Università Ca'Foscari Venezia

PINK
PROMOTING INNOVATION AND KNOWLEDGE

Sustainability in cosmetics

Bridging research, patents and market

Thursday, **24 February 2022**, h **10.45-12.00**
Aula Baratto, Ca' Foscari University of Venice

Broadcast also via Zoom,
upon registration: **https://bit.ly/CFKLV2402**
Event in English language

h 10.45
Welcome address and introduction
Tiziana Lippiello, Ca' Foscari University of Venice Rectress

h 10.50
Knowledge transfer: a bridge from research to the market
Vladi Finotto, Rector's Delegate to Knowledge transfer

h 11.10
Sustainability in cosmetics: an academic and industrial challenge
Carla Villa, University of Genoa

h 11.30
CATMAT research group: from lab to applied technologies
Federica Menegazzo, Ca' Foscari University of Venice and VeNice spinoff

h 11.45
The sustainability challenge and investment in cosmetic industries: the Mérani case
Lei Li, Mérani Executive Director

h 12.00
Signature of MoU Ca' Foscari - Mérani

h 12.10
Aperitif

Green chemistry is, by definition, a continuously evolving frontier, intended to the conversion of technologies in "greener" processes and to the redesign of more eco-compatible products. The Agenda 2030 objectives push to pursue **a more sustainable development**, however greener production processes cannot go without scale development and market validation. In this scenario, the **cosmetics** field is playing a significant role in raising awareness among consumers and in **investing in research** for more sustainable and innovative formulations. At Ca' Foscari University of Venice a virtuous meeting took place between the research group CATMAT, working among others on sustainable materials and processes for chemical industry, and the English start-up Mérani, who invested in **an innovative patent** filed by Ca' Foscari to develop green high-end cosmetic bases.