



True Friends of  
Natural and Organic  
Cosmetics

# NATRUE's Sustainability Conference - Programme

**SANA 2019 – Saturday 7<sup>th</sup> September, 11:00 - 13:00, Allegretto room**

## ***From linear to circular: how the natural cosmetic sector contributes to a more sustainable and circular economy***

**NATRUE's Sustainability Conference** will be held at **SANA**, Italy's leading international trade fair for organic and natural products, taking place in Bologna from 6 to 9 September 2019.

NATRUE's conference on sustainability in the natural and organic cosmetic (NOC) sector, organized by NATRUE, the International Natural and Organic Cosmetics Association, will include presentations from NATRUE, RSPO, NATRUE approved certifiers and NATRUE label users, with a final panel discussion and Q&A with all the speakers.

The conference will provide an overview of the challenges and opportunities linked to sustainability in the NOC sector as well as of the current standards and regulations aiming to tackle some of the major issues affecting sustainable practices. Some of the topics covered will be sustainable sourcing of raw materials (e.g. Palm Oil), sustainability standards and certifications, plastics and packaging in cosmetic products and legislative proposals and industry initiatives as part of the EU circular (bio)economy strategy and their impact on the natural sector.

The speakers will analyse and present innovative approaches to propose solutions to major challenges linked to sustainability in the NOC sector and will present ideas and identify opportunities to achieve the common goals of the cosmetic industry at European level.



## **CONFERENCE PROGRAMME**

### **11:00 – 12:40    Presentations**

- **11:00 – 11:20 - *Plastics & natural cosmetics: reuse or refuse?***

Speaker: Dr. Hana Mušinić, Regulatory and Scientific Manager, NATRUE

Summary: Sustainability considerations, reductions in the use of fossil fuels and the environmental impact of products are becoming key aspects for consumers when making purchases. Plastic packaging and the microplastics use on certain products have attracted the attention of the media and have risen consumers' awareness, and in the case of cosmetics it has even led to the intervention from both legislators and the industry. What do these changes mean for natural cosmetics and how can this sector lead the way for the industry at large? This talk will provide an overview of plastics and packaging used in cosmetic products and will analyse regulative developments and present the research project dealing with sustainable plastics/packaging from renewable resources that NATRUE is part of.

- **11:20 – 11:40 - *The organic cosmetics certification as a sustainable opportunity***

Speaker: Fabrizio Piva, Director, CCPB

Summary: NATRUE certification of natural and organic cosmetics as a choice of sustainability, innovation and quality.

- **11:40 – 12:00 - *Sustainable Palm Oil: a resource for the cosmetic industry to achieve environmental and social goals***

Speaker: Francesca Morgante, Market Development Manager Europe, RSPO

Summary: Cosmetics and detergents may contain variable quantities of palm oil derivatives. This presence has increased in the recent years due to the transition of the industry towards natural ingredients as a replacement of petroleum-based products. However, when natural ingredients are used, it is imperative to think about the consequences for the environment. RSPO has developed a set of environmental and social criteria which companies must comply with in order to produce Certified Sustainable Palm Oil (CSPO). When they are properly applied, these criteria can help to minimise the negative impact of palm oil cultivation on the environment and communities in palm oil-producing regions. The RSPO has more than 4,000 members worldwide who represent all links along the palm oil supply chain. They have committed to produce, source and/or use RSPO certified sustainable palm oil. Many of them produce cosmetics, personal care products and home detergents. While consumers are aware of palm oil, they may not know that sustainable palm oil exists as an alternative to conventional palm oil. There is a huge potential for companies that want to improve their environmental and social print by supporting the production of sustainable palm oil.



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- **12:00 – 12:20 - *N&B organic quality: a sustainable lifestyle, respecting “people & planet”***

Speaker: Domenico Scordari, Director, N&B Natural is Better

Summary: Since its creation, N&B has chosen to make business in a sustainable and responsible way, creating the vision and the slogan “People & Planet First” as a real concept of life. Every single choice of the company and the entire production process are in line with the highest ethical values and with the highest standards of respect for people (collaborators, suppliers, customers and institutions) and the environment (reduction of CO<sub>2</sub> emissions, natural resources management, respect for the environment in the production cycle, etc.).

- **12:20 – 12:40 - *Gala Academy – Communicating on sustainability***

Speaker: Silvia Fontana, Marketing Manager, GALA Cosmetici

Summary: What is the role of the NOC sector in educating consumers in relation to sustainability? And vice-versa: how can consumers ‘educate’ the industry with their purchasing decisions, forcing it to adapt to be more sustainable? Insights and experiences from Gala Academy.

#### **12:40 – 13:00     Panel discussion and Q&A**

#### **12:40 – 13:00     Final Panel discussion with all the speakers**

The panel discussion will be moderated by Dr. Hana Mušinović (NATRUE) and it will be followed by an open Q&A session.