

TODAY'S WEBINAR WILL BEGIN SHORTLY

Product Innovation: Balancing Sustainability, Risk, and Returns



Samhitha Udupa

VP Product Operations



Shriram Ramanathan, Ph.D.

VP & Group Director

QUESTIONS?

Use the questions box on your screen

TECHNICAL ISSUES?

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The
Deciding
Factor

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Product Innovation: Balancing Sustainability, Risk, and Returns



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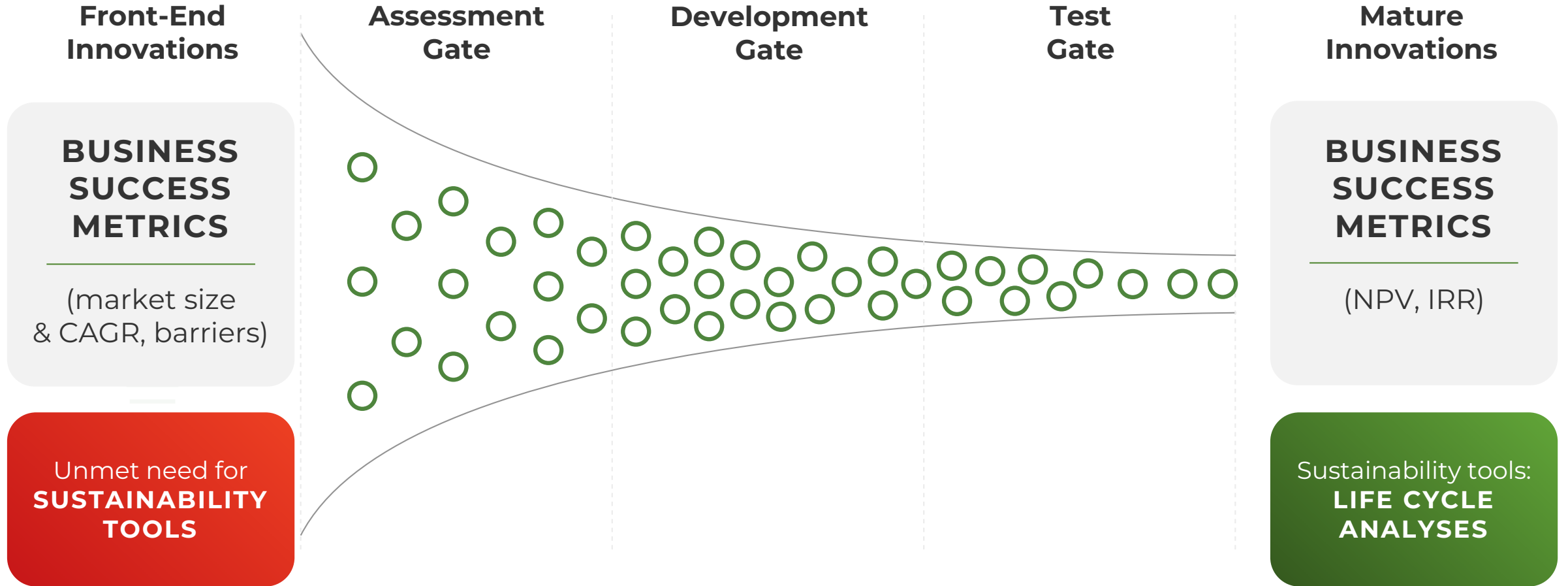
The
Deciding
Factor

Agenda

- 1** | **Front-end innovation struggles with sustainability**
- 2** | Sustainability assessment should anchor to a benchmark and consider the entire value chain
- 3** | The Lux Sustainability Fingerprint highlights sustainability gaps and innovation opportunities



