

A GC3 Startup Network Webinar

ChemSec Marketplace:

An Exchange Platform for Green Chemistry Alternatives

Tuesday, January 22, 2019



What is the GC3?

The Green Chemistry & Commerce Council (GC3) is a multi-stakeholder collaborative that drives the commercial adoption of green chemistry by catalyzing and guiding action across all industries, sectors and supply chains.



Our Vision and Mission

Vision: A world where green chemistry is standard practice throughout the value chain.

Mission: To drive the commercial adoption of green chemistry by catalyzing and guiding action across all industries, sectors and supply chains.

More than 120 Members Across Sectors and the Value Chain

amazon.com[®] EASTMAN Steelcase Johnson & Johnson Walmart*

LOWE'S SHERWIN WILLIAMS. DOW ESTÉE LAUDER COMPANIES Apple THE HOME DEPOT hp

Chemours L'ORÉAL TARGET Kingfisher CVS Health

STAPLES vf BEHR 3M Unilever BEST BUY

LEVI STRAUSS & CO. Johnson A FAMILY COMPANY Beiersdorf BEAUTYCOUNTER

Nike BASF The Chemical Company seventh generation. NB covestro COLGATE-PALMOLIVE

GC3

GC3 Startup Network

Creating an innovation ecosystem for green chemistry technologies

Goals

- Support green chemistry start-ups
- Introduce large strategics to new chemical technologies, partnership and investment opportunities

Main Activities:

- Technology Showcases
- Strategic Connections Program
- Webinars
- **Coming:** Expansion into South America and further expansion into Canada

Members of the GC3 Startup Network Include:



GC3 Startup Network Technology Showcases

Workshop on Leveraging Partnerships to Accelerate Green & Bio-Based Chemistry Innovation



February 1, 2017
Hosted by
LEVI STRAUSS & CO.



Please visit: www.greenchemistryandcommerce.org/startup-network



4th Annual GC3 Technology Showcase



Calling all innovators developing green chemicals, materials, products or manufacturing technologies!

Application now open. Deadline Friday, February 1, 2019

www.greenchemistryandcommerce.org/startup-network



Ground Rules

- Due to the number of participants in the webinar, all lines will be muted
- If you have a question or comment, please type it in the “Questions” box located in the control panel
- Questions will be answered at the end of the presentation

Today's Lineup



Sonja Haider

Senior Business and Investors Advisor,
ChemSec



Christian Schimper

Owner, Acticell

MARKETPLACE

The global platform for
safer alternatives



ABOUT CHEMSEC



Non-profit organization based in Sweden



Founded 2002 by four environmental NGOs



Funding from government and charity funds



Offering useful tools and highlighting positive examples



CHEMSEC BUSINESS GROUP

adidas[®]
GROUP



coop



EurEau

H&M



Kingfisher



Shaw[®]
FLOORS

SKANSKA

SONY[®]





Aim with Marketplace

- Increase the visibility of safer alternatives
- Provide a solution to simplify substitution of hazardous chemicals
 - Connect supply with demand
 - Allow a Circular Economy
 - B2B tool

MARKETPLACE – THE IDEA



**SAFER
ALTERNATIVES**



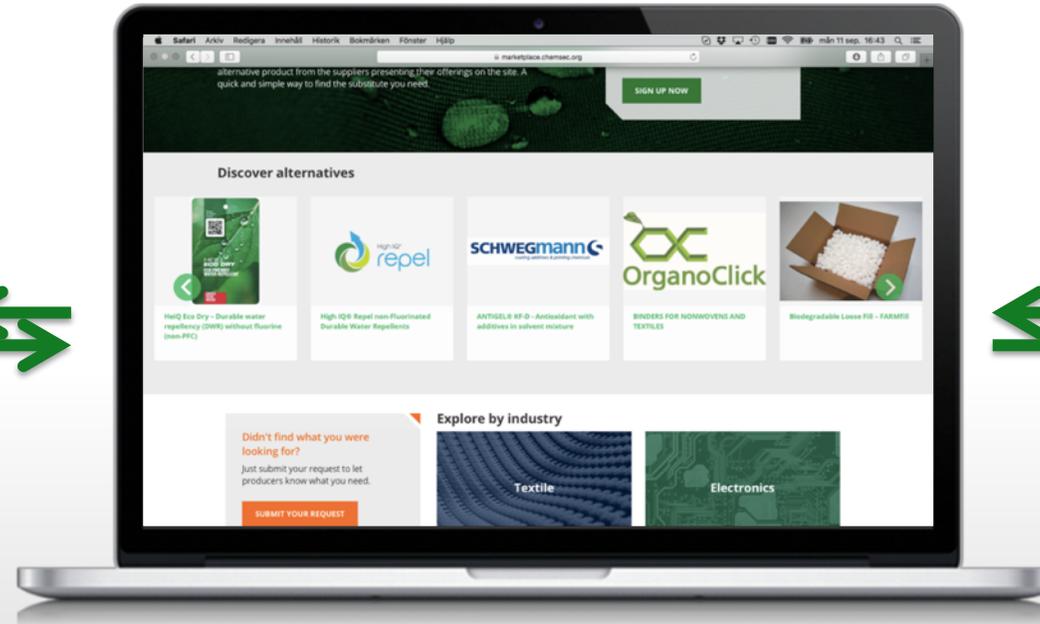
GLOBAL OUTREACH



**CONNECTION BETWEEN
BUYER AND SELLER**

MARKETPLACE - USERS

SOLUTION PROVIDERS
Advertise and look at
incoming requests



DOWNSTREAM USERS
Explore advertisements and
put in requests



OTHER STAKEHOLDERS
Interested in availability of alternatives

YOUR BENEFITS

Solution providers:

- Simplicity – easy to upload ads
- Reach new customers with a global tool
- Less marketing in traditional channels – a platform for an engaged audience

Customers, procurers:

- Browse among safer solutions - all in one place
- Be inspired by innovative solutions
- Make contact with suppliers directly on platform



SUPPORTER CONCEPT

- Public support for Marketplace
- Displayed interest from demand side
 - Answers your question “Who will see my ad?”
- Current Supporters include:



MARKETPLACE – KEY FEATURES



SOLUTION PROVIDER

Simplicity

Unique marketing opportunity

Interested audience



BUYER, PROCURER

Find safer alternatives

Be inspired of innovation

Direct contact with suppliers

INVESTMENT COMMUNITY

Evaluate and minimize financial risks

- Higher costs for SVHCs
- Reputational risk
- liabilities

Invest in market opportunities

- Upcoming legislation
- Societal trends

chemsec
SIN PRODUCERS

ABOUT INVESTORS WORK ABOUT SIN PRODUCERS LIST CONTACT CHEMSEC

SEARCH SIN PRODUCERS LIST *now including safer alternatives

Search for chemical producers and importers of SIN chemicals in Europe and USA.
You can filter for stock market indices, region, sector and more.

VIEW THE ENTIRE LIST LIST ALL EXCEL

Enter the company name... **SEARCH**

[FILTER the SIN Producers List ▲](#)

SHARE RESULT PRINT RESULT EXCEL RESULT

BASF	91 (: 56 / : 68)	37 (: 24 / : 29)	No	More info +
Bayer AG	21 (: 14 / : 10)	9 (: 6 / : 4)	No	More info +
Brenntag	8 (: 2 / : 6)	5 (: 2 / : 3)	No	More info +
Clariant	18 (: 16 / : 4)	10 (: 10 / : 1)	Yes	More info +
Croda International	3 (: 2 / : 1)	1 (: 1 / : 0)	No	More info +
DSM	7 (: 5 / : 2)	2 (: 1 / : 1)	No	More info +

MARKETPLACE - STATUS

WHAT'S HAPPENING?



