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
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:
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
Application now open. Deadline Friday, February 1, 2019

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4th Annual GC3 Technology Showcase

By Feb. 1, 2019

10 Semi-Finalists Selected

End of Feb. 2019

Pitch Competition

4th Annual GC3 Technology Showcase

Cincinnati, OH

May 7, 2019

3 Finalists Selected

14th Annual GC3 Innovators Roundtable

Cincinnati, OH

May 8, 2019

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

Sonja Haider
GC3 Webinar, 22nd January 2019
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
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
ADVERTISEMENTS

Contain

- Description of use or function
- Haz. Substances that it can replace
- Sector of use and applicable material
- Legal requirements, standards and third party verifications
- Contact details to supplier

=> Are free of charge for early adopters
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
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
Evaluate and minimize financial risks
➢ Higher costs for SVHCs
➢ Reputational risk
➢ Liabilities

Invest in market opportunities
➢ Upcoming legislation
➢ Societal trends
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 +233% Compared to previous year
https://marketplace.chemsec.org/

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

- **Regular denim**
  - Manual processing
  - High labor costs
  - Chemical treatment Bleach
    - Hazardous waste
  - Chemical treatment PP-spray
    - Hazardous waste
  - Wash

- **Stretch denim**
Laser treatments bring multiple benefits...

... and new challenges
ACTICELL enables full design control

conventional (PP + laser)
ACTICELL enables full design control

conventional (PP + laser)

+ laser
Laser treatments bring multiple benefits...

- Regular denim
- Manual processing
- Chemical treatment Bleach
- Laser treatment
- Chemical treatment PP-spray
- Wash

- Stretch denim
- High labor costs
- Hazardous waste
- Hazardous waste
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

© 2018 ACTICELL | www.ACTICELL.at
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

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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