



Sustainability and innovation will only thrive with open dialogue

Message from Christian Jourquin, President and Dr. Hubert Mandery, Director General

As we look ahead to 2011, the International Year of Chemistry, it is clear that the 1.2 million people who work in Europe's chemical sector must continue to face up to two crucial challenges – sustainability and innovation.

If all of chemistry's players want to live up to the credo "enabler of solutions," they must join up both sustainability and innovation at all levels, from the lab all the way to shopfloor.

The most striking example of this "joined-up" thinking is how the European chemical industry maintains its longstanding commitment to sustainable growth. Sustainable practices include:

- Reducing any harmful impact on the environment and human health;
- Shifting to eco-efficient raw materials while lowering dependence on fossil-based materials;
- Creating products and processes with reduced energy consumption and resource use;
- Enabling applications which, in turn, allow users to reduce their own energy consumption.

Robust innovation is at the heart of these technological changes. And this change takes place increasingly by working together through the value chain that includes customers and downstream users. Joining up people in the supply chain leads not only to innovation but also to success in the marketplace. This will allow our European industry to enhance its global position and help it to face growing international competition.

Successful join-up requires meeting with customers and providers, from technical or regulatory areas or from marketing or research & development levels. Industries in Europe and elsewhere develop better ways of doing things by understanding together the new needs of the market.