+100

ADVERTISEMENTS

15

SUPPORTERS



2 CONTACTS

INITIATED PER DAY

AUDIENCE



4,000

USERS
PER MONTH



1,800

ADVERTISEMENTS
VIEWED PER MONTH



USERS

+185%

Compared to
previous year

ADVERTISEMENTS

Compared to
previous year

+233%





<https://marketplace.chemsec.org/>

Sonja Haider
Senior Business and Investors Advisor
sonja.haider@chemsec.org

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MARKETPLACE

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SIN LIST

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SIN PRODUCERS

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SINIMILARITY

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TEXTILE GUIDE



ACTICELL
TECHNOLOGY SOLUTIONS

Modern Methods of Jeans production

Christian Schimper

January 2019

4,000,000,000 jeans are produced every year



90%

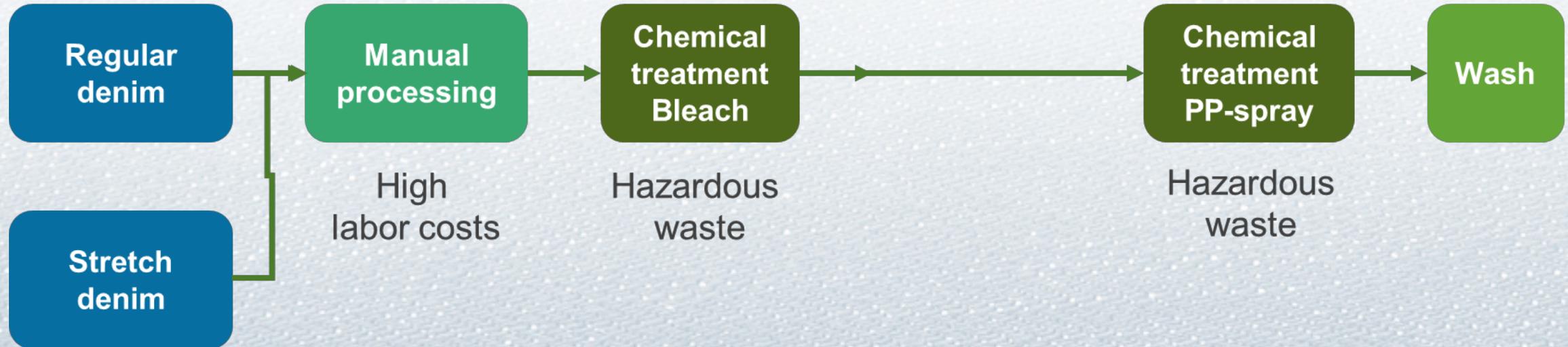
are bleached,
abraded &
treated with chemicals...

... at great cost to health, environment

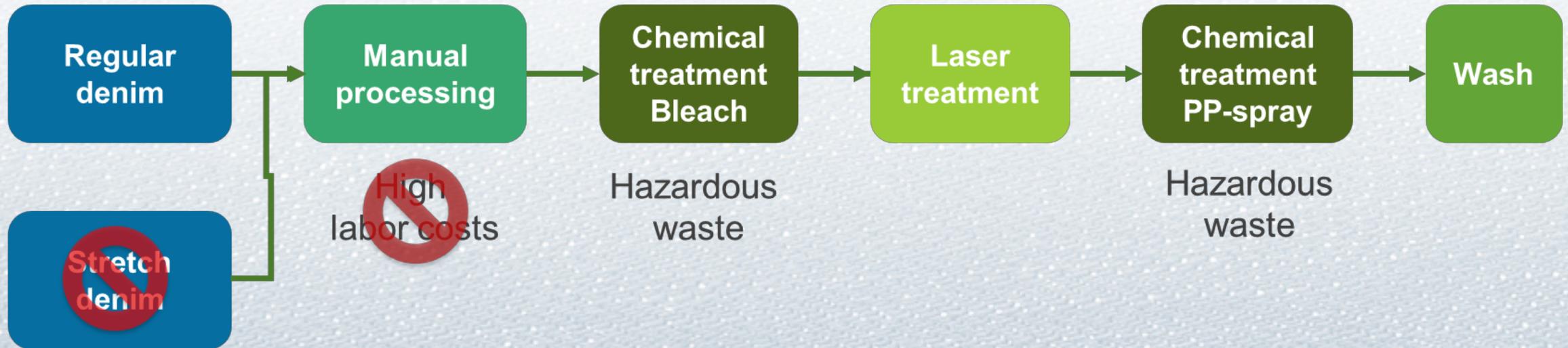
- Sandblasting used to dominate
 - Caused silicosis
- Potassium Permanganate (PP) is industrial bleaching chemical
 - Very cheap and effective
- BUT
 - Hazardous to workers
Reprotoxic 2 – H361d:
Suspected of damaging the unborn child
 - Heavy metals contaminate effluent
 - Likely to be banned

Producers
shifting to laser

Laser treatments bring multiple benefits...



Laser treatments bring multiple benefits...



... and new challenges

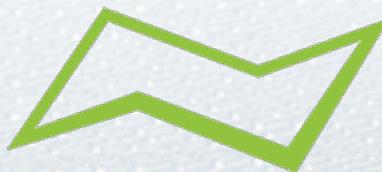
ACTICELL enables full design control

conventional
(PP + laser)