Innovation processes struggle to adapt to a new focus on sustainability



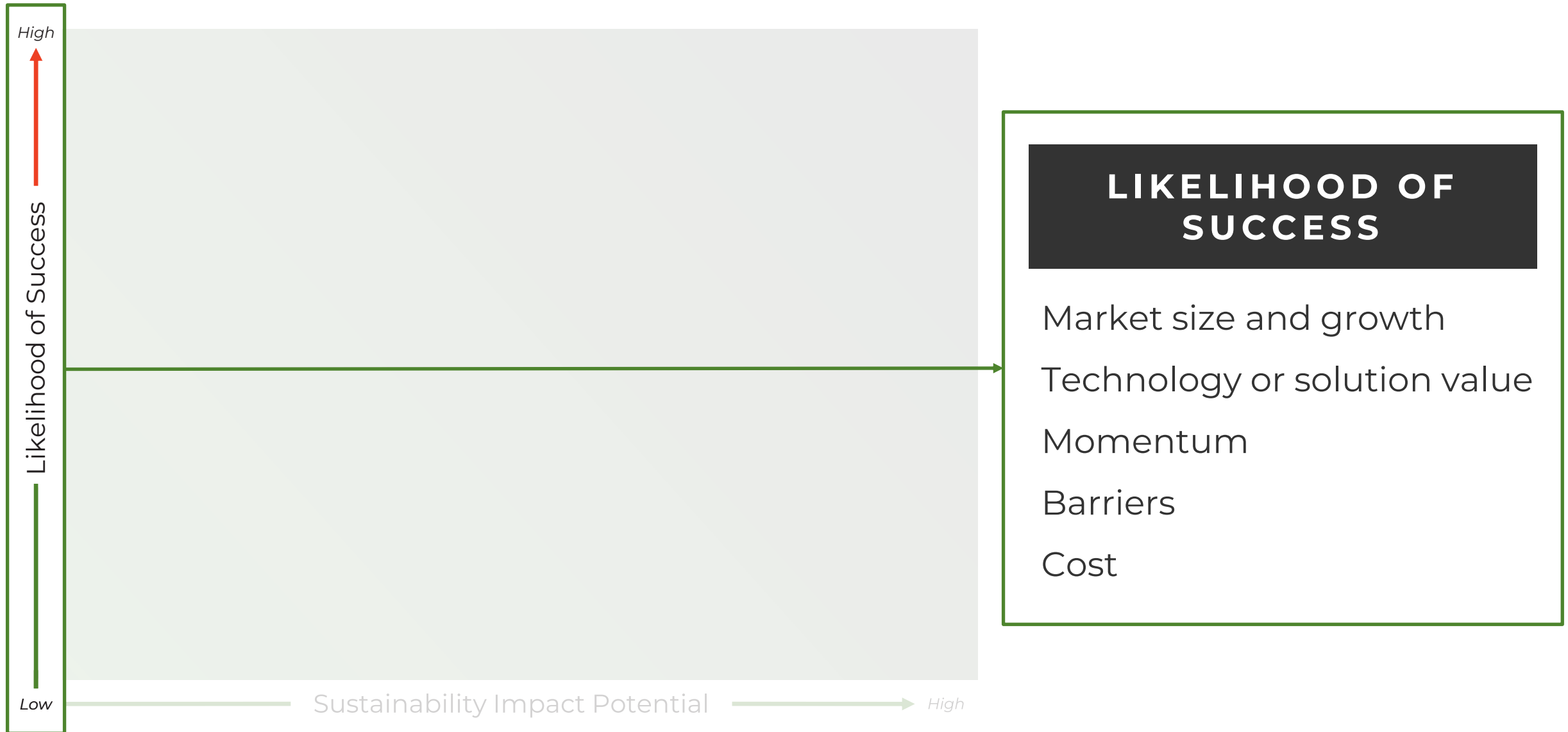
Agenda

1 | Front-end innovation struggles with sustainability

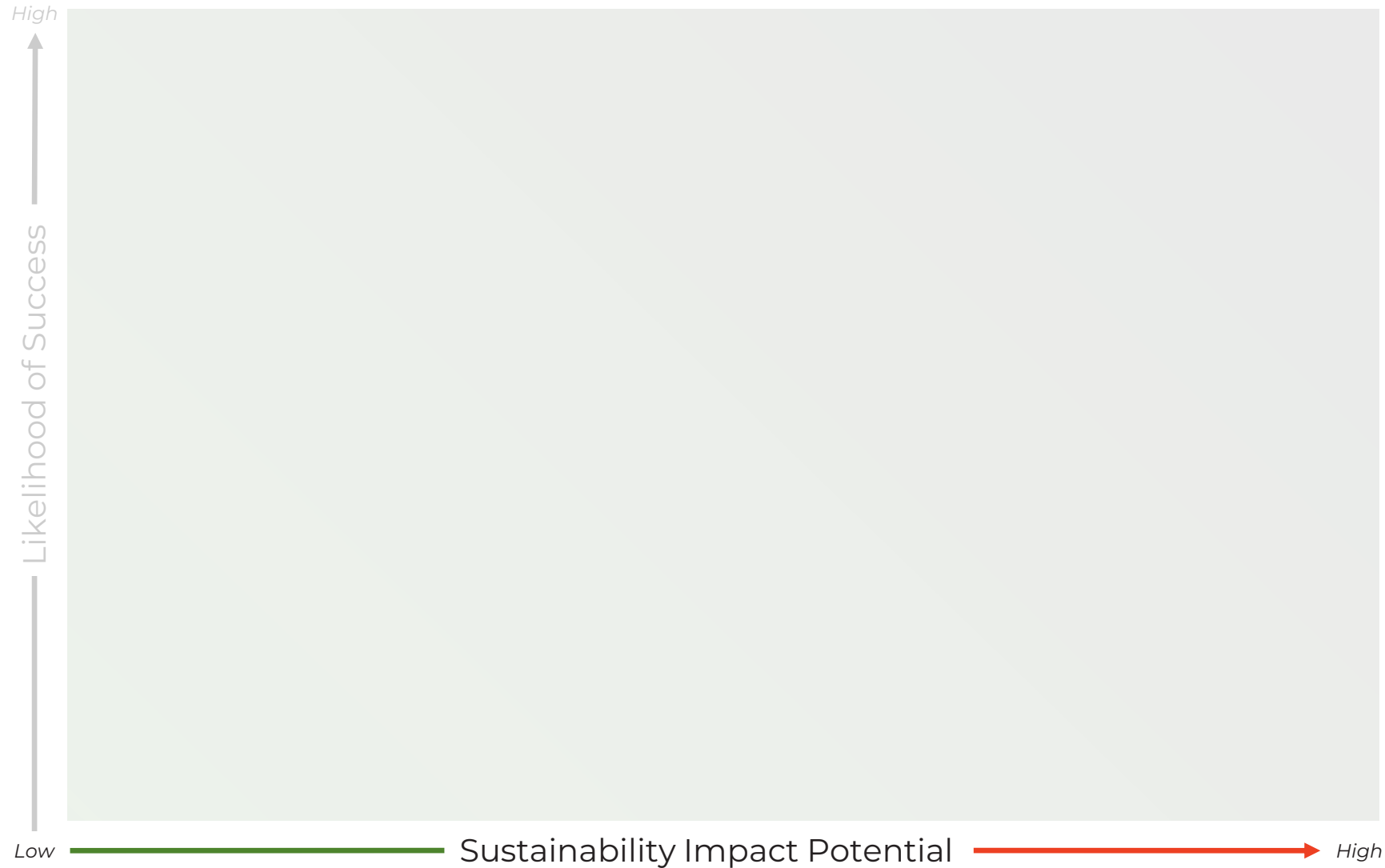
2 | **Sustainability assessment should anchor to a benchmark and consider the entire value chain**

3 | The Lux Sustainability Fingerprint highlights sustainability gaps and innovation opportunities

