

Lush Prize Conference 2021



THE ROLE OF PUBLIC AWARENESS

in the replacement of animals in safety testing

**LUSH
PRIZE**



The Lush Prize is a major initiative aiming to bring forward the day when safety testing takes place without the use of animals. It focuses pressure on toxicity testing for consumer products and ingredients, in a way which complements the many projects already addressing the use of animals in medical testing. A collaboration between Lush Cosmetics and Ethical Consumer Research Association, it provides £250,000 funding in each prize cycle.



Welcome to the Lush Prize Conference 2021

While the Lush Prize Conference has become an important part of the Lush Prize events, this year is the first time that we have organised a stand-alone conference in a non-prize year.

Last year we held our conference and awards ceremony entirely online and not only was it well received, with hundreds of people from around the world attending, it also went off without any major technical problems!

To help keep the discussions continuing around ending animal testing and replacing it with more human-relevant science, we decided to start organising virtual conferences in non-prize years. This also allows us to open up the theme of the conference rather than basing it around the work of prize winners. Held over two days, we hope this will enable more people to attend, regardless of their time zone.

At Lush Prize, our awards are focussed around five areas of work that we

believe are important to encourage progress in this area: Public Awareness, Lobbying, Science, Training and Young Researchers. Our conferences tend

to be very heavy on the science, so this year we chose the theme of 'the role of public awareness in the replacement of animals in safety testing'.

Public awareness is a broad topic - after all, we are all the public, whether we are the average consumer of products, a politician, a scientist or a journalist. Each of us can become more aware of animal testing and replacements and we can inform others too.

At this conference we will hear from leading campaigners and scientists

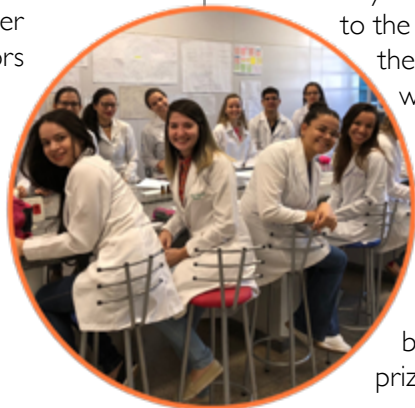


from around the world about how they create awareness on these issues. We have a fantastic line up of speakers from Europe (Belgium, Germany, Luxembourg, UK), Latin America (Brazil, Chile), North America (Canada, USA) and Asia (South Korea).



Session 4 (day 2) is a special panel looking at the current threats to the Europe-wide ban on testing cosmetics and ingredients on animals. If you are an EU citizen we encourage you to support the Citizens' Initiative to save cruelty-free cosmetics: [click here for more details.](https://eci.ec.europa.eu/019/public/)

During these presentations we'll be hearing whether regulators and legislators simply follow public opinion and whether scientists educate the public around animal testing, or is it the other way around?



And you will want to stay to the end of day two of the conference where we'll be announcing some exciting news about the launch of the Lush Prize IR Network, which will enable us to broaden our work beyond the biennial prize fund!

At the end of each panel there will be a Question and Answer session, so please get engaged and submit your questions during the live sessions.

Craig Redmond,
on behalf of the Lush Prize Team

Our pre-recorded fireside chats were very popular last year and we have three more for you this time, including with Aryenish Birdie, Executive Director of [Encompass](#), talking about racial inclusivity in the animal protection movement.



EU Citizens' Initiative
<https://eci.ec.europa.eu/019/public/>

Agenda - Day One

Wednesday 24 November 2021 (all times are UK times)

13.00: Introduction and Welcome to the Lush Prize Conference 2021 - Rob Harrison

Panel I: Public Awareness Through Campaigns and Investigations

13.05 - 14.10

Chair: Rebecca Ram, Lush Prize

13.05: **Dr Jen Hochmuth**, Animal-Free Science, Belgium

Why Public Awareness is the Bottleneck in Ending Animal Testing

13.15: **Friedrich Mülln**, SOKO Tierschutz, Germany

The Role of Undercover Investigations in Exposing Animal Research

13.25: **Camila Cortínez**, Te Protejo, Chile

Positive Outreach for Greater Campaigning

.....
13.25 - 14.10: Questions from the floor for a panel discussion
.....

Fireside Chat

14.10 - 14.25

Inclusivity in the Animal Protection Movement

Aryenish Birdie, Executive Director, Encompass. Interviewed by Hilary Pickles, Lush North America.



Agenda - Day One - Part Two

Panel 2: Creating Awareness Amongst Regulators and Legislators

14.30-15.35

Chair: Rob Harrison, Lush Prize

14.30: **Tilly Metz** MEP, Luxembourg
Get Loud, Get Involved, Demand Progress

14.40: **Borami Seo**, Humane Society International, South Korea
Creating Awareness for Political Impact

14.50: **Elizabeth Baker**, Physicians Committee for Responsible Medicine, USA
Creating Awareness Amongst Regulators and Legislators: A North American Perspective

.....
15.00-15.35: Questions from the floor for a panel discussion

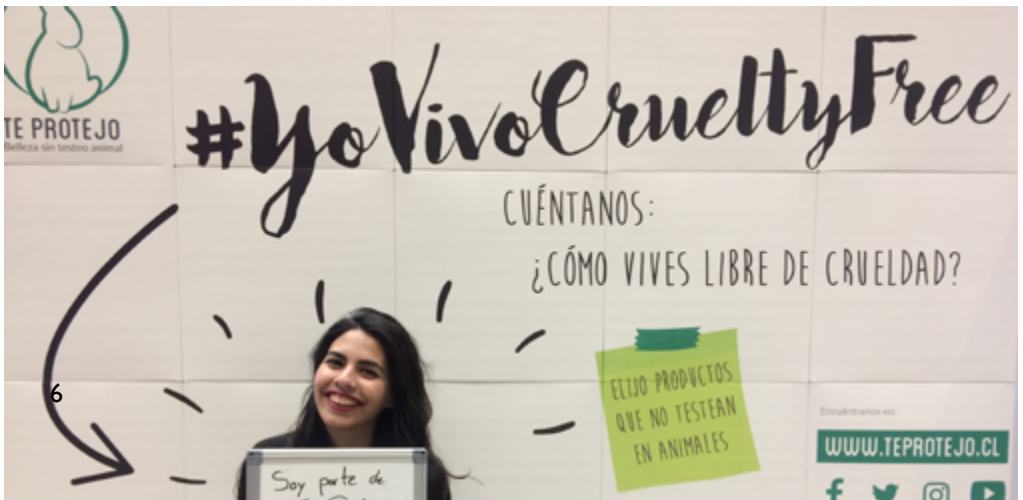
Dr Luísa Bastos, Animals in Science Programme Leader, Eurogroup for Animals, will join the Q&A panel in place of Tilly Metz.

Fireside Chat

15.35-15.50

Campaigning for Human-Relevant Science in Australia

Rachel Smith, CEO, Humane Research Australia. Interviewed by Rebecca Ram, Lush Prize.



Agenda - Day Two

Thursday 25 November 2021 (all times are UK)

13.00: Introduction and Welcome to day two of the Lush Prize 2021 - Rebecca Ram

Panel 3: What Role Can the Public Understanding of Science Play in Ending Animal Testing?

13.05 - 14.10

Chair: Rob Harrison, Lush Prize

13.05: **Dr Kathrin Herrmann**, Center for Alternatives to Animal Testing, USA and Animal Protection Commissioner of Berlin, Germany

Title tbc

13.15: **Dr Aysha Akhtar**, Center for Contemporary Sciences, USA

Why We Need to Change the Narrative on Animal Testing

Unfortunately, Professor Thales Tréz is unable to attend to present, but his place in the Q&A session will be filled by Dr Pranjul Shah

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13.35-14.10: Questions from the floor for a panel discussion

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Fireside Chat

14.10- 14.25

Good Science is Not a Matter of Opinion

Dr Sonja von Aulock, editor-in-chief of the scientific journal ALTEX.

Interviewed by Dr Gill Langley, Lush Prize Judge.

Agenda - Day Two - Part Two

Panel 4: REACH, Cosmetics, Current Changes and Their Implications

14.30 - 15.35

Chair: Rebecca Ram, Lush Prize

14.30: **Dr Costanza Rovida**, CAAT-Europe, Germany
REACH, cosmetics, current changes and their implications

14.40: **Troy Seidle**, Humane Society International, Canada
Title tbc

14.50: **Dr Julia Fentem**, Safety and Environmental Assurance Centre, Unilever, UK
Engaging Citizens With the EU & UK Cosmetics Testing Bans – Again: Safety Scientists Speaking Up to Suggest Solutions

.....
15.00-15.35: Questions from the floor for a panel discussion
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Launch of the Lush Prize IR Network

15.35 - 15.45: Rob Harrison launches the Lush Prize IR Network.



