

## MISSION

To protect, promote and enhance the household and commercial products industry and the lives of consumers and workers who use our member companies' products

## VISION

To serve as the forward looking, trusted voice and acknowledged leader for the household and commercial products industry

## CORE VALUES

### DIVERSITY & INCLUSION

We embrace and respect the diversity of individuals, ideas, and perspectives.

### INTEGRITY

We are honest, transparent and apply the highest ethical standards to our words and actions.

### RESPONSIBILITY

We advance policies and stewardship practices that foster safe and effective products and services to benefit members, consumers, workers, and the environment.

### COLLABORATION

We proactively engage with our members, governments, NGOs, retailers, allied trade associations and other strategic partners to support responsible laws, regulations and best practices based on sound science.

## GOALS / STRATEGIC PRIORITIES

**ADVOCATE**— Create an environment that promotes sound scientific reasoning, fosters competition, and enables product innovation.

- Elevate HCPA positions and mobilize key constituencies on legislative and regulatory issues to strengthen our collective voice and impact.
- Continue to strengthen relationships and expand influence with government policymakers.

**COMMUNICATE**— Solidify HCPA as the trusted voice of the household and commercial products industry with policymakers, the media, and the public.

- Reach key audiences with positive messaging about the benefits of our members' products, while providing science-based facts to refute misinformation about our industry.
- Proactively create tools that educate and activate members, retailers, consumers, and strategic partners to support the industry's positions and economic growth.

**CONNECT**— Serve as a forum to build relationships, share industry best practices, and provide meaningful programs, events, and resources that strengthen the value proposition for members.

- Enhance networking and knowledge sharing forums that foster new business development opportunities.
- Promote the adoption of industry best practices that maximize efficacy, product stewardship, safety and sustainability.
- Optimize programs, products and services that benefit the household and commercial products industry.