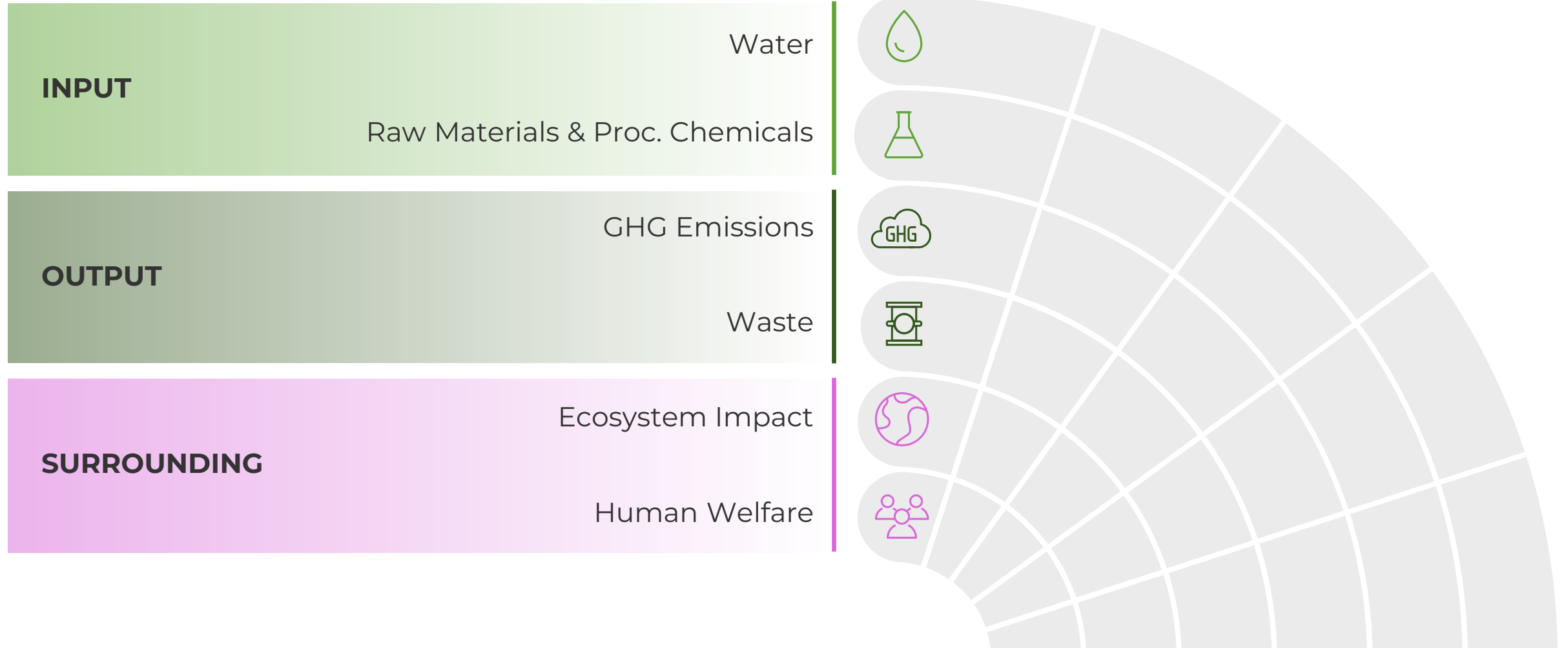
Likelihood-of success axis captures “typical” business potential metrics



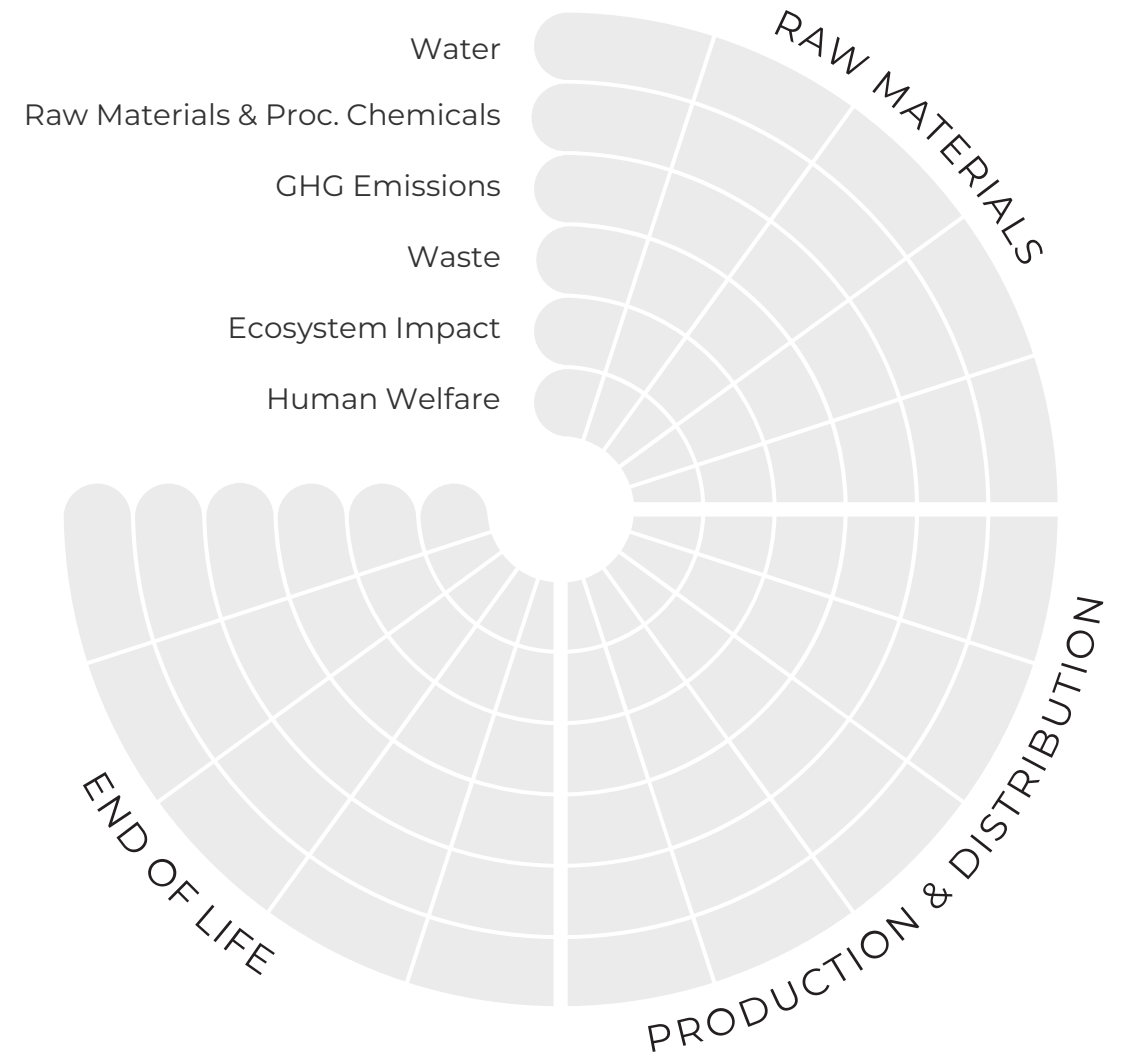
Sustainability impact potential and risk should be independently evaluated for front-end innovations



