



The Beauty of Sourcing with Respect

The beauty industry and biodiversity in emerging markets

Conference organised by the Union for Ethical BioTrade

Draft Programme. 12 April 2012

Venue:
*Arpège Trocadéro
112, Avenue Kléber
75 016 PARIS*

8:15 – 8:45 **Registration & Coffee**

Welcome

8.45 – 9:00 *Rik Kutsch Lojenga, Executive Director, Union for Ethical BioTrade (UEBT)*

Morning theme:

Emerging markets: trends in sustainability and biodiversity

Moderated by David Ainsworth, Information Officer, UN Convention on Biological Diversity

9:15 – 9:45 **What does 2012 hold for biodiversity and sustainability?**
Maria Cecilia Wey De Brito, Director of WWF Brazil.

Biodiversity and Consumers insights

9:45 – 10:15 **2012 UEBT Biodiversity Barometer 2012 – Insights into consumer awareness
new: India, Peru, Switzerland.**
Rémy Oudghiri, Director of Trends and Insights at IPSOS.

10:15 – 10:45 **Natural Values and Sustainability – Focus on India & China**
Leslie Pascaud, Director Sustainable Marketing at Added Value.

10:45 - 11:15 **Coffee break**

Biodiversity & Beauty Companies

11:15 – 11:30 **Introduction**

11:30 – 12:00 **Sustainability Champions in emerging markets.**
Speaker to be confirmed

12:00 – 12:30 **The Brazilian Enterprise Movement for Biodiversity (MEB)**
Daniel Sabará, representative of MEB & Corporative Director, Beraca

12:30 – 12:45 **Concluding remarks on the morning session**
David Ainsworth, Information Officer, UN Convention on Biological Diversity

12:45 – 14:00 **Lunch**



Afternoon theme

Company insights: Mainstreaming the ethical sourcing of biodiversity & biodiversity based innovation.

Moderated by Maria Cecilia Wey De Brito, Director of WWF

Mainstreaming biodiversity in business operations

14:00 – 14:15 Introduction

14:15 – 14:45 Biodiversity in the corporate social responsibility targets of Laboratoires Expanscience

Karen Lemasson, Responsible for Sustainable Development, Laboratoires Expanscience.

14:45 – 15:15 Putting into practise the UEBT standard in Symrise Brazil

Ricardo Omori, Director Scent & Care Division, Symrise Brazil.
Panel discussion

15:30 – 16:00 *Coffee Break*

Innovation and biodiversity

16:00 – 16:15 Introduction

16:15 – 16:45 PhytoTech – Enabling ABS and cosmetic ingredient innovation in Southern Africa

Cyril Lombard, Head of PhytoTech

16:45 – 17:15 Natura Amazon Project, transforming socio - environmental challenges in sustainable business opportunities

Denise Alves, Sustainability Director, Natura Cosmetics
Panel discussion

17:30 – 17:45 Conference closing

Maria Cecilia Wey De Brito, Director of WWF Brazil.



Registration fee:

Early bird special, until March 12, 2012

All day (incl. lunch): 300 €
½ day: 175 €

Full price:

All day (incl. lunch): 350 €
½ day: 200 €

[Download the registration form](#)

Union for Ethical BioTrade

Secretariat
Keizersgracht 158
1015 CX Amsterdam
Netherlands

Administration
p/a CR Gestion et Fiduciaire SA
Rte des Jeunes 9
1227 Carouge
Switzerland

www.ethicalbiotrade.org / [mail: info@ethicalbiotrade.org](mailto:info@ethicalbiotrade.org)

Conference supported by:

