



Venue: Arpège Trocadéro 112, Avenue Kléber 75 016 PARIS

The beauty industry and biodiversity in emerging markets

Conference organised by the Union for Ethical BioTrade

Draft Programme. 12 April 2012

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 ba 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 Cosmeticos

Panel discussion

17:30 - 17:45 Conference closing

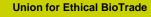
Maria Cecilia Wey De Brito, Director of WWF Brazil.

Registration fee:

Early bird special, until March 12, 2012

Full price:

natura



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Conference supported by:

