



THE ECO WELL PRESENTS

# The Sustainable Beauty E-Summit

Free E-Conference

Jan 29, 2023. 8:15am-4pm EST

Details at [www.theecowell.com](http://www.theecowell.com)

## Sustainable Development during the Infodemic

Jen Novakovich, MSc  
Science Communicator

# Defining Sustainability

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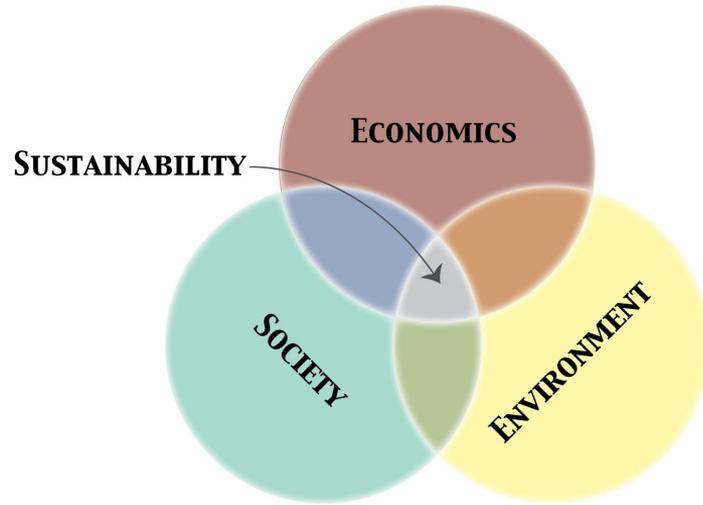
2019 + 2021 IPBES + IPCC Reports



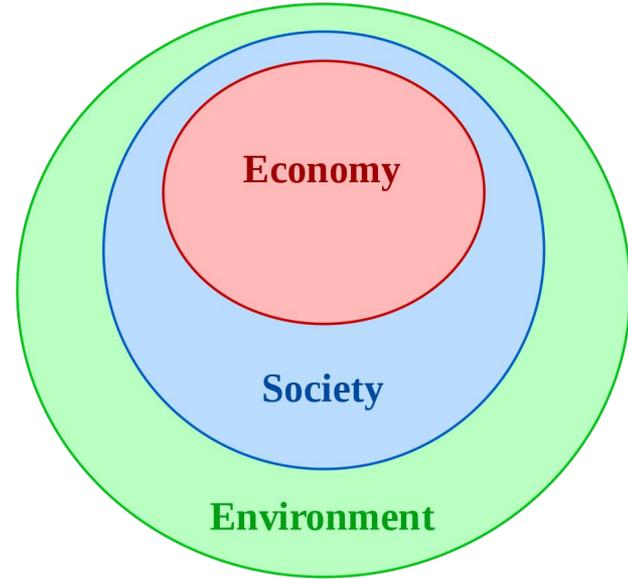
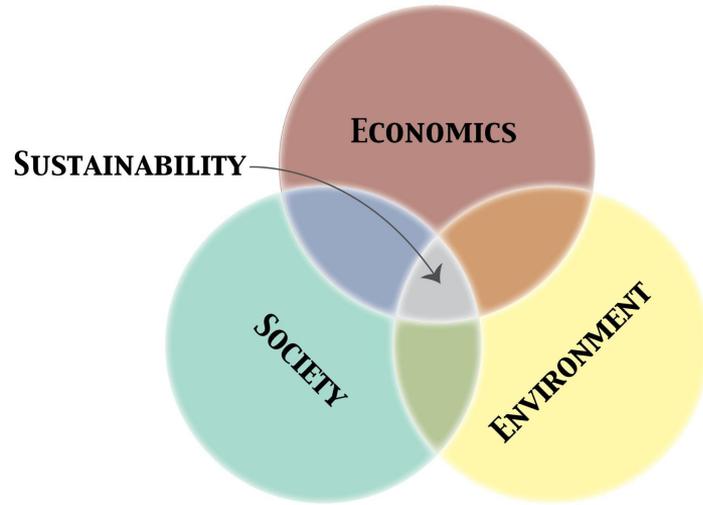
# SUSTAINABLE DEVELOPMENT GOALS



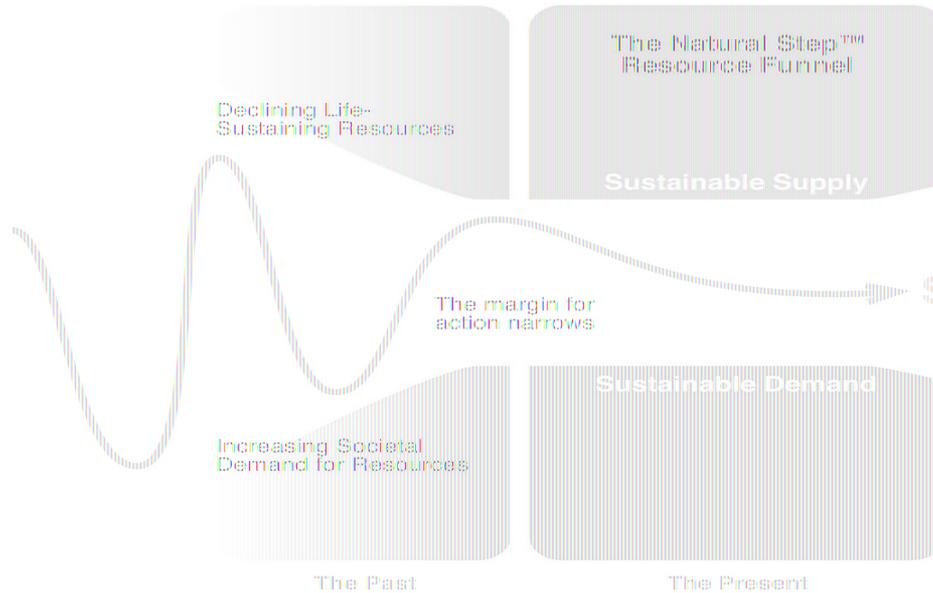
# Old to New



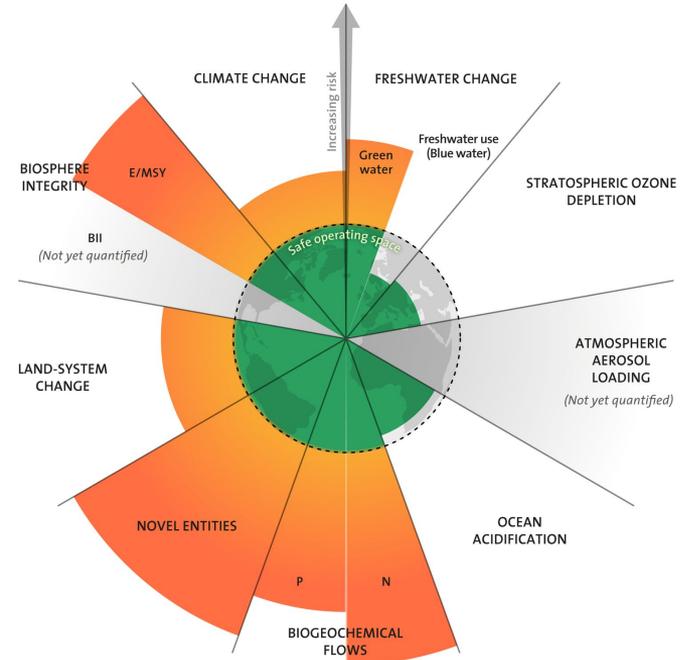
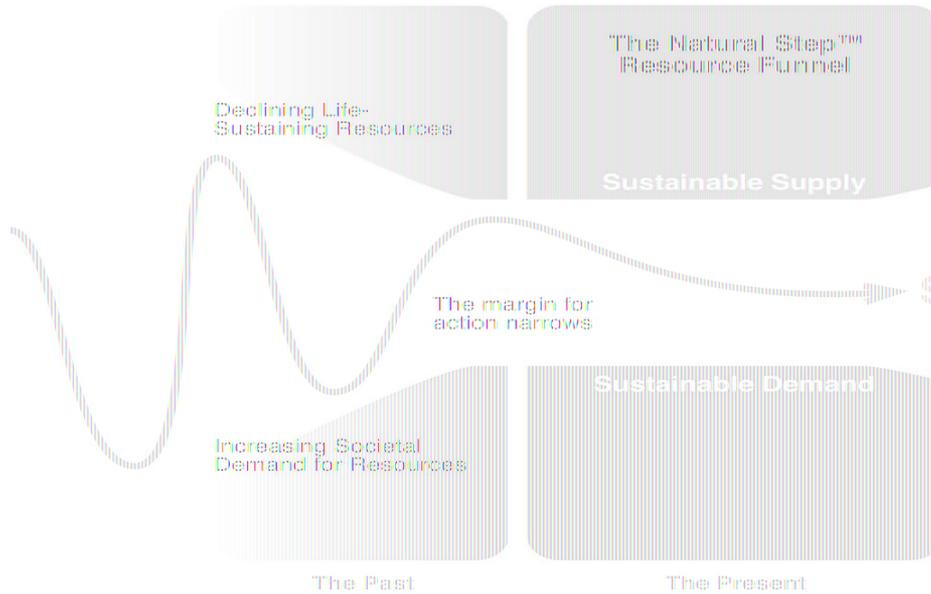
# Old to New



# Modern Frameworks



# Modern Frameworks



# Sustainable Development

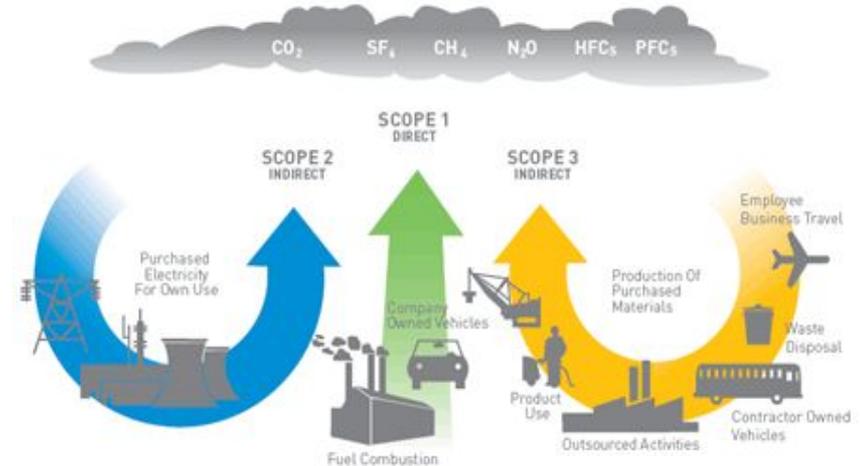
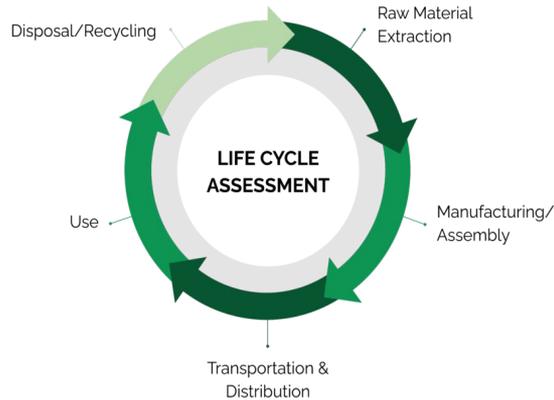
Considering the uncertain future and complexity of sustainability, companies pursuing sustainable development must have access to as much relevant information as they can in order to make the best possible decisions (Schaltegger & Burritt, 2000).



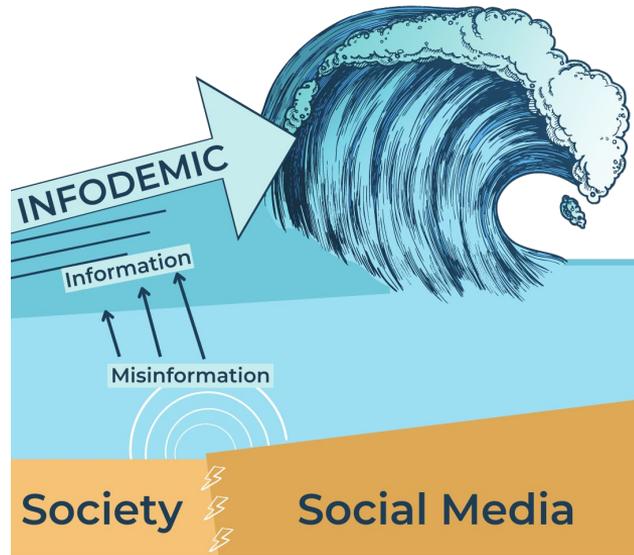
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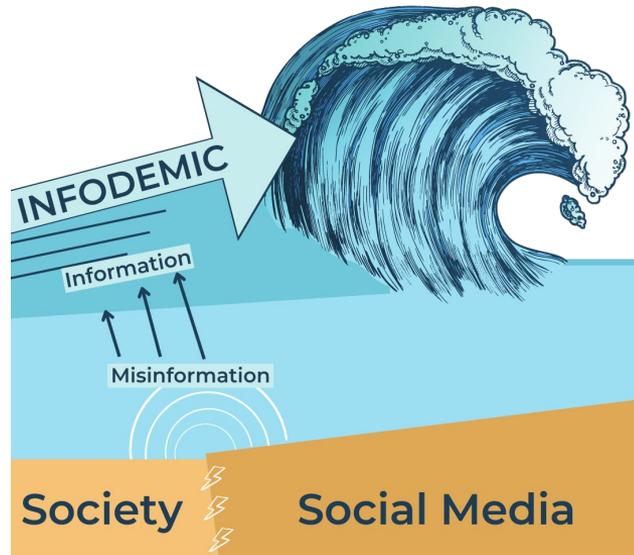
To get this information, managers must measure and record data in terms of their specific goals. Ecological accounting is the backbone for sustainable development.



# The Infodemic



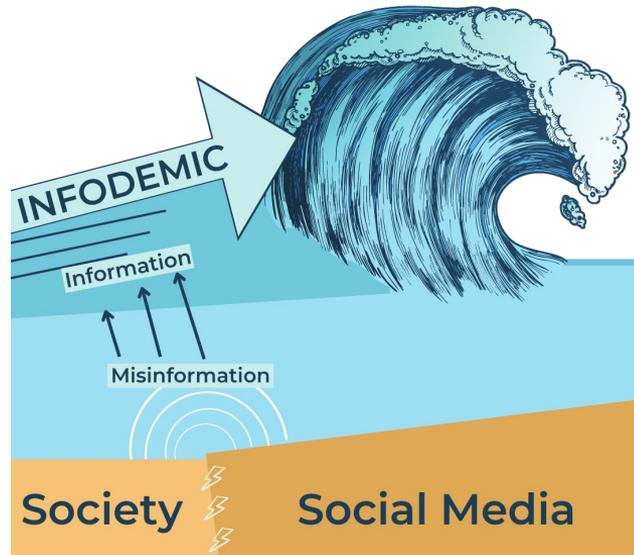
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“Infodemic” has been coined as the descriptor of this phenomenon.

# Misinformation: The Issue

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Via social media algorithms, beliefs are reinforced by repetition within a closed system - an echochamber, leading to polarization.

The result: people become more radical while moderate voices are hindered (Wong et al., 2016), fundamentally damaging democracy and social stability (Allcott and Gentzkow 2017).



# Misinformation: The Issue

Polarization threatens cooperation in problem-solving and decision-making (Barber and McCarty 2015; Maher et al. 2018) while misinformation distracts the public and decision-makers away from needed action, potentially wasting resources/money in the process on actions that are counterproductive/unhelpful (Oreskes and Conway 2011; Barnes et al. 2018).



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To address climate change and biodiversity loss, cooperation and evidence are crucially needed. Polarization and misinformation undermine this.



# Green Washing

Companies recognize the growing demand for more *green* products and are shifting how they communicate (Riccolo, 2021). Unfortunately, to meet this growing market demand, many companies have turned to greenwash (Krafft & Saito, 2014).



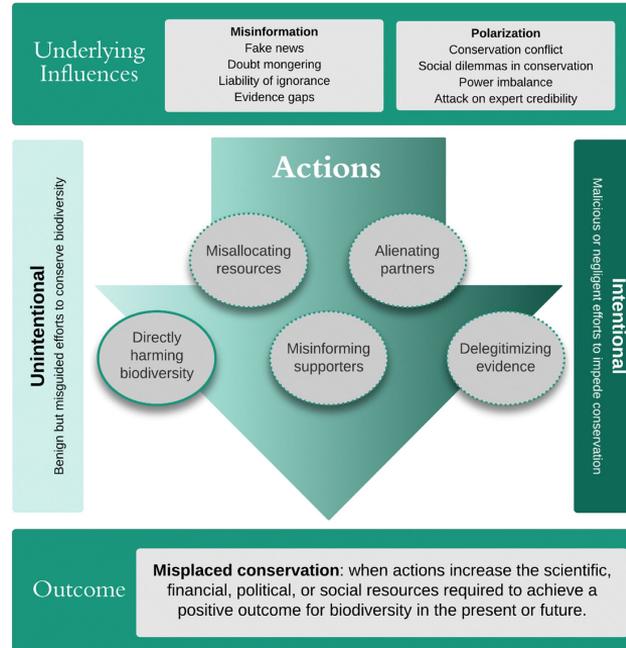
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*“Greenwashing misleads the public and does not give due advantage to companies who are pursuing sustainability, leading to a less green economy.”* (EC, 2021)

