consider, in their market research and product development, the ways in which brands could contribute to people's health and well-being and to the evolution of healthier lifestyles;
- b) Reach out as appropriate to the health and well-being professional community as potentially helpful stakeholders;
- c) Incorporate aspects of health and well-being with which their brands may be associated into the marketing and promotion of those brands;
- d) Undertake, in the evaluation of the relevant marketing activities, an assessment of how these health and well-being aspects are being received.



## 2. Developing

specific brand-related projects to enhance the health and well-being of consumers, employees and/or communities. For such projects each signatory company will:

- a) Define their own key performance indicators and undertake evaluation to measure the success of projects against those indicators;
- b) Provide AIM with regular information on such projects for use in communications with government bodies and external stakeholders regarding the industry's activities;
- c) Share their learnings from projects with other companies wishing to emulate them or to collaborate in them while protecting commercially sensitive information.

For the avoidance of doubt, nothing in this charter constrains the freedom of signatories to compete to enhance consumers' health and well-being. The purpose is to encourage such competition and to promote emulation while protecting commercially sensitive information.