

Abstract

Sinner or Savior: Psychological Potentials and Challenges of the Chemical Industry in the New World

The presentation aims to provide an orientation framework for the psychological positioning of the chemical-pharmaceutical industry (CI) in Germany within the new reality shaped by the pandemic. Using 140 2-hour rheingold in-depth interviews and a quantitative representative sample of 1500 participants, rheingold institute had a close look on how consumers, union members, journalists and influencers perceive the CI.

The study showed how abstract incomprehensibility of the CI often leads to a rather destructive idea of CI as devil's work and gives rise to a rather diffuse sense of threat. Those perceptions often cloud recognition of the CI is an important solutions industry that creates jobs as an innovation driver and is a welcome rescuer in times of need, especially in the current coronavirus crisis. Interestingly the acceptance of the CI's competences causes emotional distress. For most people it is psychologically very challenging to realize that the CI is not only an industry that solves individual problems, but an elementary necessity that impacts all of life.

The presentation will summarize the most important results, outline important and actionable opportunities and potentials for the CI and look at measures taken since the study was conducted.