

Sustainability shaping the fragrance & cosmetic industries

2-3h

The course's objective is to provide our students with an overview of the way sustainability is shaping the fragrance and cosmetic industries. Bringing together all internal corporate stakeholders (procurement, production, marketing, sales and financing) as well as external actors (regulatory entities, governmental bodies), sustainability challenges faced by the industry are becoming a driver for innovation hence a competitive advantage. This introductory course is a toolbox to better comprehend a strategic vector of growth for our industry.

1. Magistral course content

a/ Introduction to the Sustainable Development Goals (SDG) defined by the European Union

- Clusters summary (according to the Cambridge Institute for Sustainable Leadership)

b/ Sustainability challenges faced by the fragrance & cosmetic industries

- From sourcing to end consumer
 - o Sourcing
 - Preserve stocks of natural resources through efficient and circular use (sustainable sourcing, biotechnologies, synthetics substitutes, up-cycling ingredients)
 - Introduction to organic products
 - Synthetics vs. naturals
 - Local communities: Unexpected environmental and social impacts
 - o Product development
 - Introduction to life-cycle example
 - Introduction to the concept of circularity
 - o Process optimization
 - Limit GHG levels to stabilise global temperature rise to well below 2°C
 - 'Maintain ecologically sound landscapes and seas for nature and people' (protect water quality, avoid deforestation)
 - Packaging circularity
 - Transportation 'environmental' cost: green transportation, weight optimization
 - o End consumers:
 - Brand image, reputation, social media
 - Regulation: Unexpected health, environmental impacts of using 'new' sustainable molecules (bioaccumulation)

c/ Sustainability as a driver for innovation and competitive advantage

- How to infuse sustainability in a corporation: purpose, values, champions, governance, KPIs
- Illustrations
 - Introduction to biotechnologies (cf. Alderys)
 - Green chemistry: 12 principles defined by the UN
 - Biodegradability: ECO Compass tool developed by Firmenich
 - Sustainable sourcing: long-term partnership
 - Upcycling ingredients & product examples
 - Focus on plastic packaging: Ellen MacArthur Foundation

d/ Sustainability & green washing

- Marketing opportunity: strengthen your brand image
- Introduction to green washing
- Lab B introduction: accreditation guidelines – a 3rd party observer
- Overview of existing coalitions cf. Business for Nature

e/ Introduction to Sustainability finance - interview with Financial advisor

- The role of financing and the link to ESG goals
- Sources of financing; internal and external
- Overview of green financing products
- Case study – ESG-linked Supplier Financing

f/ Your sustainability action plan – quiz