



COMPETITION SHOULD  
WORK **FAIRLY** FOR ALL.

AIM®  
| EUROPEAN  
BRANDS  
ASSOCIATION



# BUT ALLIANCES LIKE THIS CAN CREATE RISKS:



Pressure on **suppliers**



Less choice for **consumers**



Unfair advantage over **compliant retailers**



Unfair **market power**



Sustainability  
information isn't just a  
label:

It's a tool for **progress,**  
**transparency,** and  
**impact.**

Together, we're enabling  
smarter choices for a  
greener future!

Find out more: [aim.be](https://aim.be)

