

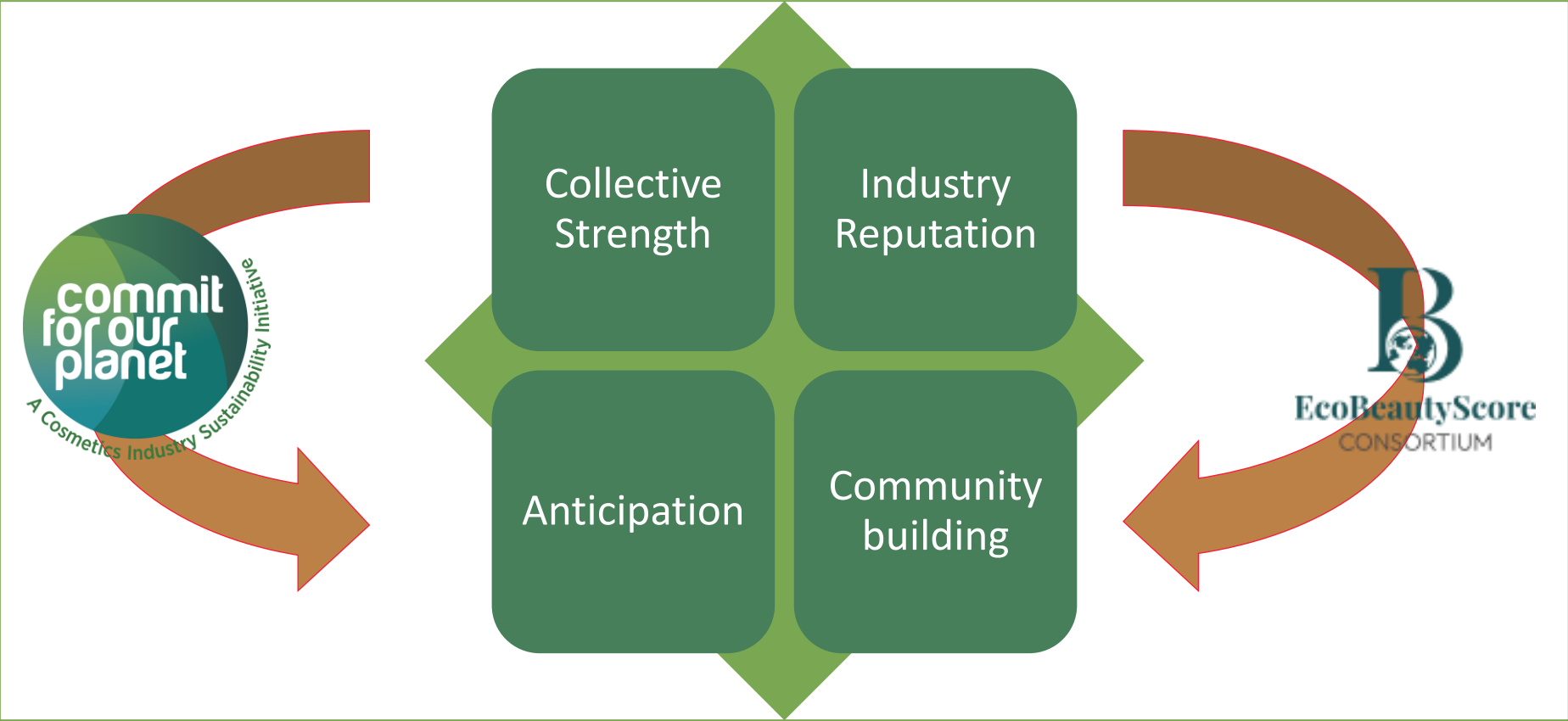
# Collective Action for Nature

*How collective industry action can stimulate the green transition – The examples of Commit for Our Planet and the EcoBeautyScore Consortium*

