

The Evolution of Sustainability Policy in the EU and the “Commit for Our Planet” project

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We personally care

ACTIVE CORPORATE MEMBERS (ACM)



SUPPORTING CORPORATE MEMBERS (SCM)



NATIONAL ASSOCIATIONS

ACTIVE ASSOCIATION MEMBERS (AAM)

1. **Austria:** FCIO
2. **Belgium & Luxembourg:** DETIC
3. **Bulgaria:** BNAEOPC
4. **Croatia:** Detergents and Cosmetics Affiliation of the Croatian Chamber of Economy
5. **Czech Republic:** CSZV
6. **Denmark:** K&H
7. **Estonia:** ECIA
8. **Finland:** Kosmetiikka- ja hygienteollisuus ry
9. **France:** FEBEA
10. **Germany:** IKW
11. **Greece:** PSVAK
12. **Hungary:** KOZMOS
13. **Ireland:** ICDA
14. **Italy:** Cosmetica Italia – Associazione Nazionale Imprese Cosmetiche
15. **Latvia:** LAKIFA
16. **Lithuania:** LIKOCHEMA
17. **The Netherland:** NCV
18. **Norway:** KLF
19. **Poland:** PACDI
20. **Poland:** Kosmetyczni.pl
21. **Portugal:** AIC
22. **Romania:** RUCODEM
23. **Slovakia:** SZZV
24. **Slovenia:** KPC
25. **Spain:** STANPA
26. **Sweden:** KoHF
27. **Switzerland:** SKW
28. **United Kingdom:** CTPA

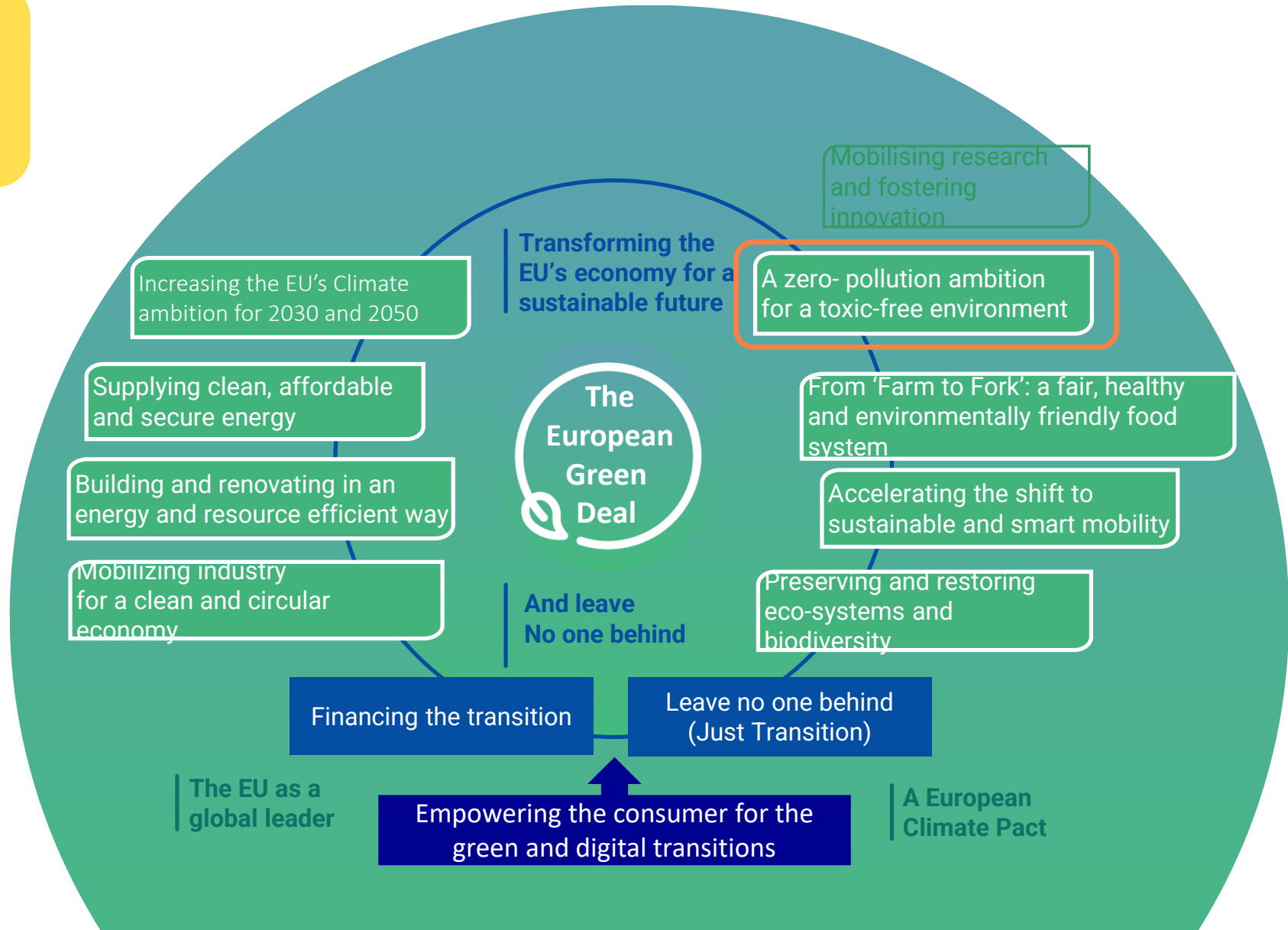
SUPPORTING ASSOCIATION MEMBERS (SAM)

