



# IMPACT

# FOR

# BEAUTY

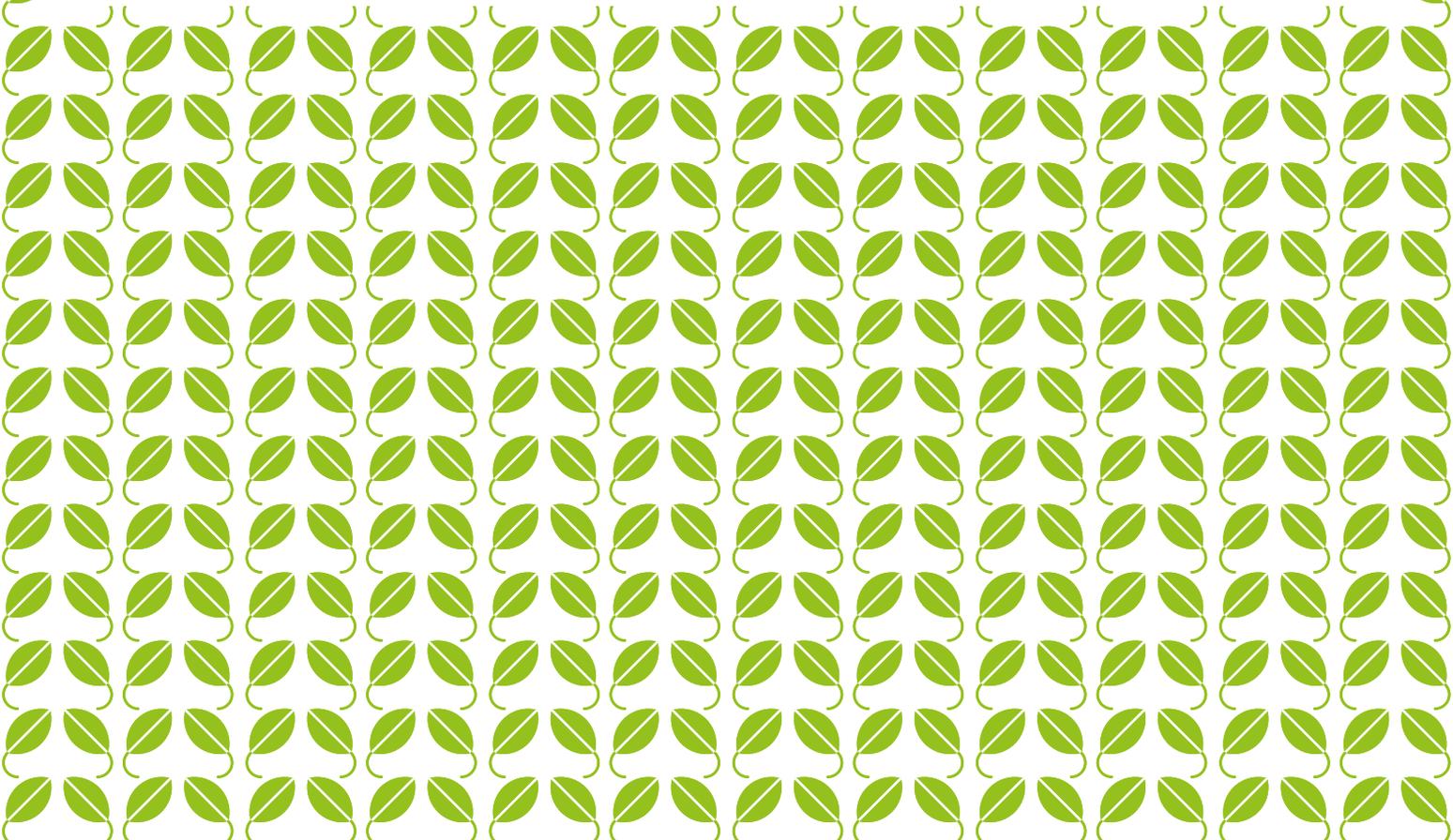
Sustainability  
in the Cosmetic  
Industry 2019

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A Sparknews report  
in collaboration  
with Cosmoprof  
Worldwide Bologna

**spark news**  
have an impact, share solutions

**COSMOPROF**  
WORLDWIDE BOLOGNA





# Introduction

The worldwide beauty industry needs to focus on sustainability. Pioneering beauty brands focusing on positive impact innovation and creativity are paving the way for eco-conscious products and green companies to take over the market and showing their less sustainable siblings that green is not only the new glamorous — it's also a mean to preserve the well-being of our planet and the people who live in it.

