



# 10<sup>th</sup> Annual GC3 Innovators Roundtable

## Session Summaries

**Tuesday, April 28<sup>th</sup>**

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### **Keynote II**

**Bob Kumpf, Elevance**

Contextual intelligence is key to accelerating innovation and green chemistry. Elevance has developed an approach to drive innovation: demonstrate (the ability to perform innovative reactions—metathesis—beyond the laboratory), build, apply, and embrace. It is important to move from “it’s green, but...” to “it’s green, and...” to communicate the added value of green chemistry solutions.

Context and megatrends are critical to alignment if a company wants to be successful in this space. Some important megatrends and their consequences include:

- manufacturing matters — the viability of biobased materials must be demonstrated at commercial scale using local feedstocks;
- advanced materials are important and growing — materials are desirable for their performance and innovation, not just their biobased nature;
- the new energy economy is growing (petroleum is likely on the decline) — importance of energy-saving materials is growing; and
- the consumer is emboldened — it is important to leverage the heterogeneous population of informed consumers.

Elevance created the concept of “renewicals” as a way to communicate the dual benefits of chemistries and materials made from renewable feedstocks. These are innovative molecules that are desired for their performance (not just petroleum feedstock replacements) and they have the added benefit of being environmentally friendly, demonstrating the success of the “It’s green, and...” approach.