- Serbia:** Association of Detergents and Cosmetics Producers and Importers of Serbia - KOZMODET
- South Africa:** Cosmetic Toiletry & Fragrance Association of South Africa – CTFA
- Turkey:** Turkish Cosmetics & Cleaning Products Industry Association – KTSD
- Ukraine:** Association of perfumery and Cosmetics of Ukraine – APCU

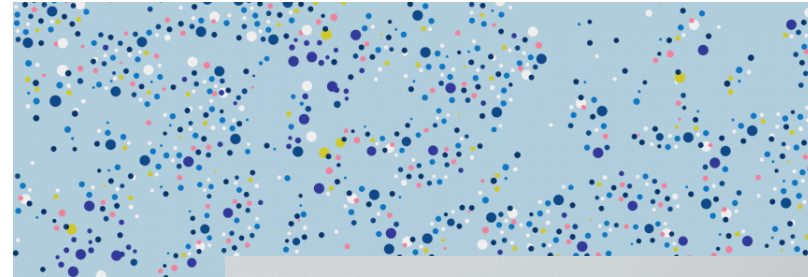
CORRESPONDENT MEMEBERS

- EDANA
Givaudan
Intercos Group
Manufacturers Association of Israel
Natrue





Some Key EU Regulatory Developments in the Sustainability Area



'Environmentally Friendly'
'Sustainable'
'Kind to nature'
'carbon neutral'



The European Green Deal



- The EGD is not a deal or an agreement – it's a series of legal and policy proposals (about 50!).
- It is extremely broad in scope – most attention has been given to carbon emission measures (cut emission by 55% by 2030, carbon neutrality in Europe by 2050), However the EGD addresses a huge range of sustainability objectives.
- The main direct impact for the cosmetics and homecare sector is the EGD's approach to chemical policy. This is called **The Chemical Strategy for Sustainability**.

Microplastics (adopted)



- Ban on microbeads in rinse off products from Restriction entry into force (October 2023)
- Ban on other microplastics (synthetic polymer microparticles) in **rinse off products** 4 years after EIF
- Except for make-up, lip and nail products, ban on microplastics in leave on cosmetics **6** years after EIF
- Ban on microplastics in make-up lip and nail products **12** years after EIF, provided that after 8 years, such products still containing microplastics should be labelled 'Contains Microplastics'

CLP (adopted)



New Hazard Classes

- Endocrine disruptors (based on WHO definition):
 - Two hazard classes: human health & environment/wild life
 - Two categories:
 - Cat.1 (known or presumed EDs)
 - Cat.2 (suspected EDs)
- Persistency, Bioaccumulation and Toxicity (PBTs + vPvB) based on the already existing REACH Regulation;
- Persistency, Mobility and Toxicity (PMTs + vPvM);
- Commission will also assess the need for specific criteria for Immunotoxicity, Neurotoxicity, Terrestrial toxicity

Packaging and Packaging Waste Regulation (near to final adoption)



Key provisions for cosmetics:

- Packaging minimisation rules
- Minimum PCR plastic content obligation
- 50% empty-space ratio rule
- Restriction on single-use cosmetics packaging in hotels
- 40% reusable transport packaging obligation

Green Claims Directive (GCD) (near to final adoption)



Objectives of the Directive :

- Improve information to help consumers make circular and ecological choices
- Fight against 'greenwashing'
- Fight against the proliferation of environmental labels

How should it be achieved ?