Each year, more than eight million tonnes of plastic ends up in the oceans, endangering marine biodiversity, polluting our environment and putting everyone's health at risk. At the same time, climate change — caused by mankind's greenhouse gas emissions — represents a very real threat to our planet and to our own lives, and it's already ravaging the world. Almost everyone agrees: global action is more necessary than ever to limit our environmental and social impact and start the journey towards a sustainable future. In this context, the beauty industry has a considerable role to play.

Environmental sustainability implies the maintenance of natural resources and long-term ecological balance. Applied to cosmetics, the industry has still many challenges to meet in the immediate future, such as sustainable sourcing of raw ingredients, energy consumption, waste management and carbon footprint of the whole production chain — from manufacture to packaging, to distribution —, biodegradability and lack of human and environmental toxicity and corporate social responsibility in terms of inclusion, fairness and equal opportunities.

Consumers, increasingly aware about products' ingredients, their potential effects on health and how eco-friendly is their origin, are ready and waiting for these challenges to be addressed, particularly the new generations. A 2018 McKinsey & Business of Fashion study revealed that 66% of global Millennials are willing to spend more on sustainable fashion brands. As the collective environmental conscience continues to grow, cosmetics consumers' preferences evolve creating opportunities for beauty brands and their supply chains to rebuild their identities and go green, or even greener.

As a result, there is a tangible offer increase of natural and organic formulations from both big corporations and smaller ones, and a true business opportunity to be seized: while the whole beauty market is expected to register a compound annual growth rate of 7.14% during the 2018-2023 period reaching up to USD 805.61 billions, the global organic beauty market is expected to grow up to roughly 10% each year until at least 2024 according to market analysis projections. But environmentally aware consumers are also scrutinizing more than ever, thanks to the globalized Internet and social media, the actual performance and socio-environmental behaviors of their favorite brands. How efficient and renewable companies actually — and truthfully — are has turned into a key element when people shop for make-up, shampoo or hand-creams.

If there is room for improvement for most beauty brands, a growing number of companies are already employing innovative ways to become more sustainable. Using recycled, recyclable or bio-sourced primary and secondary packaging for products, or avoiding packaging altogether by marketing loose products, avoiding the use of highly contaminating microbeads — banned for production by law in the United States since 2018 — and replacing them with eco-friendly alternatives, powering factories and offices with renewable energy sources and making a more efficient use of energy, minimizing and properly managing waste and involving — and inspiring — the entire value chain are some of the real actions undertaken by some beauty companies, willing to transform the industry and inspire others to step up to the challenge.

This is why, in 2019, Cosmoprof Worldwide Bologna's main theme will be sustainable beauty, with no compromise. The internationally recognized beauty fair and the French social enterprise Sparknews have joined forces to identify innovative sustainable practices within the cosmetic industry, with a positive social and/or environmental impact. A call for papers was conducted among this year's tradeshow exhibitors, to feature six inspiring brands and explore their efforts in terms of eco-design, organic sourcing of raw materials, circular economy approach, social responsibility, and energy and waste efficient management.

This report aims therefore to present to Cosmoprof's 52nd edition's 250,000 expected visitors from 153 countries and 2,800 exhibitors a selection of the most sustainable companies — Davines Group (Italy), IMA Group (Italy), Le Parfum



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Citoyen (France), Madara Cosmetics (Latvia), Naïf Care (Netherlands), O'Right (Taiwan) – their innovations and impact for beauty. They will be also highlighted on stage during the tradeshow on March 14th, 2019, at the Service Center's Stage 2.

The idea behind this Impact for Beauty report is not to grade companies based on their sustainability, nor to make a distinction between “good” and “bad” brands, but to explore and highlight those sometimes small changes that everyone can make to achieve a large-scale worldwide transformation of the beauty business. This report also sheds light on the similarities these brands share, bringing out one particular common trait – the profound willingness of the people behind these companies to leave a positive mark on the world, to protect our habitats and therefore improve everyone's lives. Regardless of how difficult or challenging making structural changes may seem, the determination of the founders, staff and partners of the six cases featured in these pages is key to their success. Their relentlessness and ultimately their achievements in several different areas are proof that another way of conducting business is possible, and gives hope to those eager to follow their steps.