Sustainability impact potential comprises six metrics



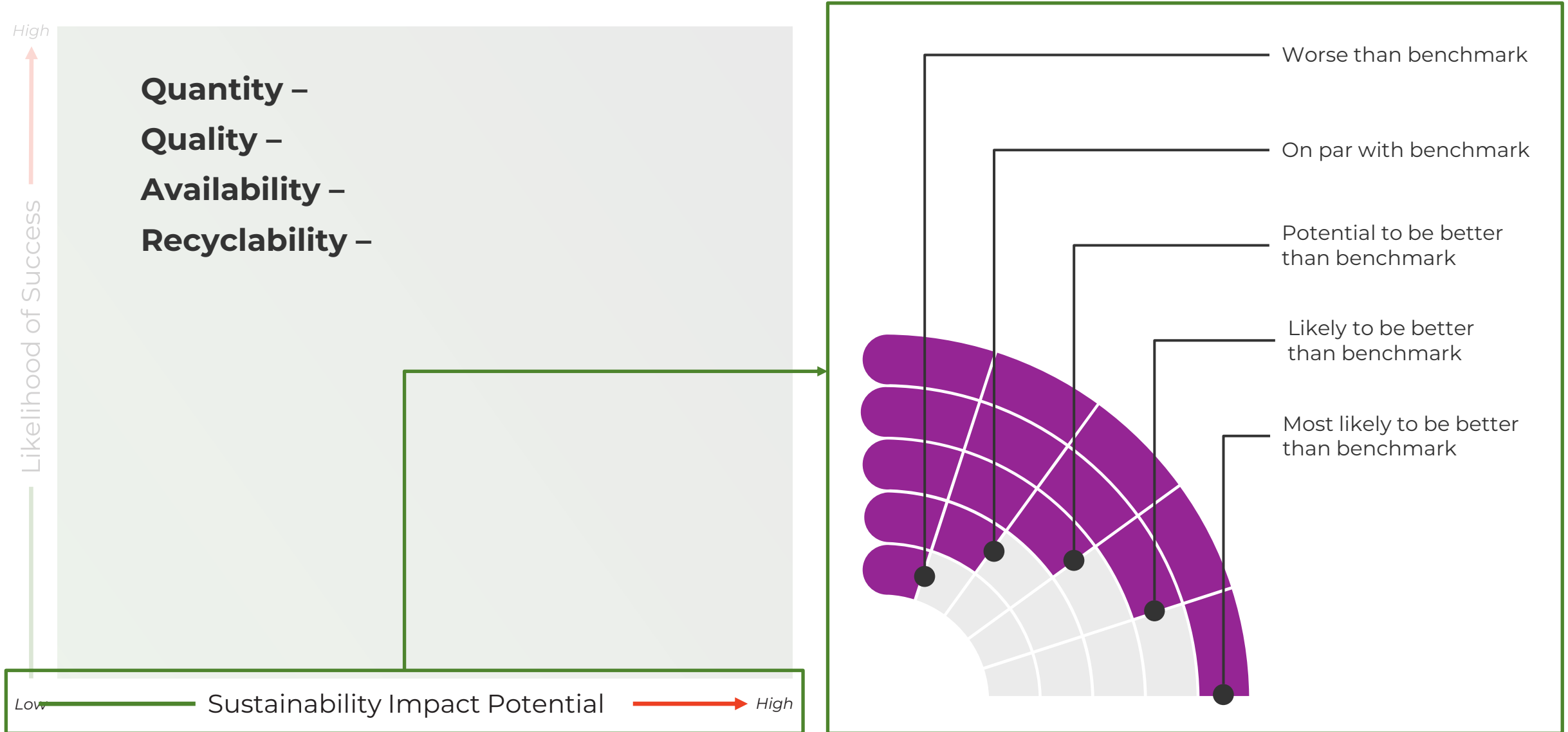
The six metrics should be evaluated across the entire value chain





**Building a sustainability fingerprint
relies on selection of an appropriate
BENCHMARK against which to
measure sustainability progress**

Sustainability impact and risk should be independently evaluated across the entire value chain



Agenda

1 | Front-end innovation struggles with sustainability

2 | Sustainability assessment should anchor to a benchmark and consider the entire value chain

3 | **The Lux Sustainability Fingerprint highlights sustainability gaps and innovation opportunities**

The Lux Sustainable Innovation Framework visualizes business success factors and sustainability risks for front-end innovations





Technology & Application:

 Benchmarked vs. PET bottle

Greatest Sustainability Risk:

 **INPUTS:**
Water, raw materials

 **OUTPUTS:**
GHG emissions, solid waste

 **SURROUNDINGS:**
Land, ecosystem, human welfare

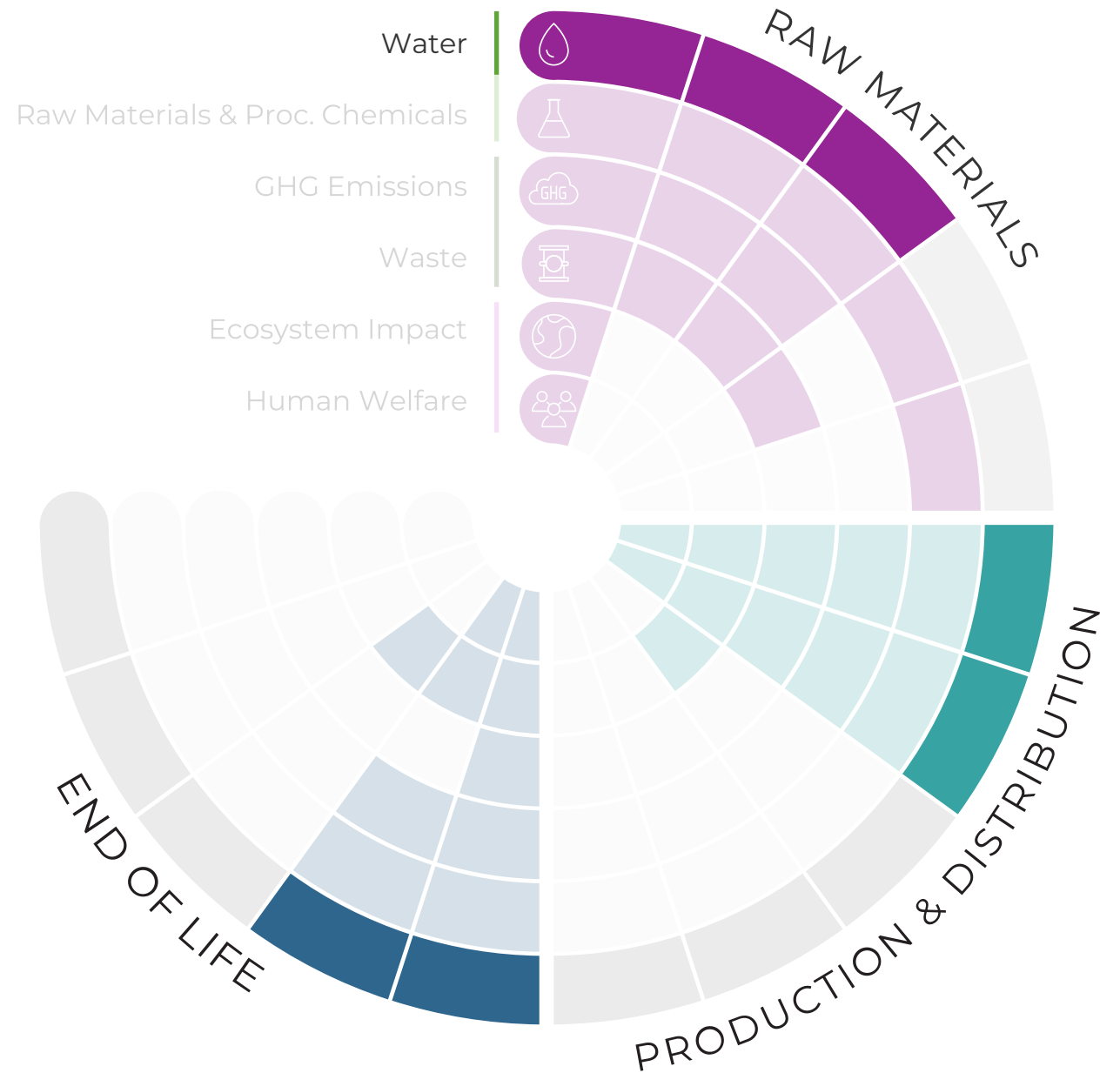
Determining the sustainability fingerprint of paper bottles

BENCHMARK: PET

LIKELIHOOD OF SUCCESS



Paper bottles consume a lot more water than PET on a per bottle basis.



