

Sustainability fuels Innovation

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Steadily rising demand and simultaneous decline of resources are creating global challenges in areas such as energy supply, resource efficiency, waste prevention, nutrition, consumer care and mobility. Next product generations are the result of well-structured innovation processes that incorporate sustainability aspects at an early stage, combined with state-of-the-art technology. Moreover, developing customized and holistic solutions requires close collaboration with external partners creating new innovation ecosystems.

A number of examples will be presented ranging from new feedstock options, e.g. based on agricultural residues or CO₂, new catalyst technologies, to new bio-based product platforms offering unique performance benefits to various customer industries.