

# B-Corp: Transforming the global economy to benefit people, communities, and the planet.

## EDANA Sustainability expert webinars

This series of webinars highlights specific topics covered in one the four pillars of the [EDANA Sustainability Vision](#). They were created to help the nonwovens industry in understanding and processing the abundant information available to strive towards more and viable sustainability solutions.

Previous webinars on Responsible end-of-life: *Chemical recycling in Europe – Pyrolysis - the enabler of chemical recycling of plastic waste*, Eco-efficiency: *Science based targets as foundation of future-proof climate strategies* and *Cradle to Cradle: shifting to a circular economy* attracted hundreds of participants

### WEBINAR 4

Tuesday 21<sup>st</sup> February (14h-15h30 CET)

14:00 > 14:05



#### OPENING AND WELCOME

Gil Stevens, External Relations & Sustainability Director, EDANA (Belgium)

14:05 – 14:45



#### HOW CAN B-Corp TRANSFORM THE GLOBAL ECONOMY

- About B-lab
- Our standards and how we translate them.
- The B Impact Assessment

Nicolás Gemio, Business Development Coordinator, B Lab Europe (Netherlands)



#### HOW DO COMPANIES APPLY TO B-CORP? ROYAL AUPING'S EXPERIENCE

- Royal Auping's sustainability journey
- Why to get certified?
- Steps to reach the certification

Mark Groot Wassink, Director Sustainability & Innovation at Royal Auping (Netherlands)

14:45 – 15:25

#### QUESTIONS & ANSWERS

15:25 – 15:30

#### CLOSING WORDS

### Upcoming Webinars

Upcoming webinars will take place in March 2023. [Stay tuned!](#)