Determining the sustainability fingerprint of paper bottles

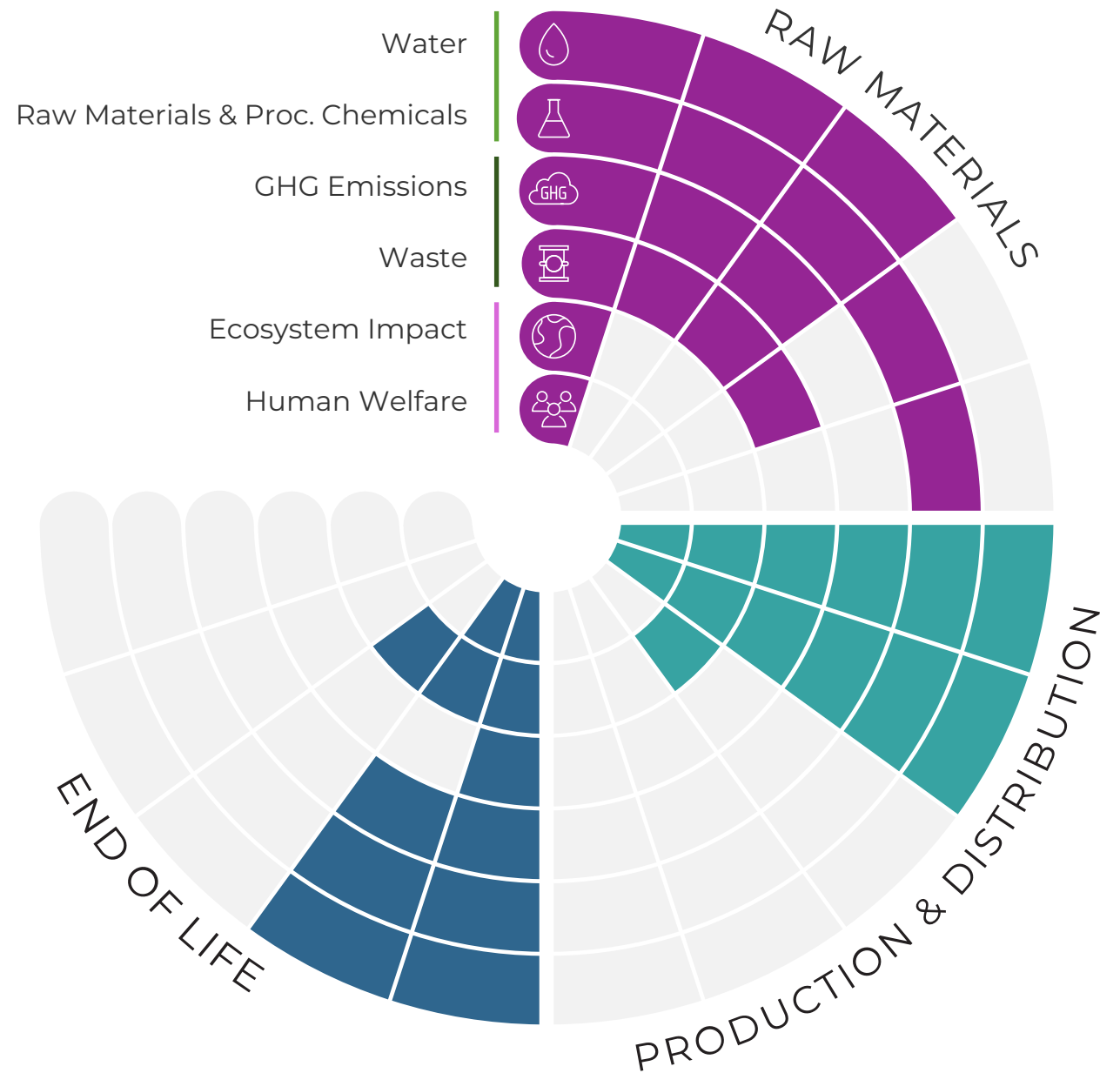
BENCHMARK: PET

LIKELIHOOD OF SUCCESS



The Lux Sustainability Fingerprint shows that paper bottles are not much more sustainable than PET.

End of life presents the greatest challenge.



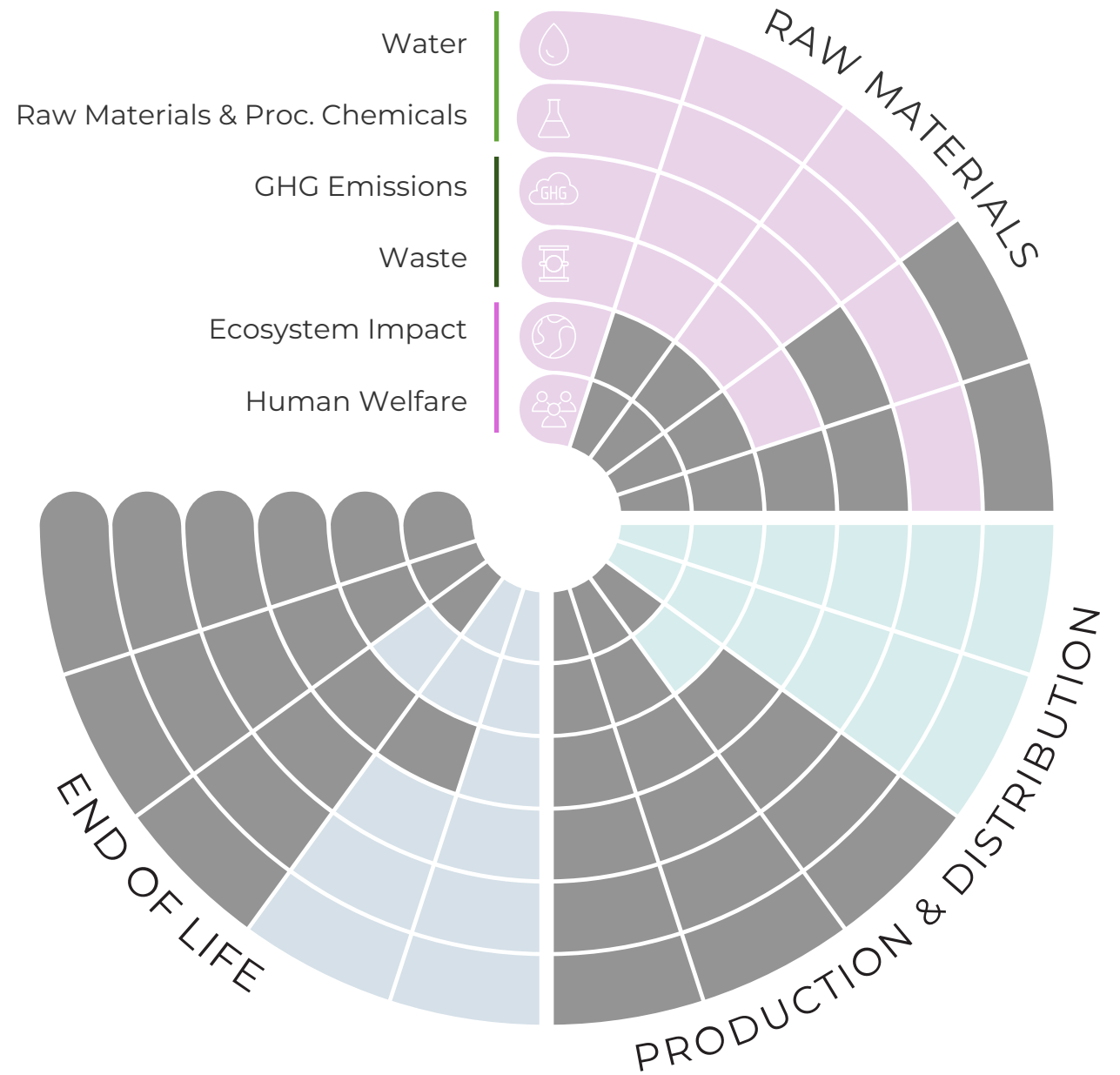
Determining the sustainability fingerprint of paper bottles

BENCHMARK: PET

LIKELIHOOD OF SUCCESS



The Lux Sustainability Fingerprint highlights the biggest sustainability gaps where companies should innovate.