- Require environmental claims to be backed by scientific evidence (Life cycle analysis)
- Third party verification of Green Claims prior to marketing
- Approval of sustainability labelling schemes
- Potential ban on environmental claims if a product contains any hazardous substance (irrespective of relevance for actual safety of the product)

Urban Waste Water Treatment Directive (near to final adoption) (1)



What is the objective ?

- Increase minimum treatment and performance requirements for Treatment plants across the EU;
- Create mechanism to finance necessary upgrading of wastewater treatment plants.

How should it be achieved ?

- Many individual requirements – mostly not relevant for cosmetics.
- However, also includes Extended Producer Responsibility scheme (EPR) to finance the upgrading of Waste Water Treatment Plants (quaternary treatment stage) to ensure removal of 'micropollutants'.

Urban Waste Water Treatment Directive (2)



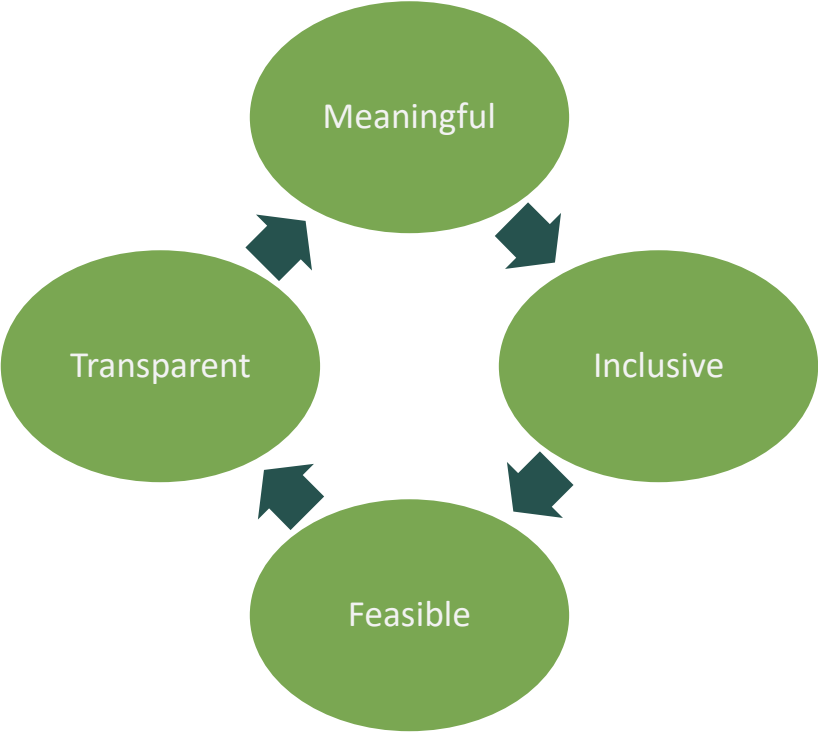
Consequences for cosmetics - our main concerns

- Pharma and cosmetics identified (**how ???**) as the main contributors of micropollutants → only sectors to contribute to the EPR;
- Extremely wide definition of 'micropollutant', i.e. any substance fulfilling human or environmental hazard classification criteria under Chemical Classification Legislation (CLP);
- Contribution to EPR scheme proposed on volume of product – not the volume of micropollutant;
- Costs are estimated > 1 billion € per year over 20 years – Cosmetics sector would need to pay significantly more than its fair share.

Collective Action on Sustainability



Criteria for collective action



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.



Partners



Supporting Partners



Final Thoughts

- There is a huge volume of legislation from the EU rating to sustainability that has either recently been adopted, or is in the process of adoption.
- The new European Commission wishes to combine sustainability objectives with a renewed focus on industrial competitiveness – this may mean fewer regulations in the coming years.
- However, we are likely to see more restrictions on cosmetic ingredients from an environmental perspective.
- Our industry is committed to sustainability goals, from an ethical perspective and also to meet the expectations of consumers and other stakeholders. It is proactively moving along the sustainability journey.



Thank You

We personally care



Cosmetics Europe
the personal care association