

# Our New Strategic Framework

In late 2022 the Accord Board of Directors undertook a strategic review of the framework that guides the work of the association. Resulting from this was the development of a refreshed strategic approach with four pillars:

- **Industry Productivity & Innovation:** Facilitating economic growth, employment and international trade by promoting efficient, best-practice regulation and global regulatory convergence based on sound science.
- **Advocacy & Partnerships:** Providing a credible, influential industry voice, visibly engaging in all relevant fora and with all relevant stakeholders, reinforcing the significant contribution of our industry to public health and personal wellbeing.
- **Social & Environmental Sustainability:** Scaling positive impacts for people and planet through industry-led initiatives to foster social responsibility and environmental stewardship on material industry issues.
- **Member Value:** Delivering indispensable services across the breadth of membership, extending the resources, reach and capacity of member businesses by building knowledge and connections.

As a result of this strategic planning, we have also refreshed our vision, mission and values:

**Vision** – The respected, forward-looking and influential voice of the hygiene, personal care and specialty products industry.

**Mission** – Providing indispensable membership services to facilitate sustainable growth and productivity for a globally competitive industry—generating essential, innovative and sustainable products that play a vital role in healthy living and a quality life.

**Values** – Collaborative, inclusive, solutions-focused, science- and evidence-based

