



European  
Brand & Packaging  
Design Association

## PRINCIPLES

By putting the principles at the heart of our decisions, we insure impactful and coherent actions:

### **Creativity**

As designers we are driven by a creative sensitivity. We value good, unique and big ideas.

### **Diversity**

We harness the rightness of diversity to inspire our industry and generate growth.

### **Connectivity**

We believe in sharing experiences, insights and in creating community around shared values and ideals.

### **Meaningfulness**

We are committed to creating purposeful and relevant designs that are beneficial and have a positive impact on brands and people.

### **Sustainability**

We thrive for the sustainability of our businesses, of our brands and of our practices and impact on the planet.