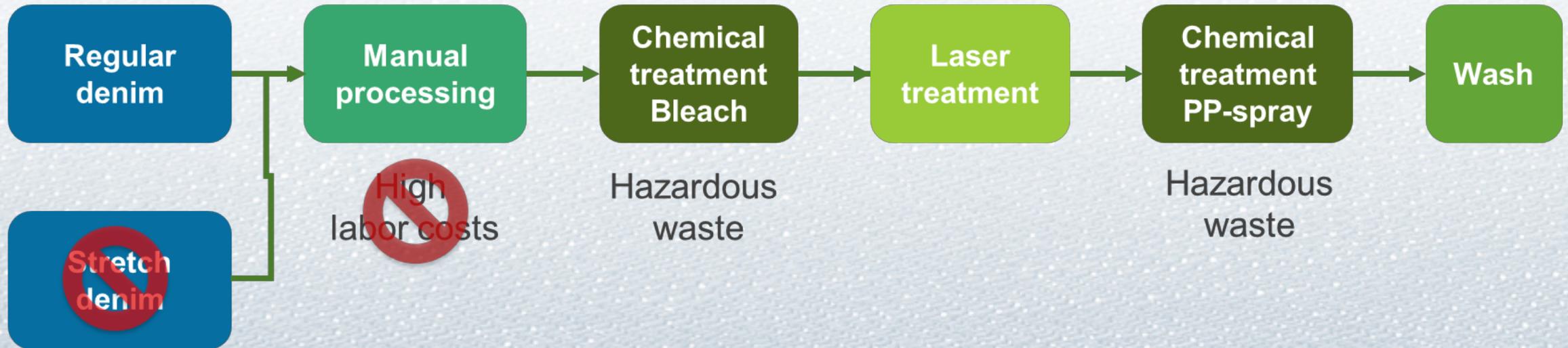
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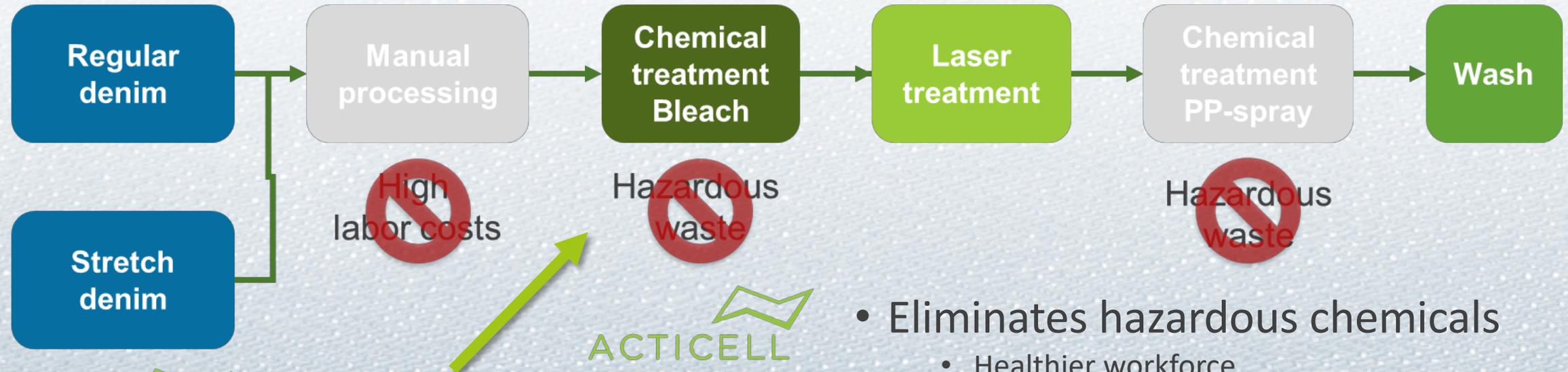


ACTICELL
+ laser

Laser treatments bring multiple benefits...



Laser treatments bring multiple benefits...



- Eliminates hazardous chemicals
 - Healthier workforce
 - Safer environment
- Reduces costs
- Achieves regulatory compliance



Already in mass production

DIRECT SALES

Selected denim
manufacturers & laundries

LICENSING & DISTRIBUTION

e-Flow Technology Product Range
The future technology for effects on denim



Working with ChemSec

- **Initiation process - Marketplace**

- Amanda

- **Usability**

- Intuitive
- Categories
- Search for alternative requests

- **Visibility**

- Own products presented next to those of big companies
- Pool of similar companies (Valuation)
- Find similar minded companies – cooperations & product ideas

sustainable chemistry
for the textile industry



ACTICELL
TECHNOLOGY SOLUTIONS

Acticell GmbH, Borschkegasse 6/8, 1090 Vienna, Austria

Question & Answer

Please enter questions or comments in the “Questions” box located in the control panel.

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GC3 INNOVATORS ROUNDTABLE

MAY 7-9, 2019 | HOSTED BY P&G FABRIC CARE, CINCINNATI, OHIO



**14th Annual
GC3 Innovators Roundtable**
May 7-9, 2019

Check website for updates

www.greenchemistryandcommerce.org





Upcoming Webinar

Championing Your Ideas with Coordinated IP Strategies

Tuesday, February 26, 2019

12:00 PM - 1:00 PM EST



Thank you for joining us!

For more information about the GC3, please visit
www.greenchemistryandcommerce.org

