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SCHOOL OF MANAGEMENT



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digital innovation

Sustainable & Digital Beauty Research Observatory

Politecnico di Milano

Sustainable & Digital Beauty Research Observatory

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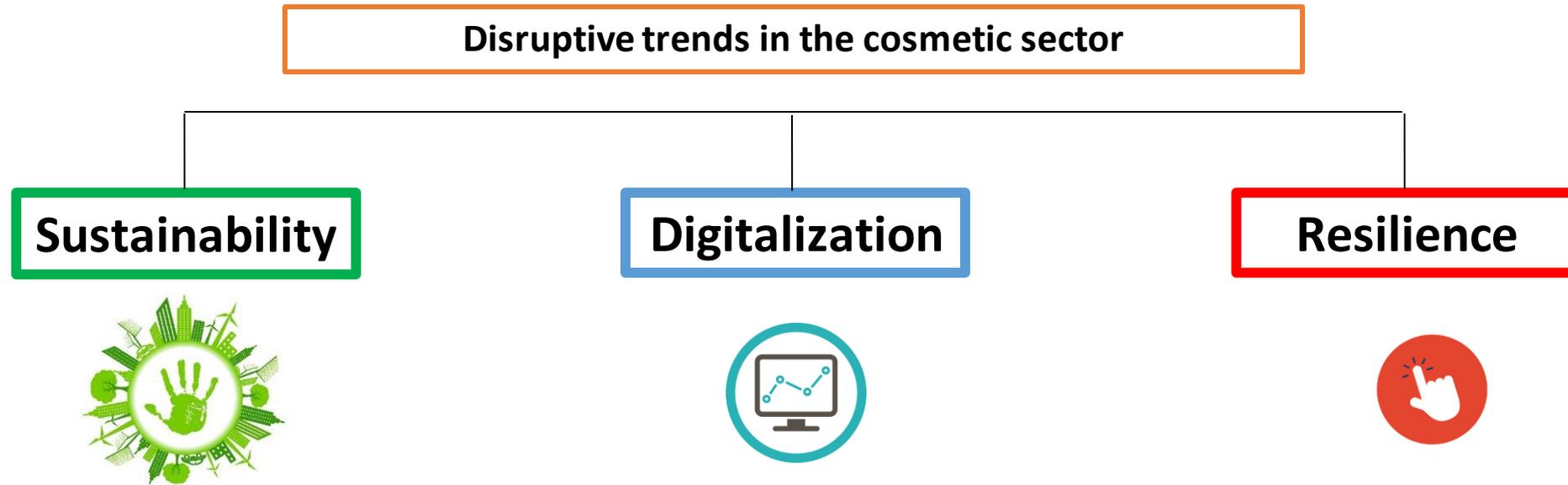
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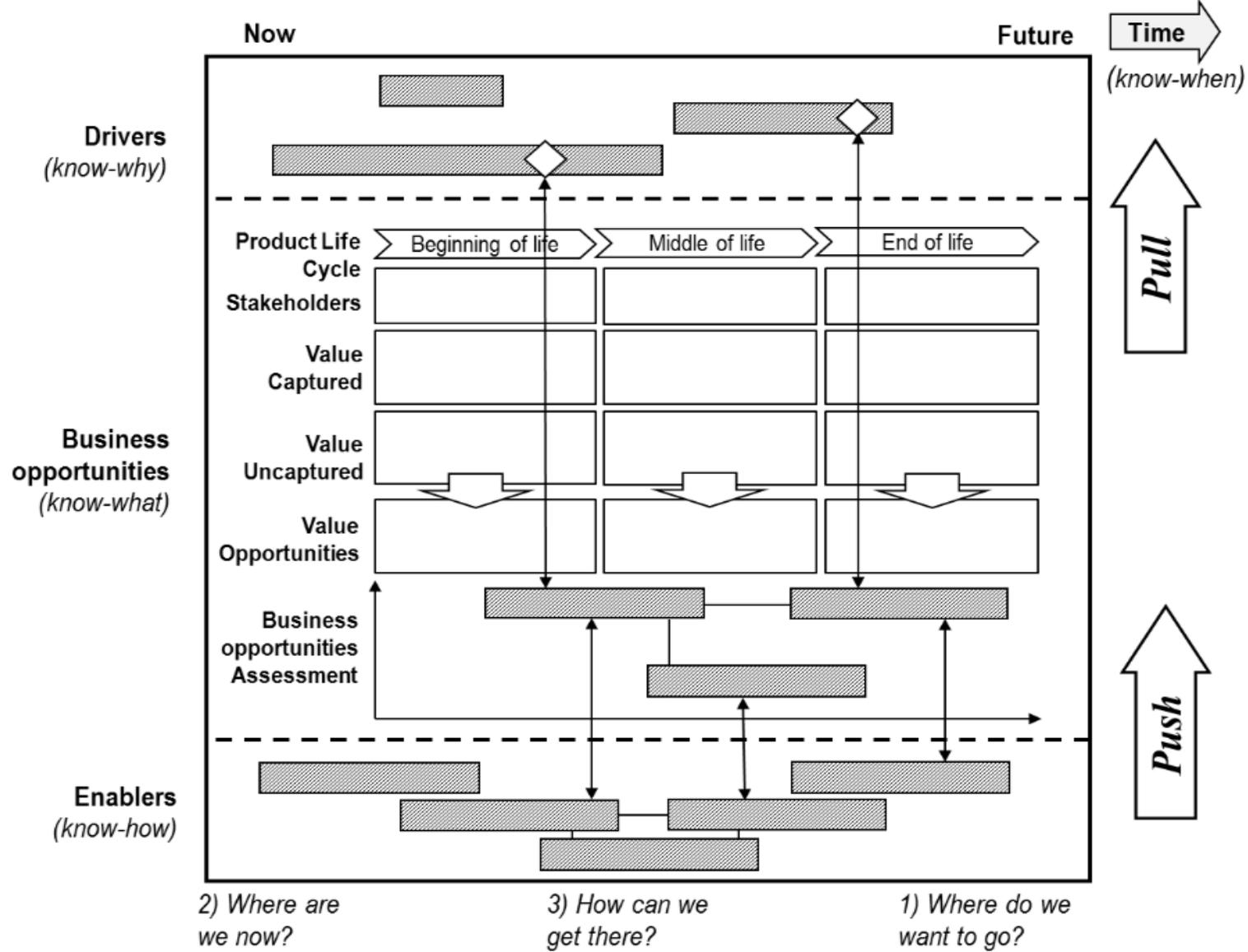


