



The Beauty of Sourcing with Respect



2010 UN International Year of Biodiversity
Conference organized by the Union for Ethical BioTrade
16 April 2010

Palais de Tokyo
13 Avenue du Président Wilson
75116 Paris, France
www.palaisdetokyo.com

Registration & coffee [8:00]

Welcome

08:45 Pierre Cornette de Saint Cyr, President, *Palais de Tokyo*
Rik Kutsch Lojenga, Executive Director, *Union for Ethical BioTrade*

The Importance of Biodiversity

09:00 **Biodiversity: its importance for humankind**

Biodiversity: its economic importance

Joshua Bishop, Chief Economist, *IUCN (International Union for Conservation of Nature)* & Coordinator, *TEEB for Business (The Economics of Ecosystems and Biodiversity)*

Biodiversity: its importance in the Beauty and Personal Care Industry

Marcos Vaz, Director Sustainable Development,
Natura Cosmetics SA

Chair: Eduardo Escobedo, Economic Affairs Officer, UNCTAD

Biodiversity in our society

10:00 **2010 edition of the Ethical BioTrade Barometer**

- Consumer views on ethical sourcing of biodiversity in the cosmetics and personal care sector [exclusive results of a 2010 IPSOS survey of 5000 consumers: Brazil, UK, USA, Germany, France]
- Reporting on the biodiversity and ethical sourcing of the top 100 cosmetics and personal care companies
- Press coverage in the cosmetics and personal care sector on ethical sourcing of biodiversity

Rik Kutsch Lojenga, Executive Director, *Union for Ethical BioTrade*
Remy Oudghiri, Director of Trends & Insights studies, *IPSOS*

Chair: Leila Rochet-Podvin, Director, Cosmetics Inspiration & Creation

Coffee [10:45 – 11h15]

Private sector perspectives on ethical sourcing of biodiversity

- 11:15 **Mainstreaming biodiversity in Kenzo Parfums**
Fleur Rodriguez-Gallois, Head, Programme for Sustainable Development of Raw Materials, *Kenzo Parfums*
- Allanblackia oil as a source of sustainable local development in West Africa**
Chris Buss, Programme Officer, Forest Conservation Programme *IUCN (International Union for Conservation of Nature)*
- Chair: Gus Le Breton, Board President, UEBT*

Lunch [12:00 – 13:30]

Emerging issues in biodiversity: impacts for industry

- 13:30 **Emerging national legislation on access and benefit sharing (ABS): Barriers or opportunities?**
Rachel Wynberg, Senior Researcher
Environmental Evaluation Unit, University of Cape Town
Commentators: Caroline Segond, Commercial & Technical support supervisor *Serdex, Bayer Santé Familiale*
Henrique Sales, Senior Manager Process Technology, *Cognis*
- 14:15 **How will a new international regime on ABS change rules and practices on sourcing of natural ingredients?**
Suhel al Janabi, *GTZ*
Commentator: Cyril Lombard, Research and Development Manager, *PhytoTrade Africa*
Chair: Maria Julia Oliva, Senior Advisor on ABS, UEBT

Coffee [15:00 – 15:30]

- 15:30 **ABS, patents and the cosmetics sector**
Manuel Ruiz Muller, Director, *International Affairs and Biodiversity Program, Peruvian Society for Environmental Law (SPDA) & Peruvian National Commission against Biopiracy*
Commentator: Claude Fromageot, Director Research and Development, *Yves Rocher*
- 16:15 **CITES, Candelilla and the outlook for trade in CITES species**
Juan Carlos Vasquez, Programme Officer
CITES – The Washington Convention
Chair: Maria Julia Oliva, Senior Advisor on ABS, UEBT

Closing [17:00 – 17:15]

Gus Le Breton, Board President, *UEBT*

