

The Net-Zero Chemical Industry of the Future meets Transformation: Discussion and opening of new Perspectives.

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Industry is facing a series of (unexpected) hardships that are raising the prospect of derailing our targets for decarbonising the global economy. The chemical industry is an important player in the technical and political debate. **Anticipating, understanding, and complying with laws is essential**, to be able to innovate in chemicals that are here to stay and to enable future business models. I see it also as **an opportunity to accelerate our efforts on the market deployment of renewable and recycled carbon** and its numerous applications. To foster innovation, we need **a future-oriented and transparent economic and regulatory environment**, the one that goes beyond regulatory compliance and REACH revision.

Discussion points:

- European regulatory frameworks – an obstacle and or catalyst to innovation?
- New technologies and future breakthroughs – what to expect and what's at stake?
- Sustainable resources for decarbonizing the economy – quo Vadis?
- Sustainability, socio-economic aspects, and public acceptance of renewable and recycled feedstock.
- Environmental impacts, climate impacts and GHG performance – PCF an important (and only) KPI?
- Legally binding provisions to de-fossilize the production of chemicals – yes/no.

Join me to debate the role of people, technology, and legislation and more in the present situation and in the energy transition, while addressing the increasing scarcity of financing.

Key words: decarbonization, renewable feedstocks, politics, and policies of renewable carbon

*All views I express are my own and do not necessarily represent the view of my employer or organizations I'm engaged at.

Short biography

Dr. Krkljuš is a long-term sustainability professional, experienced in customer engagement and presenting at large public settings. It needed an entrepreneur to oversee the sustainability value proposition. Direct customer support and sustainability consultancy of major accounts resulted in awarded tenders and consolidated margin of over €23 million, enabled during the 1st year of customer engagement. She also extracted the value from regulatory services, under the RegXellence® branding - resulting in over €2 million in consolidated margin in first 6 months, by implementing value-based pricing, and the most prestigious BASF's Business Excellence Award.

Ivana led division-wide employee engagement and training on sustainability topics, targeting customer-facing teams, as well as first marketing and communication concept. Together with the team, she shifted the course of a circular economy project, which was just facing an end, and opened an entirely new market application for close-the-loop product concept.

*Ivana has an academic background in Physical Chemistry, followed by PhD at the **Max Planck Institute for Intelligent Systems in Stuttgart**. Today she is taking an active role in supporting sustainable circular economy, equipped with Business Sustainability Management certificate by the **University of Cambridge, Institute for Sustainability Leadership and Business**, International Relations and the Political Economy certificate by the **London School of Economics and Political Science**.*