

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.