

# DON'T MISS THE GREEN

new responsibilities or opportunities?  
cosmetic and detergent industry anniversary forum

## SAVE THE DATE

**4 October 2022**

**Hotel Bellotto**

8:30 – 9:00

REGISTRATION

9:00 – 9:15

**Welcome & Opening**

*Dr. Anna Oborska* | general director, Polish Association of Cosmetic and Detergent Industry  
*Waldemar Buda* | minister of Development and Technology (tbc)

9:15 – 9:40

**The European Green Deal as a key policy of the EU**

*Dr. Andrzej Grzyb* | member of the Polish Parliament, chairman of the parliamentary group on the EU Green Deal, member of the European Parliament 2003-2004 and 2009-2019

9:40 – 10:00

**KEYNOTE SPEECH | Don't miss the green**

- key areas of change for the cosmetic and detergent industries
- paradigm shift
- don't miss the green – conference thesis

*Małgorzata Wadzińska* | president of the board, Polish Association of Cosmetic and Detergent Industry

## SESSION I

The European Green Deal from the industry perspective

10:00 – 10:25

**Are Cosmetics Essential?**

- insights from the European Consumer Perception Study 2022
- consumer perceptions and our green future

*John Chave* | general director, Cosmetics Europe

10:25 – 10:50

**The future of product management in the detergent industry**

- the proposed Ecodesign for Sustainable Products EU Regulation
- how to help consumers?
- view on PEF - elevating A.I.S.E.'s sustainability flagship initiative to secure a better environmental footprint of detergents

*Sascha Nissen* | director of sustainability, A.I.S.E.

10:50 – 11:15

**Relevant legislative drivers to green and digital transitions**

- what it means for the aerosol industry

*Alain D'Haese* | secretary general, FEA – European Aerosol Federation

11:15 – 11:35

COFFEE BREAK

## DISCUSSION PANEL

Green transformation for building sustainable competitive advantages and export potential of companies and brands

11:35 – 12:20

- European Green Deal - opportunities or just new responsibilities?
- key demands of the industry
- how industry associations support law-making processes?

PANELLISTS:

*Małgorzata Wenerska-Craps* | head of the Economics and Trade Department, Permanent Representation of the Republic of Poland to the EU (tbc)

*Dr. Andrzej Grzyb* | member of the Polish Parliament, chairman of the parliamentary group on the EU Green Deal, member of the European Parliament 2003-2004 and 2009-2019

*Birgit Huber* | vice president Cosmetics Europe, deputy general director, IKW

*John Chave* | general director, Cosmetics Europe

*Alain D'Haese* | secretary general, FEA – European Aerosol Federation

*Sascha Nissen* | director of sustainability, A.I.S.E.

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### SESSION II

The European Green Deal from the perspective of work in the EU institutions

12:20 – 12:50

#### Chemical Strategy for Sustainability – new responsibilities for companies

- upcoming amendments to the REACH and CLP regulations
- work at CARACAL and ECHA level

**Dr. Andrzej Kalski** | director, Department of Hazardous Substances and Mixtures, Bureau for Chemical Substances

12:50 – 13:15

#### Review of cosmetic regulation in light of the European Green Deal

**Izabela Burzyńska** | chief specialist, Department of Chemicals Control, Chief Sanitary Inspectorate

13:15 – 14:45

Ceremonial lunch with a jubilee toast

### SESSION III

Communication to the consumer as an essential part of the upcoming changes

14:45 – 15:05

#### Green claims – what changes await the cosmetics industry

**Beata Kowalczyk** | technical and legislation manager, Polish Association of Cosmetic and Detergent Industry

15:05 – 15:35

#### Transparency in the communication to the consumer

- COSMILE as a consumer information tool

**Birgit Huber** | vice president, Cosmetics Europe, deputy general director, IKW

15:35 – 15:55

#### Business credibility in the age of disinformation

- role of self-regulation in advertising
- changes to the Kodeks Etyki Rady Reklamy from an environmental point of view

**Piotr Kwiecień** | general director, The Advertising Council

15:55 – 16:15

#### Pro-environmental innovations in the raw materials - communication challenges

**Jason McAlpine** | vice president Personal Care - EMEA, BASF Personal Care and Nutrition GmbH

### DISCUSSION PANEL

The business perspective on the upcoming green changes

16:15 – 17:00

- is green transformation paying off?
- what means a good packaging?
- are Polish companies prepared for the upcoming green changes?
- what steps are retailers taking to adapt to new environmental requirements?

PANELLISTS:

**Jakub Tyczkowski** | president of the board, REKOPOL Organisation of Packaging Recovery

**Krzysztof Baczyński** | president of the board, EKO-PAK

**Jerzy Kowynia** | company owner, Alfa Sagittarius sp. z o.o.

**Agata Lisowska** | senior manager for quality development and private label control,

Jeronimo Martins Polska S.A.

**Anna Szachewicz** | senior new product implementation manager, Yope sp. z o. o.

17:00

SUMMARY & CLOSING OF THE CONFERENCE