It's an excellent time to be speaking about sustainable beauty, and Cosmoprof Worldwide Bologna is the perfect occasion to discover, imagine and create new synergies and opportunities to reshape the beauty industry into a sustainable market, together.

*Sandra De Baillencourt*  
*Managing Director of Sparknews*



# Sustainable beauty is better when it's shared



Sustainability can be beautiful and beauty can be sustainable — at least that's what the Italian Davines Group is all about: sustainable beauty. And, as pretty much anything else, beauty is better when it's shared. That is why the Parma-based company, founded by the Bollati family in 1983, has boosted its sustainable practices, inspiring its whole chain of value — from suppliers to hair salons, to costumers — to do the same, following the principle of interconnection that led the group to obtain the B Corp™ label in November 2016.

Their goal is simple yet ambitious: “Be the best for the world.” As one of the 2,655 worldwide companies certified with the label, the Italian hair and skincare group aims to combine profits with a positive social and environmental impact. Their willingness to provide a service to society has been the backbone of their business model since the company's creation, focusing on marketing natural-origin based products. In 2015, the Davines Group measured its impact thanks to the B-Corp questionnaire for the first time and realized they had to implement new processes to fully evaluate their business. The following year, the company obtained the certification with a 99 score on a 200 points scale (only those above 80 points get the label).

Yet there's always room for improvement, so the group took their commitment even further. In 2016, the company started involving their supply chain in their sustainability efforts by launching an inquiry among their suppliers to measure their social and environmental performance — a customized survey of roughly 70 questions based on B-Corp criteria such as carbon emissions, electric and water consumption, waste management, employees' satisfaction and collaborators' welfare. The same year, they extended the challenge to be change makers to all of their distribution partners as well, supporting them to improve. So far, two of their partners (the pallet supplier Palm and the Swedish distributor KRAFT) have obtained the B-Corp certification thanks to these efforts. As for the rest, the group works closely with them to help them become more sustainable, by sharing their knowledge on how to be positively impactful (from CO2 emissions offsetting, to energy use from renewable resourcing, to reducing and recycling their waste, etc..)

Davines' salons and costumers are also an essential part of the brand's positive impact ecosystem — the company encourages their salon's stylists to decrease their energy consumption and provides them with useful guidelines on how to reduce their carbon footprint. The also yearly I Sustain Beauty campaign, launched in 2014, invites the international community of beauty professionals and their costumers to create meaningful social, environmental and artistic projects, and rewards the best one with an in-kind prize of materials, tools and support for its development. The brand was awarded also “Best for the Environment” in 2018 for being amongst the first 240 B Corp certified companies at an international level for its positive impact on the environment.

Given the market's progressively growing appetite for sustainable brands, the company's sustainability efforts and B-Corp certification have also had a direct impact on its turnover, which reached 127 million euros (USD 148 million) in 2017 — a 13.5% increase compared to the previous year —, opening as well new collaboration opportunities. The brand is now taking a big attention on plastic, all its turnover is made with products with co2 compensated packaging and alongside other Italian B-Corp companies, the group has applied to a call for projects for plastic collection in Italian seas, which the company has recently won. It will start soon to collaborate with other B Corp from all around the world who, like Davines, are looking to create sustainable beauty by working together.



## A large package of sustainability



Sustainability can come, like packages, in many different forms and sizes. In Italy, the IMA Group, specialized in designing and producing automatic packaging machines for tea, coffee, pharmaceuticals, food and cosmetics, has adopted a holistic approach on social and environmental responsibility. Founded in Bologna in 1961 by the Vacchi family, the group now has 39 production plants in Europe, America and Asia, and more than 5,500 employees across the globe.

IMA's personal care market line includes customized solutions that cover the entire packaging process — from tube filling to overwrapping equipment. And customized do means “meeting each client's needs”, even if it implies building a whole new machine from scratch or adapting those that already exist to more eco-friendly materials. And if most of the industry still rely on conventional plastics, some are already benefiting from IMA's machinery flexibility, whether to create paper and cardboard packaging solutions, glass containers or even biodegradable overwrap film made from organic sources.

But IMA has also implemented a fair number of programs and policies hoping to improve the quality of life on the planet. Their focus? People. IMA's corporate social responsibility commitments include, for instance, backing initiatives with a social, educational or cultural purpose, and in favor of the development of local economies in the communities in which the group operates, both in Italy and abroad — while promoting the involvement of its employees.

