

Seminario de Química Orgánica

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AULA SEMINARIO DQO – 3º piso – PAB. II – CIUDAD UNIVERSITARIA

“Innovation and Sustainability. A business perspective”

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Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. And while the definition sounds straightforward and intuitive, there is a huge complexity associated with the growing number of regulations, indicators and certifications in different markets. This is especially true for the green chemical industry where a more transparent and harmonized sustainability framework is required in order to clearly communicate with conscious consumers.

In the present talk, an overview of the dynamics and landscape of the current sustainable market will be provided, mainly focused on the materials development and circular economy. Different sustainability strategies applied by the main industry players will be presented. In addition, the key considerations from the ideation phase to market launch that are required in order to develop a sustainable new product or solution will be summarized. I will also share my professional perspective regarding the implications of innovation activities in an industry that has been employing biorenewable raw materials for decades – the pine chemicals industry.