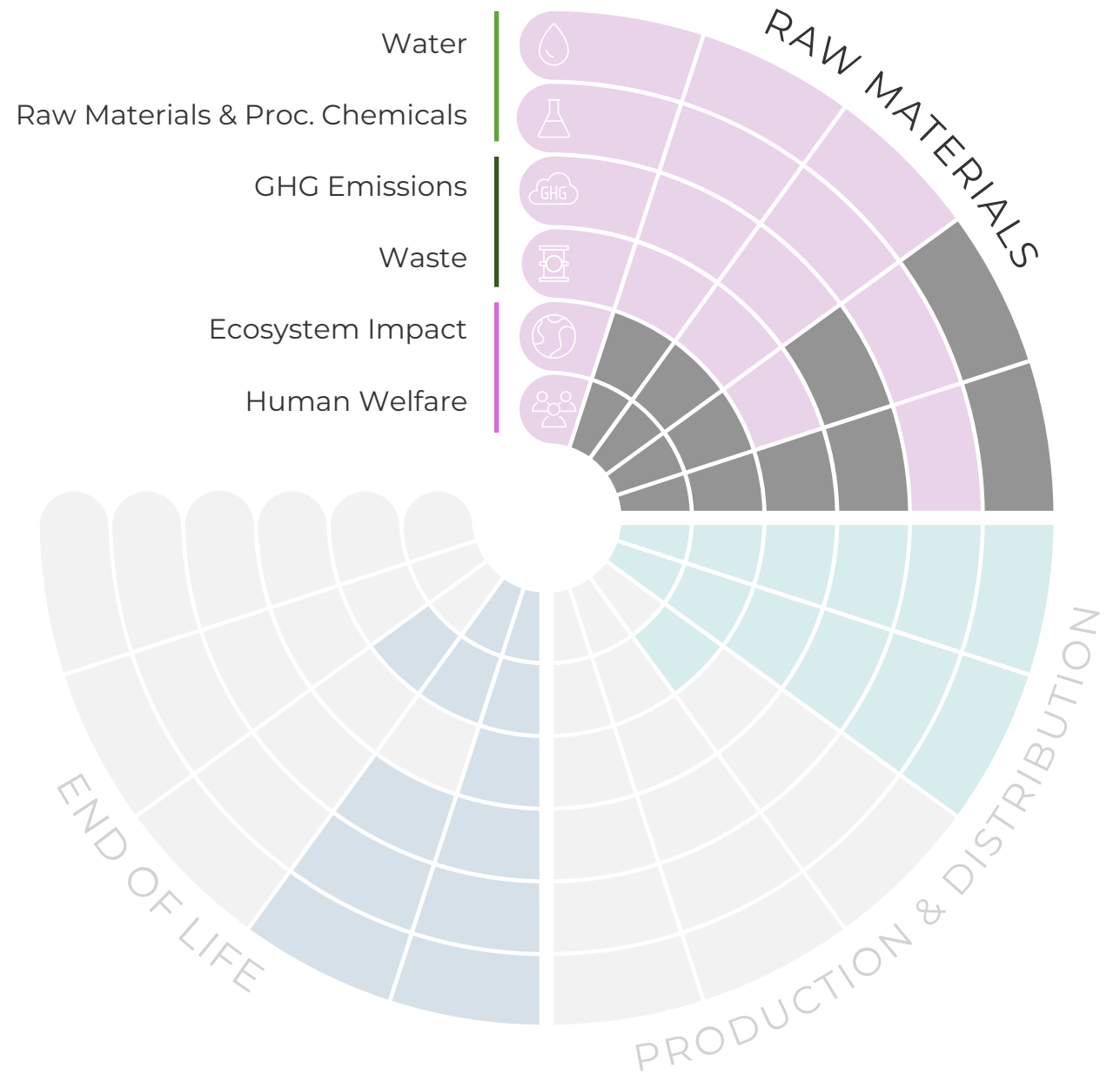
Determining the sustainability fingerprint of paper bottles

BENCHMARK: PET

LIKELIHOOD OF SUCCESS



Red Leaf Pulp



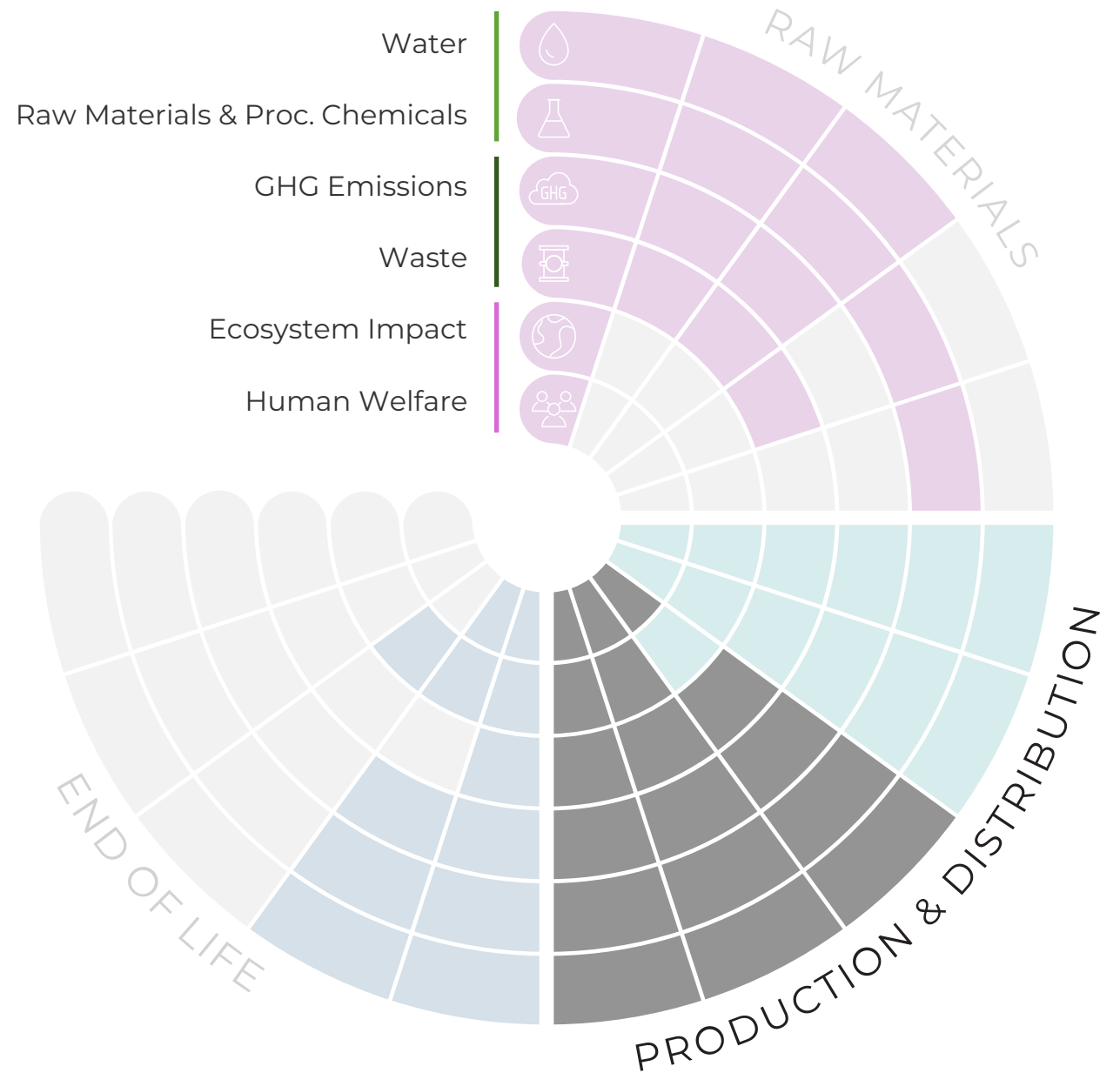
Determining the sustainability fingerprint of paper bottles

