

From Pine to Perfume

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Through the 2015 Paris Agreement, world governments committed to curbing global temperature rise to well-below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C. To achieve this, GHG emissions must halved by 2030 – and drop to net-zero by 2050. The private sector has a crucial role to play – every sector in every market must transform.

With this urgency in mind, and as a part of Science Based Targets Initiative, we have announced our 2030 ESG targets in February 2021. Our ESG framework is based on three pillars: Acting on Climate Change, Embracing Nature and Caring About People.

Under acting by Climate change, by 2025 we aim to be carbon neutral in our operations and carbon positive beyond. And particularly, we are committed to making our ingredient and fragrance portfolio 70% from renewable carbon, aiming to be #1 in renewable ingredients and #1 in conscious perfumery.

Two R&D innovation programs, Sylvergreen® and Green Gate® are supporting our transition away from fossil carbon towards renewable carbon. These two innovation programs are leveraging a fully back-integrated pipeline based on pine-wood derived CST, an upcycled biomass feedstock obtained as a waste by-product of the Kraft process from the pulp and paper industry.

The current presentation provides an overview how the application of innovative chemical methodologies to basic CST-derived alpha- and beta-pinene building blocks can lead to a diverse portfolio of major renewable perfumery ingredients.

With increasing pressure on CST and/or GT resources, also observed for other biomass supplies, the use of alternative renewable carbon sources is likely to gather in importance in the coming years. Examples of alternative carbon sources such as recaptured carbon or recycled fossil-derived carbon are indicated, both now still relying on less established sourcing and/or production processes

The renewable ingredients, particularly from upcycled biomass, is also a driver of attractive for our customers and their consumers.

Consumers express a clear preference for products that are from natural origin that they trust. For the good of consumers, planet and people, our customers are also committed to reducing their reliance on petrochemicals by increasing the proportion of renewable raw materials in their products. As part of our goal to drive a renewable transition, we seek to exceed our customers' evolving expectations and partner with them to pro-actively transform our fragrances.