ACTT 4. Cosmetics Observatory

Potentialities of AI for sustainable manufacturing in process industry: From food to cosmetics, the case of CLARUS Project

📅 April 16th 2025

🕐 5.00 PM

🌐 Virtual Conference Platform

AI for sustainable manufacturing in process industry

AI and Data Space bear huge potentials for informed decision-making **improving sustainability assessment and performance** in the manufacturing industry. It is therefore important to exploit this potential in process industries where **sustainability** is core and where product-human interaction is extremely close. Food and Cosmetics Industries are two perfect examples. **CLARUS** is a Horizon Project co-financed by the European Commission, aiming to **connect Sustainable Manufacturing Paradigm in the food industry** with AI-based applications, developing a platform with high communications and processing capabilities, as well as the use of standardized open protocols and data models that will allow resource consumption assessment and traceability for food industry processes. In this webinar, **Dr. Roberto Rocca** will share some of the best practises that CLARUS is developing and will then deep dive in their potentials for application in the **Cosmetics Sector.**

Join the webinar!

Roberto Rocca is a post-doc researcher at Politecnico di Milano, Department of Management, Economics, and Industrial Engineering. His research domains include sustainable manufacturing paradigm, LCA, circular economy, and twin transition. **He is project manager to industrial consultancy projects** about sustainable and green transitions in the manufacturing sector and coordinator of research and innovation actions co-financed by the European Commission (e.g.: Horizon Programme). **He is co-teacher in BSc and MSc courses in Politecnico di Milano** and is a faculty member of the POLIMI Graduate School of Management.

SPEAKER

Roberto Rocca
Post-Doc Researcher

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