Innovation in European Cosmetic Value Chains



- Today's markets are increasingly dynamic and characterized by trends and needs that push companies to continuously adapt their business models
- The cosmetic sector is no exception. To best respond to market needs, cosmetic companies must be able to continuously innovate, trying to become as resilient and robust as possible to cope with internal and external problems
- For these reasons it is fundamental to leverage on research and innovation, fostering relations between industry and university. In this perspective, clusters represent the perfect enablers of these synergies

Innovation in European Cosmetic Value Chains



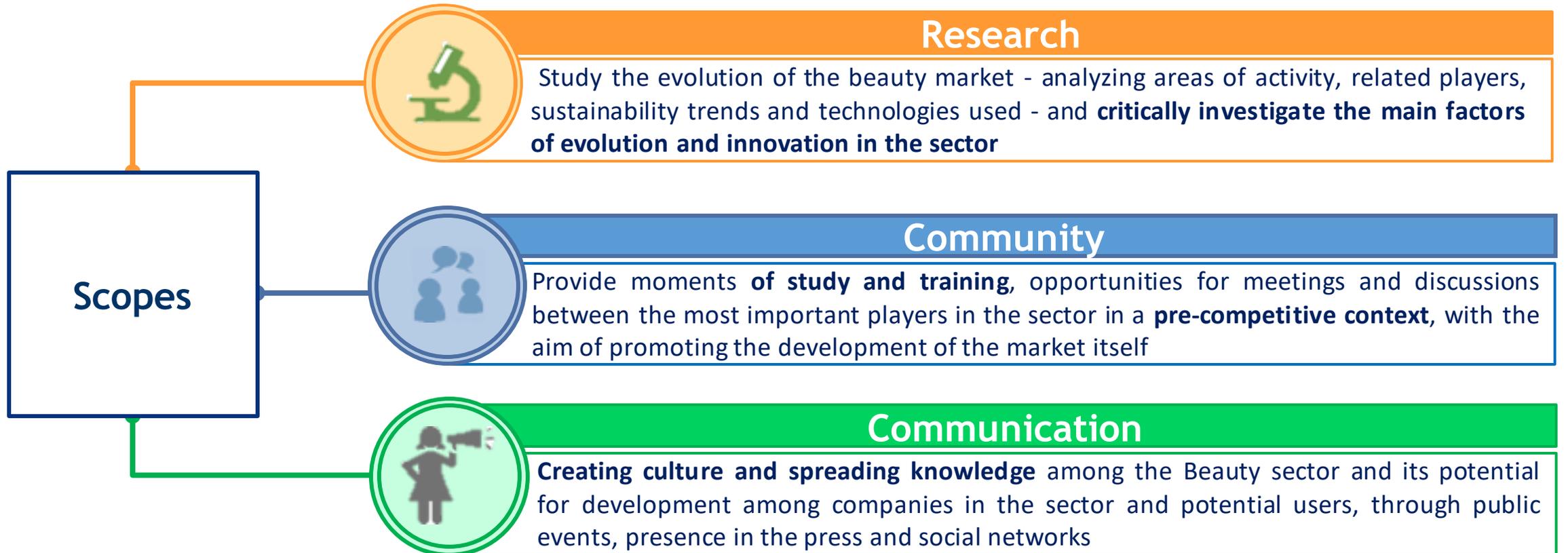
There is the strong need for cosmetic companies to configure evolutionary scenarios that outline the main routes on which enterprises are able to create competitive advantages in the long term

