

## ***How to accelerate the market penetration of LowPCF products?***

### ***Panel organizer and host:***

**Dr. Ivana Krkljuš** – Senior Manager of Global Strategic Advocacy, Renewable and Recycled Carbon Policy activities at BASF

### ***Panelists\*:***

**Dr. René Backes** – Head of Bioenergie Systems at DBFZ Deutsches Biomasseforschungszentrum gemeinnützige GmbH

**Dr. Raoul Meys** – Managing Director and Co-founder at Carbon Minds

**Dr. Christian Krüger** – Head of Chemical Recycling at BASF

**Dr Alastair Sanderson** – Platform Leader Carbon Rainbow at Unilever

**René Bethmann** – Senior Innovation Manager at VAUDE

\*Representing the entire value chain perspective

### ***Abstract:***

- Customers and consumers make an **informed purchasing decision**, based on the demonstrated and transparent climate benefits of products. Such products need to be **affordable, next to being sustainable**. But first and the foremost, products need to deliver performance.
- Complex and uncertain regulatory landscapes turn market pathway to be **too slow, costly, and vague** for investments. The capacity of the EU to reach ambitious greenhouse gas reduction targets depends on its ability to enable investment conditions for **cost effective low carbon technologies, collaboration along value chain, reliable data and comparable methods, regulatory support, light house B2C projects, digitalized value chain solution**.
- The utilization of **carbon-based products** helps **avoiding further fossil emissions, avoids product end-of-life emissions**, and allows the **CO<sub>2</sub>** to be **recycled and re-utilized** in the **dedicated value chain**. At the same time, there is an intent to keep the fossil feedstock **permanently stored underground**. We need to **accelerate the acceptance and market uptake of renewable carbon-based products**.

### ***What to expect:***

An engaging discussion, just before the dinner, that navigates through the dynamic challenges as a cornerstone for the global net zero transformation.