In 2017, the group's companies have allocated nearly two million euros in donations and grants to social, cultural and sports projects. One of these was the “Improving food packaging for small and medium agro-enterprises in Sub-Saharan Africa” initiative, in collaboration with the FAO, conducted from 2015 to 2017 with the goal to provide packaging solutions and training in ten countries of Sub-Saharan Africa (Ghana, Cameroon, Côte d'Ivoire, Kenya, Mali, Nigeria, Rwanda, Senegal, Tanzania and Zambia) to prevent the loss of perishable food, actively fighting hunger and malnutrition.

The group is also actively promoting the defense of Human Rights across all of its companies and their respective supply chains, and has implemented formal measures to prevent discriminatory practices and child or forced labor, such as conducting regular visits to ensure their ethics and product sustainability. In 2017, 326 employees of IMA's Indian, Chinese and North American companies received 2,386 hours of training on human rights. Using education as a strategic resource, the company also provides technical and administrative training, language courses, safety and awareness on sexual harassment programs in some of its offices. IMA's focus on its people has been recently rewarded — the company won the Top Employers Italy 2019 and the Global Equality & Diversity (GED) Awards 2018 first prize for Breaking the ceiling glass, a training and professional development program for female employees aimed at increasing the presence of women in formal roles of responsibility.

As for IMA's environmental impact, group-wide efforts in terms of energy management, carbon footprint and proper waste disposal are underway with policies involving separate waste collection, the use of low energy consumption machinery and LED lights in offices and production laboratories. Nearly 25% of the Bologna main site energy now comes from renewable sources. Plus, aiming to gradually reduce its greenhouse gas emissions over time, IMA participates since 2012 in the Supply Chain Program of the Carbon Disclosure Project (CDP) and since 2014 in the CDP's main program.

Currently, IMA is working on developing new solutions for compostable packaging materials, and is financing a study from the University of Bologna on polymeric materials for eco-sustainable packaging — hoping to provide answers to one of the largest sized challenges in the beauty industry, among others.



100% local production

# Perfumes that smell like ethics



Located in Vallauris, near Nice in southern France, Le Parfum Citoyen's factory is a perfume atelier like the others — here; the product's whole manufacture process is entirely local, from the creation of the different fragrances to the assembly of the final product. And even if the young start-up was launched only one year and a half ago, its local approach to business has already a proven impact for the region's craftsmen, for the company's finances and for environment. Plus, the brand has a 100% collective background — Le Parfum Citoyen, which literally means "the citizen perfume," was created thanks to a successful crowdfunding campaign that received funds from more than 100 French citizens.

It all began in November 2015. Adrien Gautier was working as a human resources recruiter in Monaco at the time of the terror Paris attacks that shocked the entire world. Deeply disturbed by the tragedy, the then 28-year-old started questioning his line of work and his purpose in life. Soon enough he realized that if he wanted to have a true impact in life he needed to leave everything behind and start his own ethical business, to commit to something that really passionate him and of social relevance.

Being the grandson of a perfume maker from Grasse — a French region well known for its artisanal perfume industry and history —, it was only natural for the young entrepreneur to turn to his family's savoir-faire: locally crafted luxury fragrances with ethics. Adrien Gautier's grandfather had been part of a generation of perfumers who were independent but too small to withstand the changes of the modern world. The region's perfumeries had been simply forced to close upon the arrival of mass marketing and big beauty corporations and retail chains.

The young Frenchman's willingness to restore the greatness of the local business golden years led him to reconnect with one of the oldest perfume craftsmen in the region, to whom he had been introduced by his grandfather long ago. He had a very precise concept to share with him, hoping to convince him to work together: a perfume brand that combined tradition and modernity — to give a second chance to traditional artisanal perfumeries with a creative fun twist.

Part of that twist is the possibility offered to consumers to choose among 10 fragrances — or "olfactory portraits" —, five for men and five for women, according to their personality — from "Geek chic", to "Rebellious princess." All created with organic raw materials sourced in Grasse and relying on a 100% southern French suppliers network for primary and secondary packaging, which are also certified ecologically responsible by the Forest Stewardship Council and the Program for the Endorsement of Forest Certification. And producing local minimizes the carbon footprint impact, since almost no transport is required.