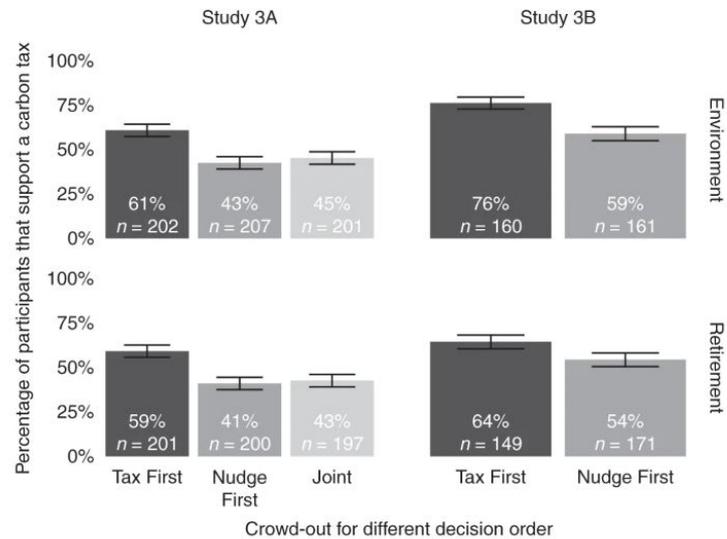


# Misinformation on Sustainability



(Ford et al., 2021)

# Misinformation on Sustainability



Percentage of respondents that support carbon tax (top row) or expansion of social security tax (bottom row) when presented with the tax first, a related nudge (green energy or retirement savings) first or both options simultaneously. Results are consistent in a general population sample (left panel) and a sample trained in public policy (right panel). Error bars show  $\pm$  one standard error.

(Hagman et al., 2019)

# Cosmetics Context



# Cosmetics Context

Natural does not equal 'greener'



# Cosmetics Context

Natural does not equal 'greener'

Neither does organic



# Cosmetics Context

Natural does not equal 'greener'

Neither does organic

Or 'GMO' Free



# Cosmetics Context

Natural does not equal 'greener'

Neither does organic

Or 'GMO' Free

Or Plastic Free



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# Case example

☰ **CNN** health Life, But Better Fitness Food Sleep Mindfulness Relationships

## Hawaii bans sunscreens that harm coral reefs

By Maritza Moulite, CNN

Published 6:21 PM EDT, Tue July 3, 2018



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The Hawaii bans are based on a outlier study by Down et al (2016). The body of scientific evidence does not suggest sunscreen filters, of any type, are contributing to coral bleaching in nature (Gonzalez et al., 2022; Mitchelmore, 2021; Mitchelmore et al., 2019, NAS, 2022; Tsui et al., 2019). Rather, rising water temperatures due to climate change are the predominant driver (Hughes et al., 2018).



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A case of misplaced conservation and green nudging?



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The push for green consumerism has created an illusion of progress that distracts from the urgent structural changes needed to achieve sustainable development.





# Science Communication as a path forward



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As an industry, if we want to move forward productively, we need to stand up against misinformation, and that will come with the investment in good science communication. Both internally and externally.



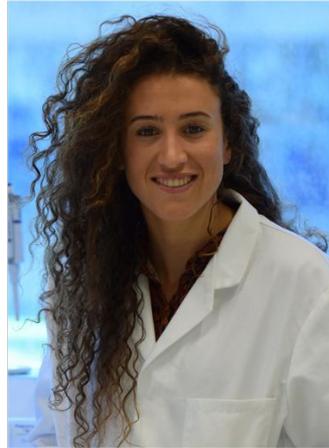
# Science Communicators as the new beauty influencer



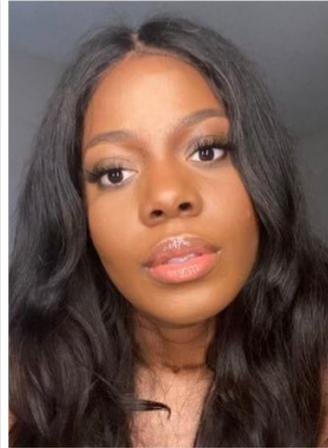
@skinchemistry  
174k followers



@labmuffinbeautyscience  
400k followers



@sciencemeetscosmetics  
75k followers



@themelaninchemist  
32k followers



@skinperspective  
57k followers



# An example of industry support



**CLARIANT** 



An example of industry support

CRODA

Inolex









