Speakers A-Z

Aysha Akhtar



Aysha Akhtar, M.D., M.P.H., is the Co-founder, President, and CEO of the [Center for Contemporary Sciences](#), which is pioneering the transition to replace animals in experimentation with superior human-based testing methods. A military veteran, she is a double-board certified neurologist and preventive medicine specialist, with a background in public health. Previously, she served as Deputy Director of the U.S. Army Traumatic Brain Injury Program, developing the Army's brain injury prevention and treatment strategies for soldiers. As a Commander in the U.S. Public Health Service Commissioned Corps, Dr. Akhtar frequently deployed to assist with national public health emergencies.

For a decade, Aysha was a Medical Officer at the Food and Drug Administration, most recently in the Office of Counterterrorism and Emerging Threats.

[Day Two. Panel 3: What Role Can the Public Understanding of Science Play in Ending Animal Testing?](#)

[Presentation: Why We Need to Change the Narrative on Animal Testing](#)

Elizabeth Baker



Elizabeth Baker, Esq., is the Regulatory Policy Director for the [Physicians Committee for Responsible Medicine](#). Elizabeth has authored numerous science blogs, regulatory petitions, regulatory comments, op eds, and manuscripts regarding regulatory policy and innovative human-based science. She is a member of the California Bar Association, the American Society for Cellular and Computational Toxicology, the Society of Toxicology, the European Society for Alternatives to Animal Testing, and the Parenteral Drug Association.

[Day Two: Panel 2: Creating Awareness Amongst Regulators and Legislators](#)

[Presentation: Creating Awareness Amongst Regulators and Legislators: A North American Perspective](#)

Luísa Bastos



Dr Luísa Bastos is the Animals in Science Programme Leader at [Eurogroup for Animals](#), where she coordinates a working group of 30 European NGOs and participates in EU fora to promote a transition to non-animal science. Previously, she was Principal Investigator of the modelling and simulation research group at the Institute of Research and Innovation for Healthcare, and Invited Professor at the University of Porto. She is specialised in in-silico modelling of human physiology and pharmacology for healthcare education and training. This year, she coordinated the working group of the European Parliament Intergroup on the Welfare and Conservation of Animals, Chaired by MEP Tilly Metz, leading to the adoption of a Resolution calling on the Commission to draw up an action plan to actively phase out the use of animals in science. As an animal advocate, she has influenced laws and policies restricting the use of animals in entertainment and education, and the breeding of animals for scientific procedures.

[Day One. Panel 2: Creating Awareness Amongst Regulators and Legislators](#)

[Luísa will attend the Q&A Panel in place of Tilly Metz](#)

Aryenish Birdie



Aryenish Birdie is the founder and executive director of [Encompass](#), a nonprofit working to make the animal protection movement more racially diverse, equitable, and inclusive. Prior to Encompass, Aryenish spent seven years at the Physicians Committee for Responsible Medicine promoting alternatives to animal tests.

Aryenish received a degree from Hampshire College in critical social thought/race and feminist theory and a Master's in Public Management from Johns Hopkins University.

[Fireside Chat: Inclusion in the Animal Protection Movement](#)
[Day 1, following Session 1](#)

Camila Cortínez



Camila Cortínez is the General Director and Founder of [ONG Te Protejo](#), Chile. Camila has more than ten years of experience in project management and development, and in leadership of non-governmental organisations. She has been selected as a young entrepreneur in Youth Action Net Chile, Young Leaders of “El Mercurio” and Young Leaders of the Americas Initiative YLAI. In addition, she has won, together with ONG Te Protejo, the Lush Prize 2017 Public Awareness award, and the Awards VIVA Schmidheiny as an NGO with environmental impact, in 2019, and adaptation to the crisis in 2020.

