

Value Chain partnerships and Traceable Mass Balance: key enablers to accelerate the shift toward circular solutions

Hélène PERNOT

Arkema Sustainable offer manager - Coating Solutions

Jenny Klevas

Perstorp Director Global Marketing - Resins & Coatings

For the world to change, we must change the materials we use. To move towards a circular economy and reduce the impact of goods & services on the climate and the environment, we need to address both how products are designed and how they enable more sustainable performance in use. In the design phase, one of the challenges is to replace virgin fossil feedstocks by feedstocks coming from biomass or recycled origins. The mass balance approach is a virtuous method to accelerate the transition and allow capex intensive supply chains the access to renewable feedstocks. The approach is framed by robust certification schemes applied across the whole value chain to ensure a full traceability from the feedstocks to the end products. Partnerships across the value chain is a key enabler to facilitate the shift and contribute actively to a reduction of carbon emissions