Fragrances, flasks, hoods, cases, labels, everything is produced by French family businesses, focusing first and foremost on the shortest circuits. Beyond the environmental impact, working with independent perfumers has allowed Le Parfum Citoyen to create roughly 60 new jobs in the region so far. Today, Adrien Gautier's ambition is to become a key ethical player of reference amid the "Made in France" market and the beauty industry, sharing the French know-how with the rest of the world. Now, his fragrances are sold online, in concept stores in Europe and at the more than 150 independent perfumeries of the French Passion Beauty cooperative. The brand is also present in the United States market, and hopes to take on the Japanese market as well in the near future.



Tech for good

## With biotech, Madara turns greener than green

**MÁDARA**  
organic skincare

Organic is good, but stem cells bio-technology is better — and eco-friendlier. On this simple premise, the Latvian skin and hair care brand Madara Cosmetics is aiming to reshape the beauty industry's future, creating their product's active ingredients using plant stem cells developed in their lab, without ever harvesting actual plants, to preserve land, water resources and biodiversity.

Created in 2006, Madara was born as a small start-up out of the frustration of its founder and CEO Lotte Tisenkopfa-Iltner, who couldn't find any natural products in her country. Today, the company has 130 collaborators in Latvia and delivers more than 20 organic products to over 120 countries worldwide. The key to their growth? Effective eco-certified ingredients combined with sustainable production and research.

As soon as it hit the skincare market, Madara started analyzing the chemical composition of the plants extracts they were using, and conducting trials with active ingredients in-vitro. But it wasn't until five years ago that their R&D efforts started focusing on recreating some endangered vegetal species cells in their lab — plants that usually grow in harsh Nordic weather conditions and therefore develop extraordinary active ingredients to survive. Stem cells biotech was the answer.

Contrary to regular plant active ingredients extraction, Madara's technology allows the brand to develop only the plant cells that have the highest concentration of nutrients in bioreactors, instead of growing the whole plant. It also enables them to use endangered plant species, which are rare and forbidden to touch it in its natural habitats, such as the Nordic Dragonhead — the main ingredient of the first stem cell product, the sun protection line, launched in the spring of 2018.

If employing biotech required years of trials — first to find the precise conditions of temperature, light and nutrients in order for the cells to grow, and then to scale-up the in-vitro tests to mass production —, the company's entire chain of value was excited to be a part of an avant-garde and eco-sustainable project. And they pulled it off. The plant stem cell face sunscreen SPF30's launch was Madara's "best ever", according to the company, creating a giant buzz among costumers and media. Since then, it has become one of the most important products in their portfolio, accounting for a substantial growth in terms of sales in 2018, particularly in e-commerce.

Madara says that the process is even cleaner than simply using organic plant raw materials, because it has no impact on the environment whatsoever — there are zero harvesting machines involved, nor water nor land needed for these cells to grow, meaning that natural resources are preserved. Even in terms of energy consumption, the stem cells are supposed to be greener than green: they only require some lights and some nutrients to « grow », whether regular active ingredients extraction from plants require far more energy. Adding some more eco-friendliness to its tab, the company switched to 100% green energy produced in Latvia in 2017.

For now, only two of the company's products are based on stem cells, but Madara Cosmetics keeps looking for new innovative ways to create active ingredients. Amid their 2019 ambitions, a formula for acne based on stem cells is underway. Some of Madara's future breakthroughs will likely involve Nordic mushrooms, which the company is exploring their possible applications in cosmetics, medicine, energy and packaging. They will however harvest them the traditional way and not in the lab. Contrary to plants endangered species, mushrooms pop effortless all around in Latvia.



# There's nothing Naïf about plastic pollution



Plastic pollution is a huge — and growing — environmental issue and everybody is aware of it. And although microbeads (solid plastic particles), used for a long time now to produce personal care products such as exfoliants, are small and can barely be seen, they go down the drain by the billions each day and find themselves in our lakes, rivers, and oceans. That is why the Dutch brand Naïf Care is aiming to end microbeads pollution with a curious yet circular approach: replacing plastic particles with calcite granules, a residue that comes from purifying drinking water.

Founded by Sjoerd Trompetter and Jochem Hes in the Netherlands in 2013, the skincare brand for toddlers and women has been working since January 2018 alongside the Dutch watercycle companies Waternet and Aquaminerals to create the Circular Face Scrub — a free-from-microbeads exfoliant. In order to purify the tap water Dutch consumers drink every day, the water company was already using calcite — a carbonate mineral that leaves residues that can be turned into solid granules. Aiming to spread awareness about the amount of toxics that people flush down the drain on a daily-basis, and to give a useful second life to these calcite residues, Waternet sought to find a partner in cosmetics that could use them in their beauty products — and Naïf Care was a perfect fit.