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LIKELIHOOD OF SUCCESS



Red Leaf Pulp



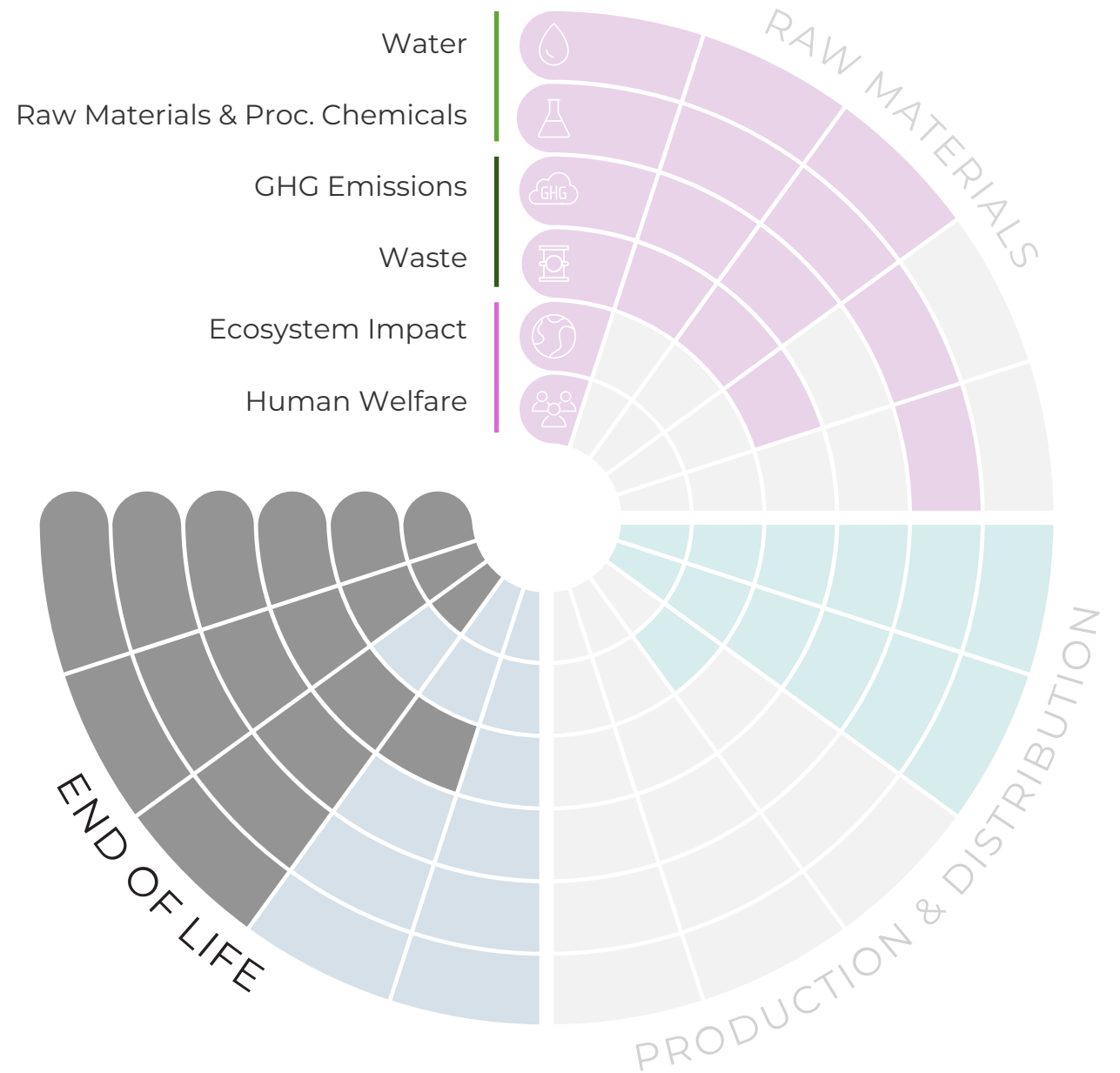
Determining the sustainability fingerprint of paper bottles

BENCHMARK: PET

LIKELIHOOD OF SUCCESS



Red Leaf Pulp



The Lux Sustainable Innovation Framework is versatile and can be applied to innovations across most industries



Technology & Application:



Benchmarked vs. PET bottle



Benchmarked vs. traditional H₂ pipelines



Benchmarked vs. soy protein isolate

Greatest Sustainability Risk:



INPUTS:
Water, raw materials



OUTPUTS:
GHG emissions, solid waste



SURROUNDINGS:
Land, ecosystem, human welfare

Key takeaways

Sustainability is now an important strategic priority; innovation leaders need an independent sustainability framework for early stages of the funnel

The Sustainability Fingerprint assesses the entire value chain; important to tailor the fingerprint to your industry and company needs

The Sustainability Fingerprint highlights the biggest sustainability gaps, where companies should innovate

Thank you

A link of the Ideathon recording will be emailed within 24–48 hours.

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JANUARY 24

[Market Opportunities in Emerging Consumer Health and Wellness Ecosystems](#)

FEBRUARY 21

[Sustainability Driving New Business Models in Manufacturing](#)



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