THE ROLE OF PUBLIC AWARENESS in the replacement of animals in safety testing
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.

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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).

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?

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.

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

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 1R Network, which will enable us to broaden our work beyond the biennial prize fund!

Craig Redmond, Lush Prize
Wednesday 24 November 2021 (all times are UK times)

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

Panel 1: Public Awareness Through Campaigns and Investigations
13.05 - 14.10
Chair: Rebecca Ram, Lush Prize

13.05: Dr Jen Hochmuth, Animal-Free Science, Belgium
Title tbc

13.15: Friedrich Mülln, SOKO Tierschutz, Germany
Title tbc

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.
Panel 2: Creating Awareness Amongst Regulators and Legislators

14.30-15.35
Chair: Rob Harrison, Lush Prize

14.30: **Tilly Metz**, MEP, Luxembourg
*Title tbc*

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

14.50: **Elizabeth Baker**, Physicians Committee for Responsible Medicine, USA
*Title tbc*

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  
  *Title tbc*

- **13.25: Professor Thales Tréz**, Lush Prize Judge, Brazil  
  *Title tbc*

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

### Fireside Chat

**14.10- 14.25**  
*Good Science in 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  
*Title tbc*

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

Launch of the Lush Prize 1R Network  
15.35 - 15.45: Rob Harrison launches the Lush Prize 1R Network.
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 inEnding Animal Testing?
Presentation: Why We Need to Change the Narrative on Animal Testing

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. Elizabeth 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: Title tbc
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: Inclusivity in the Animal Protection Movement
Day 1, following Session

Luísa Bastos

Dr Luísa Bastos is the Animals in Science Programme Leader at Eurogroup for Animals. Previously, she was an Assistant Researcher at the Institute of Research and Innovation for Healthcare, and was an Invited Assistant Professor at the Faculty of Engineering of the University of Porto, where she investigated the impact of animal and animal-free research on healthcare. She holds a doctorate degree in Biomedical Engineering and is specialised in mathematical modelling of human physiology and pharmacology for healthcare education and training.

Luísa coordinates a working group of 24 animal protection organisations advocating for scientific policies that can promote an ambitious implementation of the 3Rs all over Europe, with the goal of fully replacing the use of animals in education, testing, and research.

Day One. Panel 2: Creating Awareness Amongst Regulators and Legislators
Luísa will attend the Q&A Panel in place of Tilly Metz
Julia Fentem

Julia is head of Unilever’s safety & 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 & 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
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: Title tbc

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: Title tbc
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: Title tbc

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: Title tbc
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, Costanza Rovida 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: Title tbc

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
Presentation: Title tbc
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.

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

Rachel Smith

Fireside Chat: Campaigning for Human-Relevant Science in Australia
Day 1, following Session 2
Dr Sonja von Aulock is editor-in-chief of the scientific journal ALTEX – Alternatives to Animal Experiments (www.altex.org) 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

Thales Tréz

Professor Thales Tréz is a biologist and full time professor at the Institute of Science and Technology (Alfenas Federal University) in Brazil. Since the beginning of his academic career in 2000, Thales’ work focuses on the use of animals for educational and research purposes, providing a criticism from a scientific approach. He has a Masters in Applied Ethics at K.U.Leuven (Belgium), about the ethical and educational aspects of using animals for educational reasons, and also PhD in Science Education. His thesis was published as a book in 2014, where an epistemological and scientific criticism is directed towards the use of animals as models for biomedical research. Thales is also a member of the Lush Prize judging panel.

Day Two. Panel 3: What Role Can the Public Understanding of Science Play in Ending Animal Testing?
Presentation: Title tbc
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