The skincare brand's seven-people team, committed to limiting their business' environmental impact since its creation, was already using very small skin-friendly rice grains as an alternative to plastic microbeads for its body scrub, and it was looking to develop new innovative ways to address the micro-plastics issue. Immediately onboard with the project, Naïf started conducting tests on the material, to make sure the calcite granules were safe, healthy and effective to cleanse skin.

By October 2018, the Circular Face Scrub was ready. However, its official commercial launch didn't come until January 14, 2019, namely because the product was to be launched as the company's first scrub packaged entirely in a bio-plastic tube made from sugarcane — a material thinner than regular plastic, therefore harder to adapt to the beauty industry's needs, as the light that passes through it could damage the product's ingredients.

Aside from researching and testing the materials, Naïf Care focused the product's development on "the message" — using adapted communication tools, such as newsletters, to teach costumers, retailers and suppliers about micro-plastics in cosmetics and why is it important to fully achieve a circular economy, both for the planet and for our health. In fact, there can be up to 100.000 particles of micro-plastic in a regular scrub, according to the Dutch Plastic Soup Foundation. But reaching everyone is not an easy task: the company sells its products in more than 800 stores in the Netherlands.

Regardless of the challenges, the Naïf Care team is determined to see the product grow and inspire others to take action against plastic pollution. With only a few weeks of market presence, the first 10.000 tubes of the Circular Face Scrub have already replaced roughly one billion plastic particles with calcite residues, and Naïf Care estimates that around 80 kilograms of calcite will be reused to make the scrub each month, instead of going to waste — a circular economy philosophy that the company hopes to uphold for every single one of their future ventures.



# Turning organic waste into hair and skincare products it's O'Right



Serve society. That was the advice Steven Ko's father left his son, CEO of Hair O'Right International Corporation, before passing in 2002. Mr. Ko's words would inspire his son to create a sustainable brand and change the young company, founded that same year, forever. Now the company sells its green hair and skincare lines all over the world with a particular specificity — their products are made of organic raw ingredients, many of which come from agricultural waste.

But turning into a green brand wasn't easy, and didn't happen overnight. The company had to struggle to find and research natural ingredients in the surrounding Taiwanese farms while avoiding chemical additives harmful both for the environment and for health. However, Steven Ko's determination to put values such as innovation and sustainability at the center of his business model led the company to thrive.

Four years after its creation, O'Right successfully evolved into a completely green brand — from ingredients, manufacture, packaging and logistics to marketing. Today, even its zero-waste headquarter in Taoyuan City is certified as an eco-friendly and carbon neutral building. While nine of their products have been labeled carbon neutral so far, all of them are manufactured with solar and wind power generated on site at the company's factory.

Launched in early 2018, their latest "circular" line of skincare, the Goji Berry Ultimate Rejuvenating Collection, has already received worldwide recognition. Goji berry plants can take up to 10 years to harvest (six for the plant to grow and four for the soil to rest before another one can be planted), which makes them and their nutrients unique. Extracting its active ingredients from discarded roots led the company to discover its great antioxidant and moisturizing properties, making "waste" the center piece of the product's efficacy.

But for O'Right, serving society goes beyond using renewable energy and natural plant-based ingredients — it's about helping farmers as well. Discarded coffee husks, coffee grounds and Goji berry roots used to lack financial value. But thanks the company's cradle-to-cradle mindset, they have become key ingredients for top-notch beauty products and, now valuable, represent an extra income for Taiwanese farmers. Those selling the Goji berry root, for instance, can earn up to USD 30 per kilogram.

The company's Recoffee hair line reuses waste as well: of up to six cups of coffee can be transformed into a bottle of shampoo. People worldwide drink 400 billion coffee cups every year — that's roughly 14,000 coffee cups per second. Used coffee grounds, the main ingredient of the line's shampoo, are turned into oil that can be used to make different products such as soap, emulsifiers or cleaners. The shampoo bottle, also made from coffee grounds and other biodegradable materials, can be "planted" — put the bottle in the ground and half a year later you'll have the opportunity to grow two coffee trees.