Mission



Mission

The **Sustainable & Digital Beauty Research Observatory** aims to represent a **permanent table of critical analysis** and discussion on the role of innovation and sustainability that the **Beauty ecosystem** can constitute for the dissemination of **excellent practices** in the management of the cosmetic and beauty sector.



Working group

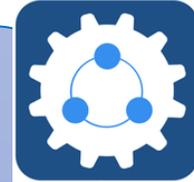


Research pillars



Beauty e sostenibilità:

**how the sector tackles the
roadmap towards the
complete integration of
sustainability by
generating competitive
advantage**



Beauty 4.0:

**how the sector deals with
digital transformation and
information traceability
along the supply chain**

Research pillars



Beauty e sostenibilità

- ❑ Mapping of innovative sustainability solutions implemented within the beauty supply chains
- ❑ Identification of the impacts (the benefits, the opportunities and any critical issues) of the identified solutions
- ❑ Sustainability roadmap in the beauty supply chains
- ❑ Methodologies for measuring sustainability performance in the beauty supply chains
- ❑ «Cleaner production» in the manufacturing processes of the Beauty sector



Research pillars

In order to make the **sustainable model real and concrete**, a scientific approach is needed that considers the entire products life cycle and resources consumption. The assessment of environmental performance for the optimization of production processes and chemistry in the research and development phase **play a central role**.



To become a **factor of development and competitiveness** for the entire cosmetic economy, the circular model must be based on three fundamental pillars:

1. Ecodesign
2. Industrial symbiosis
3. Supply chain cooperation

With reference to the world of cosmetics, there are three areas on which companies can focus more on developing the circular model:

- (i) *sustainable procurement*
- (ii) *resource efficiency*
- (iii) *resource effectiveness*

Research pillars



Beauty 4.0

- Analysis of the digital maturity level of business processes in the Beauty supply chains
- Roadmap of digitization in the beauty supply chains
- Evaluation of the impacts of traceability in the Beauty supply chains (eg IoT, Blockchain and Smart Label)



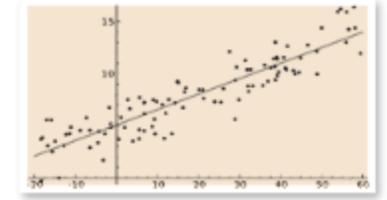
Research assets and tools

- Analysis methodologies and interpretative models

Estimated turnover and market (current and potential)



Statistical analysis (cluster analysis, regression, ...)



Estimate of the main sustainability trends in the cosmetic and beauty sector



Estimated trend of the cost of production factors in the Beauty sector



Comparison with panels of experts (Delphi method, ...)

Analysis of the digital transformation of the cosmetic manufacturing sector



- In-depth case studies

- Network of relations with Managers

- Public conference to present the results of the research

- Survey

- Plenary workshops and specific work tables

