

AESGP, the Association of the European Self-Care Industry, is the voice of the manufacturers of **non-prescription medicines, food supplements, and self-care medical devices** in Europe, an area also referred to as “self-care” or “consumer healthcare” products.

More than 2,000 companies, spanning from global companies to SMEs, operate in the consumer healthcare sector in Europe. They are affiliated with AESGP directly or indirectly through AESGP’s local national member associations. Minimising the impact of self-care products on the environment while safeguarding access to effective treatment and well-being options for people across Europe is a critical issue for AESGP and its members.

AESGP is proud to support **GSCF’s Charter for Environmentally Sustainable Self-Care**, and pledges to promote the objectives set out in the Charter to its membership, serving as a platform for good practice sharing and collaboration.

As part of the European Self-Care Industry’s determination to **reduce pharmaceuticals in the environment (PiE)**, AESGP and its partners from the innovative and generic industry associations launched a dedicated Inter-Association Initiative (IAI) to address this matter (the IAI PiE Task Force).

The PiE Task Force has been the main driver behind the development of the **Eco-Pharmaco-Stewardship (EPS)**, a concept that strives to protect patients’ access to medicines while appropriately considering environmental aspects.

Other important initiatives supported by the Task force include the **#MedsDisposal** campaign, whose objective is to raise public awareness of the safe disposal of medicines, and the scientific research projects under the Innovative Medicines Initiative **iPiE (Intelligence-led Assessment of Pharmaceuticals in the Environment)** and **PREMIER (Prioritisation and Risk Evaluation of Medicines In the Environment)**, to identify and prioritise active pharmaceutical ingredients (APIs) most likely to present a risk to the environment.



Relevant activities and initiatives in relation to the Charter for Environmentally Sustainable Self-Care can be found on the AESGP website:  
**[www.aesgp.eu](http://www.aesgp.eu)**