



Option B | Circular Economy

What kind of chemical and technical developments are necessary to make products fully circular?

CHALLENGE OPTION B

CIRCULAR ECONOMY

WHAT KIND OF CHEMICAL AND TECHNICAL DEVELOPMENTS ARE NECESSARY TO MAKE PRODUCTS FULLY CIRCULAR?

Within Circular Economy¹ reuse of consumer goods is the best case of circularity. Today, some good examples exist e.g. reusable and returnable take away dishes² or cups³. However, lifetime and sometimes consumer acceptance is limited due to wear out. The chemical industry sees itself as a key player to enhance those product properties.



¹ <https://corporate.evonik.com/en/on-the-way-to-a-circular-economy-148093.html>

² <https://www.vytal.org/>

³ <https://recup.de/>

CHALLENGE OPTION B

Thus, the following questions are of interest to Evonik:

- What properties make a circular product attractive for end consumers? What are potential unique selling points?
- What kind of chemical or technical developments are necessary to achieve the desired properties?
- What is the market potential of chemical or technical products for circularity in 5 and 10 years? It may be helpful to address the full market potential of circular products as a basis.

Chemical compositions, formulation or real technical developments are not part of this challenge.