The other shampoo bottles are only sold in biodegradable or recycled past bottles (including the pump). Their packaging efforts combined with their green facility are expected to reduce the company's carbon footprint by 1.4 million kilograms of CO2-equivalent as of 2019.

O'right's green philosophy spreads up and downstream its supply chain. The company encourages beauty stores to become green saloons and invites all of its supply chain to participate in events such as Earth Hour 60+, beach clean-ups and group tree planting, inspiring both consumers and industry stakeholders to protect our planet. In the words of Steven Ko, it's all about "doing something right, rather than just something good."



About the organizer

# Cosmoprof's green philosophy in the spotlight

## Impact for beauty with no compromise

**COSMOPROF**  
WORLDWIDE BOLOGNA

In 2019, Cosmoprof Worldwide Bologna has chosen to highlight the beauty industry's most innovative and effective companies, focusing on sustainability, ingredients and green philosophy. But this Impact for Beauty report is only a small piece of a broader ambition. Aside from sharing content and knowledge about the industry's best practices and eco-friendly trends, BolognaFiere — the leading international beauty exhibition's organizers — has also redesigned its operations in the fairground, aiming to have a tangible positive impact on the environment and contribute to the UN Sustainable Development Goals.

Recently, the first phase of a 138 million euros fairground renovation was concluded, adding two new pavilions of 33,000 sq. meters equipped with 72 meters of windows for energy-efficient lighting and new green areas. Exhibitors stands were built this year with high tech materials and innovative printings that will help the re-use of all the structures, eliminate on-site paintings and absorb acoustic pollution. Plus, in order to spread awareness among exhibitors and visitors about sustainability matters, a special art project directed by the French design agency Centdegrés showcasing recycled cardboard tubes will be on display at the Service Center, at the heart of the fairground, while new recycling containers will be spread all over the facility.

In order to make sustainability the new mainstream core of the beauty industry, Cosmoprof will also feature several inspiring exhibition areas, conferences and special projects throughout the four days of the tradeshow, hoping to boost creative and positive synergies that will improve the industry's socio-environmental practices.

The Factory will present the first eco-friendly scalp oil, NO.CO. — as in “no compromise,” created in collaboration with Centdegrés and other partners with almost zero environmental impact to show that sustainable production is possible, taking into account all the challenges and complexities of the beauty business. NO.CO.'s formula is entirely based on natural ingredients, its packaging is manufactured only with recycled and recyclable materials and the product's development is 100% local to minimize carbon footprint. Visitors will have the chance to see the whole creation process and will be invited to participate by leaving their bottles of water, which will later be recovered and recycled for new inspiring projects.

Launched in 2017, the CosmoTalks are an educational format that combines each year creativity, inspiration and business. This year, six discussions panels on sustainability will be held with six international partners, such as Sparknews, and 30 experts, ranging from topics such as positive impact in the beauty industry, current and future sustainable trends, ecological native brands, green cosmetics distribution, environmental footprints and new desirable styles of sustainable beauty brands.

Finally, a groundbreaking new installation created by Cosmopack and WGSN, will take place in Hall 20, exploring the future of colors and innovative materials for beauty packaging with a sustainable approach. Curated by WGSN's color, material and beauty teams, this project explores 12 key colors forecasted by global experts to be the essential tones for the season and seven must-have material innovations and trends for the beauty packaging sector.

Combining these specific projects with a holistic approach, Cosmoprof honors its promise of contributing to a more sustainable world by integrating its whole ecosystem into the equation and creating value for Bologna and its regional businesses. Like the Davines Group, the tradeshow has started to evaluate the sustainable identities of its suppliers, aiming to map their environmental footprint and their social performance in order to prioritize partnerships with those who have a similar green philosophy and who are taking tangible actions to take the beauty industry to the next sustainable level.



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## About Sparknews



Based in Paris, Sparknews is a social enterprise that sources innovative initiatives that are having a positive impact, by tackling the biggest issues our planet is facing. We create content, programs and events around these initiatives with the aim of inspiring and fostering the will to take action, both in the business world and in civil society. Every day, in every corner of the world, women and men we may have never heard of are coming up with innovations that bring us closer to a world in which sustainable development and profit are reconciled, where democracy is truly inclusive, where every citizen has access to education, health and quality nutrition, a world in which men and women have equal rights and climate change is finally under control.

Find out more: [www.sparknews.com](http://www.sparknews.com)