Day One. Panel 1: Public Awareness Through Campaigns and Investigations

Presentation: *Positive Outreach for Greater Campaigning*

Julia Fentem



Julia is head of Unilever’s safety and environmental sciences group. She has worked on alternatives to animal testing for 30 years, starting her career with FRAME in 1991 after completing a PhD in biochemical toxicology at the University of Nottingham Medical School. Julia led the validation and regulatory acceptance of non-animal tests for skin corrosion and irritation whilst working at ECVAM, before moving to lead Unilever’s programme on product safety without animal testing. A recipient of the prestigious Russell and Burch award in 2011 for her contributions to the advancement of alternative methods, Julia is a leading advocate for applying modern animal-free science in ensuring chemicals are safe and sustainable without animal testing.

Day Two. Panel 4: REACH, cosmetics, current changes and their implications

Presentation: *Engaging Citizens With the EU & UK Cosmetics Testing Bans – Again: Safety Scientists Speaking Up to Suggest Solutions*

Kathrin Herrmann



Kathrin is a veterinary expert in animal welfare science, ethics, and law. She works at the Johns Hopkins University [Center for Alternatives to Animal Testing](#) (CAAT), where she directs the Beyond Classical Refinement Program. The Program addresses the reproducibility and translatability crises that science is facing and scrutinises current animal use practices in science. With teaching the next generation of scientists being a focus, Kathrin is involved in several international initiatives to improve and extend humane, human-relevant science education. In November 2020, Kathrin took an additional role as the Animal Protection Commissioner of Berlin, Germany, in which she advises the government and citizens of Berlin on various animal protection issues.

Day Two. Panel 3: [What Role Can the Public Understanding of Science Play in Ending Animal Testing?](#)

Presentation: [How to Foster the Public's Solidarity with Non-Human Animals Used in Science](#)

Jen Hochmuth



Jen Hochmuth holds a B.Sc (Hons) in Marine Biology and a PhD in environmental toxicology. After her studies, she worked as an environmental toxicologist on the preparation of registration dossiers requiring chemical safety assessments in view of the EU REACH regulation.

In January 2019, she started her current position with Animal Rights, an animal protection group active in the Netherlands and Belgium. She coordinates the campaigns 'Replace Animal Testing' and '[Animal Free Science](#)' for Animal Rights in Belgium.

Day One. Panel 1: [Public Awareness Through Campaigns and Investigations](#)

Presentation: [Why Public Awareness is the Bottleneck in Ending Animal Testing](#)

Tilly Metz



Tilly Metz has been the Luxembourgish Member of the European Parliament (MEP) for the Greens/EFA group since 2018. Prior to this she was a teacher, a local councillor in the city of Luxembourg and, from 2005 to 2011, mayor of Weiler-la-Tour.

She serves as the Chairwoman of the European Parliament's Animals in Science Working Group of the Intergroup on the Welfare and Conservation of Animals and is a member of several other groups, including the Committee on the Environment, Public Health and Food Safety.

Tilly is President of the Multiple Sclerosis Society of Luxembourg and a member of the National Council for the Disabled.

Day One. Panel 2: Creating Awareness Amongst Regulators and Legislators

Presentation: *Get Loud, Get Involved, Demand Progress*

Friedrich Mülln



Friedrich Mülln is the founder of [SOKO Tierschutz](#), a German organisation specialising in undercover investigations to expose animal cruelty. In 2003, Friedrich spent four months working undercover in the primate toxicity testing lab Covance, revealing the first covert photos of primate experiments in Germany.

SOKO conducted an undercover investigation in 2014 at the Max Planck Institute Tübingen, for which it won the Lush Prize for Public Awareness the following year.

In 2020, SOKO again won the Public Awareness Prize for a covert investigation at the Laboratory of Pharmacology and Toxicology in Mienenbüttel. The expose led to the lab being raided by police and having to hand over all animals to suitable third parties.

Day One. Panel 1: Public Awareness Through Campaigns and Investigations

Presentation: *The Role of Undercover Investigations in Exposing Animal Research*

Costanza Rovida



Dr Costanza Rovida is Scientific Officer at [CAAT-Europe](#) (Center for Alternatives to Animal Testing), where she is responsible for the acceptance of non-animal methods for regulatory purposes. She also works at TEAM Mastery as Senior Regulatory Specialist where she has an active role in the preparation of dossiers with risk assessment of chemical substances.

Costanza gained a degree in Chemistry and she is now listed in the European Register of Certified Toxicologists (ERT). In the period 2005-2008, she worked at EURL-ECVAM. She has many publications in peer review journals on the theme of regulatory use of non-animal methods.

