

More sustainable life cycle

*How your innovation can be applied to our businesses
(products, processes, packaging) to make them more sustainable?*

Caring for our legacy

Doing more with less is a constant challenge for society. Currently, humanity consumes resources equivalent to 1.75 Earth planets per year. And where are we in this challenge?

For AkzoNobel, sustainability is a fundamental principle that means empowering people, improving products, processes and packaging to reduce our impact on the planet and consistently innovating to bring sustainable solutions in paints and coatings.

We have a long history of pioneering the introduction of sustainable solutions in our deliveries, as a result of global policies that take care of aspects of the product from the extraction of the raw material to its final disposal.

Following a worldwide movement by the company, Coral, our decorative paints brand, was the first, in Brazil, to remove lead from its formula nine years before the legislation that required it in the country, in 2009.

More recently, we inaugurated a modern high-tech effluent treatment plant, including ultra-filtration membranes that retain even viruses and bacteria, resulting in high-quality water treatment. Currently, the solution allows us to reuse more than 90% of the water in our processes and products.

There are still several opportunities to improve the use of material resources and to reduce our carbon footprint across the paint and coatings value chain. We will continue to do our part in the transition to a circular economy, meeting financial and social expectations.

What do we mean by a more sustainable life cycle?

Traditionally, paints and coatings are linear production systems that capture only obvious recycling opportunities.

The transformation to a more sustainable life cycle is not just limited to recycling elements in the chain, but also covers opportunities in alternative sources for our raw materials and expanding the functionality of products after their use. This requires a different mindset to recognize the potential for circular solutions, overcoming legal and practical obstacles to propose new business models.

The transition to a circular economy has already started at AkzoNobel with several global policies, but we believe that your solution can contribute even more to our business.



Painting the Future at AkzoNobel

AkzoNobel has a global mission to sell more and more Eco-Premium solutions, which are products that have better environmental performance. The 20% target set for 2020 was exceeded in 2014 and that number continues to grow.

In addition, we are committed to reducing carbon emissions, for this we have products like Intersleek, a marine antifouling coating that reduces the fuel consumption of ships and does not use biocide.

Our chemists are committed to reducing the carbon footprint of our inks. We have the challenge of increasing the consumption of water-based trim and varnishes, which have a lower carbon footprint than solvent-based products.

We want to lead this process, and your solution can contribute to it. To learn more, visit: <https://report.akzonobel.com/2018/ar/sustainability/our-approach-to-sustainability.html>.

An opportunity value chain

We have endeavored to be more resourceful, inventive and sustainable in order to optimize the life cycle of materials and our solutions. Your help is essential to go further! Together, we will find new ways to eliminate waste throughout our value chain, adopt alternative sources for our raw materials and collaborate with a more circular economy.

What we are looking for in your solution?

- Your solution cannot be just an idea: it needs to present a clear proof of concept that it is ready to be developed for this purpose.
- Contribute to the life cycle of materials without increasing other environmental impacts such as climate change, biodiversity, toxicity, etc.
- Be an innovative solution that affects one of the following areas:
 - Recycled or renewable raw materials;
 - Better management (reduction, handling, etc.) of paint and coatings residues or reuse, through recycling or disposal alternatives;
 - Packaging (materials and life cycle);
 - Carbon footprint management or reduction;
 - Positive impact on people's lives.

Do you have a solution?

Help us to take an active role, in paints and coatings, in the transition to the circular economy, in a sustainable and economical way. Let's work together to do more with less!



What can you see in our value chain that we can not? Did you find a new way to improve resource productivity? Will your solution help us to offer competitive and more sustainable solutions to our customers?

Share your solution now! If you think your idea helps us to answer the challenge question, click on the "submit" button. We will respond to all environments and hope to collaborate!

How can your innovation be applied to our businesses (products, processes, packaging) to make them more sustainable?

Do not forget to add this data to your calendar:

- April 28, 2020: Registration closes
- May 22, 2020: You will receive feedback and will be notified if your submission has been selected for the final event!

Thank you for your time and effort. Feel free to browse other environments and participate in discussions.