

Session 7: Linking sustainable chemistry to the 2020-goal - INVESTMENT

Outcome of the Discussion

1. Which investments are needed:

A differentiation was made between investments for start ups with (potentially) sustainable solutions and investments for established companies that want to improve their products, processes and services related to sustainability.

Common element is that for chemicals rather high investments are required (e.g. compared to IT) that as well need more time to be developed. Furthermore, there is the problem to assess whether new solutions are really sustainable. Here often information is missing.

For sustainable chemical solutions in particular high investments are required to place products on the market (the last 10% of the road to the market need 90% of the investment)

2. Which organizational instruments and measures need to be established to leverage translation from research to market with the investments?

Chemicals need a better reputation, then it will be easier to receive a higher share of public funding and a better translation from research to markets. Purchasing departments should be involved, they might have a major influence on the dissemination of sustainable solutions. More intensive supply chain communication is required, as well as more application based approaches.

3. What are the barriers and challenges for these investments

Uncertainty on market development
Pay back periods
Uncertainty what clients really want
Reliable indicators to assess sustainability

4. How can entrepreneurs raise investment capital?

A closer link and more communication between start-ups and established companies is required. There are many opportunities to raise investment capital as well as funding programs. Knowledge on these opportunities needs to be increased at entrepreneurs.

5. Who are relevant actors and what can be their role in future

Established companies of the chemical industry, start-ups, associations, governments and their agencies, funding institutions. The role of the actors was not discussed in detail due to time constraints. Requirements for a more intensified dialogue were discussed several times.

6. What would be targets for coming years

Improve reputation of chemicals to become more attractive for investors; intensify collaboration of actors (needs to be further detailed and specified); improve measurement possibilities for sustainable solutions;