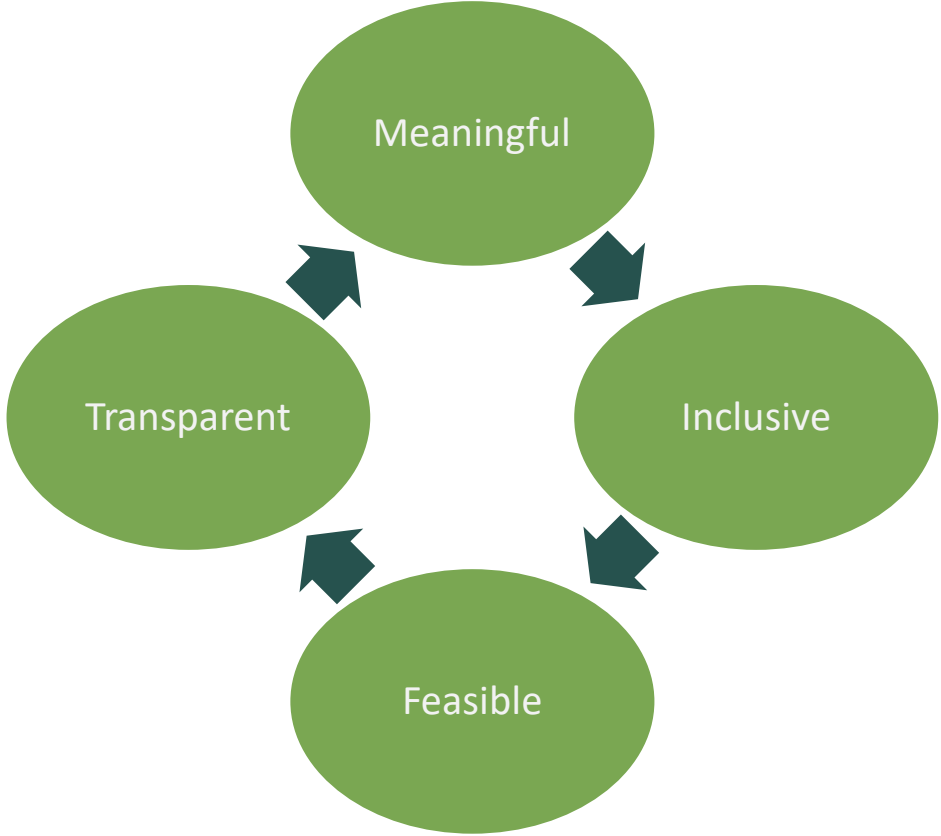
Cosmetica Italia International Conference  
Cosmoprof - March 2024



# Collective action for sustainability – why does it matter?



# Criteria for collective action



**Collective industry action for sustainability**  
**– two complementary industry initiatives**



**EcoBeautyScore**  
CONSORTIUM



**58**

**58% of consumers buy or advocate for brands based on their beliefs and values**

*2022 Edelman Trust Barometer Special Report: The New Cascade of Influence*

# An initiative in response to expectations of consumer transparency



- Consumers are demanding greater transparency of product origin and environmental impact
- Proliferation of 'green' labels and claims on personal care products
- Regulatory and investor pressure
- Proliferation of label inside the industry



Thus, clear need for the industry to collectively design a system that is clear, transparent and effective at communicating environmental impact

# EU CALLING FOR SUSTAINABLE PRODUCTION TO BECOME THE NORM



Ecodesign for Sustainable  
Products Regulation (ESPR)



EU Ecolabel



Empowering  
Consumers Initiative



Green Claims  
Directive

# Objectives of the Consortium

## 1 The primary objectives of the Consortium are to:

Develop a **common environmental impact scoring system for cosmetics products**, enabling consumers to make more informed purchasing decisions. This includes:

- A common system for **environmental impact assessment** of cosmetics products.
- A common **scoring mechanism & harmonized consumer-facing layout**.

## 2 In addition, the Consortium will also enable the industry to:

- Anticipate and proactively act on **upcoming regulation**
- Foster a **culture of eco-design** among the members and beyond



# ***Through Commit for Our Planet we want to...***

- Embark all European companies on the sustainability journey
- Inspire companies to join one or several commitments
- Provide a workable sustainability framework to European SMEs
- Create a community providing tools, guidance and support to the initiative partners
- Report transparently on progress
- Adapt as necessary based on evolving societal needs



# Commitment Areas



## GHG Emissions

- Reduce GHG Emissions
- **TOOL: GHG emissions calculator**



## Act for Nature

- Acting for nature within operations
- Acting for nature through ingredients sourcing
- Acting for nature downstream of operations
- **TOOL: Guidance, Database including nature-related risks and impact key cosmetics ingredients, and supplier engagement questionnaire**



## Packaging

- Increasing recycled content
- Promoting packaging recycling
- Sustainably sourcing wood-based packaging
- Joining existing packaging initiatives
- **TOOL: Consolidated guidelines on recycling**

# Commit for Our Planet

A Cosmetics Europe initiative to reduce the cosmetics sector's environmental footprint in Europe and across the supply chain through joint effort and action.

- ✓ Take action, proactively within a structured frame, based on recognized sustainability targets.
- ✓ Access to top-notch tools and methodologies provided by Cosmetics Europe.
- ✓ Enhance brand reputation and brand loyalty to respond to increased consumer expectations around sustainability.
- ✓ No financial burden - Joining the initiative is free of costs.



# Thank you...

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[www.commitforourplanet.cosmeticseurope.eu](http://www.commitforourplanet.cosmeticseurope.eu)