Day Two, Panel 4: REACH, cosmetics, current changes and their implications

Presentation: *REACH, cosmetics, current changes and their implications*

Troy Seidle



Troy Seidle is Vice President, Research and Toxicology at [Humane Society International](#) (HSI), where he leads HSI's global team of campaigners, lobbyists and scientists working to end animal testing with advanced non-animal approaches. Troy possesses extensive specialist knowledge of current and emerging testing and research methodologies, legal and regulatory frameworks across numerous countries and sectors. Troy has served on numerous high-level policy committees and expert groups at national and international levels, including those of the Organisation for Economic Co-operation and Development, the European Union (CARACAL, ECHA, EFSA, EURL-ECVAM), the U.S. Environmental Protection Agency, Health Canada, the New Zealand Ministry of Health, and others. He is also a member of the Lush Prize judging panel.

Day Two, Panel 4: REACH, cosmetics, current changes and their implications

Borami Seo



Borami is the Interim Executive Director and Senior Policy Manager at [Humane Society International/Korea](#). With 14 years of experience focusing on legislative campaigns and policy changes for animal welfare and humane science, Borami has hosted numerous political and public forums with international and regional lawmakers, governments, and stakeholders. This contributed to achieving multiple policy and law reforms. She has given presentations at government workshops and academic conferences and participated in expert meetings for animal welfare policy and advancing modern science with human-relevant approaches.

The Good Company Guide campaign that Borami led with over 40 multi/national companies, to end cosmetics animal testing, was introduced as a successful project that brought a positive contribution to society by the Seoul City NPO Centre.

[Day One Panel 2: Creating Awareness Amongst Regulators and Legislators](#)

[Presentation: *Creating Awareness for Political Impact*](#)

Pranjul Shah



Dr Pranjul Shah heads the University of Luxembourg Incubator, which is the hub for Innovation and Entrepreneurship. He also invented a number of award-winning technologies leading to multiple patents and numerous scientific and business awards. Pranjul is the inventor of HuMiX gut on a chip system, which makes it possible to probe the human gut in relation to the gut bacteria (microbiome) and their role in our health and disease. HuMiX was awarded the Outstanding Scientific Publication as well as Outstanding Research-Driven Innovation awards by the National Research Fund of Luxembourg. Pranjul won a Lush Prize Young Researcher award in 2016 and served as a Judge for the 2020 Awards.

[Day Two, Panel 3: What Role Can the Public Understanding of Science Play in Ending Animal Testing?](#)

[Pranjul will take part in the Q&A session of this panel.](#)

Rachel Smith



Rachel Smith is the CEO of [Humane Research Australia](#), a post she began in May 2020, following six months work as the Campaigns and Communications Manger.

Rachel holds a MSc in Animal Welfare Science, Ethics and Law from the University of Winchester, during which she undertook her dissertation project on Freedom of Information Legislation and Animal Research.

Rachel has been committed to various animal welfare causes since a young age. During her career she has worked for NGOs in the animal welfare and conservation fields, in Europe, Asia and Australia, as well as employment in the community sector for local, state and federal Government.

Fireside Chat: Campaigning for Human-Relevant Science in Australia
Day 1, following Session 2

Sonja von Aulock



Dr Sonja von Aulock is editor-in-chief of the scientific journal [ALTEX – Alternatives to Animal Experiments](#) and its sister journal ALTEX Proceedings, as well as CEO of the Swiss not-for-profit society ALTEX Edition, which publishes both journals. She studied biology at the University of Konstanz, Germany, obtained her PhD in biochemical pharmacology, and led a junior research group on microbial profiling before joining ALTEX Edition as a professional editor. She is on the board of the Center for Alternatives to Animal Testing (CAAT)-Europe and on the steering committee for the Microphysiological Systems (MPS) World Summit. Under her leadership, ALTEX received a Commendation from the Lush Prize in the Public Awareness category in 2016.

Fireside Chat: Good Science in Not a Matter of Opinion
Day 2, following Session 3

The Lush Prize would like to thank

Mark and Mo Constantine of Lush.

The Lush Prize Management Team:

Hilary Jones, Karl Bygrave, Karen Huxley, and Kirsty Barnes from Lush; and Craig Redmond, Rob Harrison, Rebecca Ram and Alex Crumbie from Ethical Consumer.

Ellen Logan and Jess James for the technical support.

...and every single person who has played, and continues to play, a part in the inter-linked movements for animal compassion and scientific rigour.

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