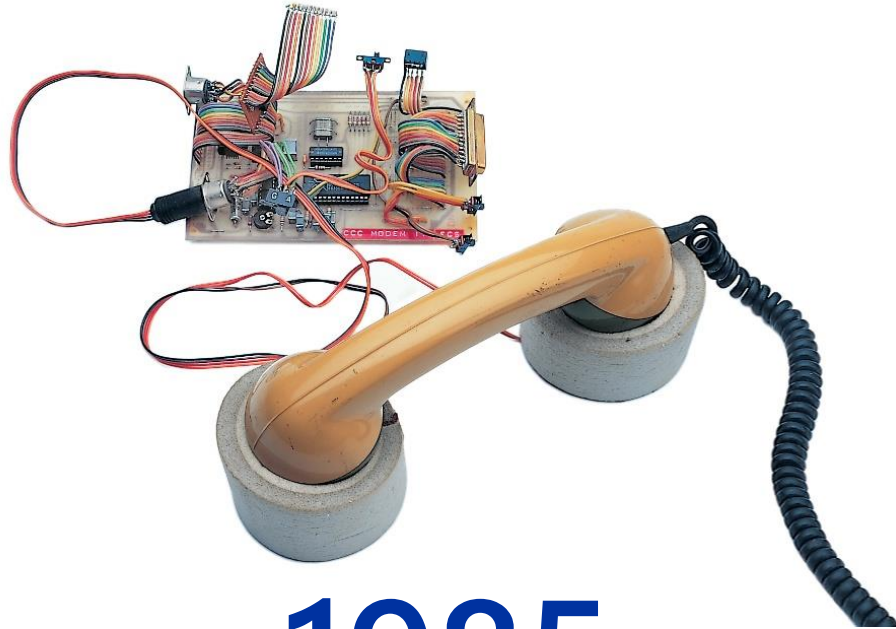


A small green fern sprout is growing out of a hole in a thick, textured log. The log is dark brown and has a rough, cracked surface. The background is dark and out of focus.

SUSTAINABILITY - THE 4TH DIMENSION OF INNOVATION

Dirk Ploss, Senior Early Innovation Manager, Beiersdorf AG

DIRK PLOSS. ONLINE SINCE 1985.



1985

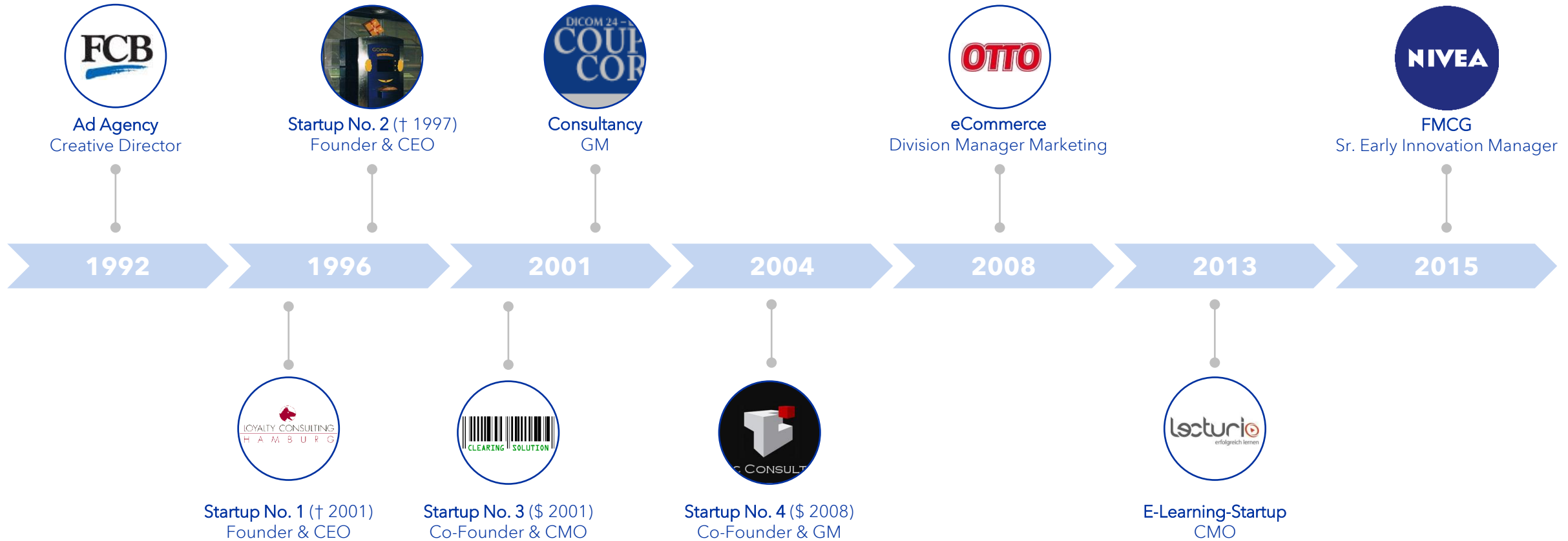
300 bit/s



2023

10.000.000.000 bit/s

AGENCIES, STARTUPS, CORPORATES



BEIERSDORF.

- Inventors of modern skin care
- Founded in 1882 by Paul C. Beiersdorf
- Headquarters: Hamburg
- Revenues 2022: 8,8 bn €
- Employees: 21.000
- Markets: >170
- Publicly traded (DAX40: FRA:BEI)





WHY SUSTAINABILITY MATTERS

PLANET



PEOPLE



PROFITS





HOW CONSUMERS DECIDE ON PURCHASES:



1. EFFECT

HOW GOOD DOES
THE PRODUCT SOLVE
MY PROBLEM?

A photograph of a stone staircase covered in moss, winding through a dense forest of tall trees. The scene is lush and green, with sunlight filtering through the canopy. The text is overlaid on the left side of the image.

2. EFFORT

HOW MUCH TIME AND
ENERGY DO I HAVE TO
PUT INTO THIS?



3. COST

HOW MUCH DO I HAVE
TO PAY FOR THIS?



4. FEELINGS

WHAT DO I BELIEVE ABOUT
THIS SOLUTION?



**HOW CONSUMERS
DECIDE ON
PURCHASES:
PRETTY OFTEN
QUITE WRONG**

TO GET TO A LOWER CARBON FOOTPRINT THAN

**1 HDPE PLASTIC BAG
USED ONCE**

**1 PP PLASTIC STRAW
USED ONCE**

YOU HAVE TO USE

A PAPER BAG 3 TIMES

A PAPER STRAW 5 TIMES

A COTTON BAG 131 TIMES

A METAL STRAW 150 TIMES

SUSTAINABILITY IS NO LONGER A VALUE-ADD, BUT A MUST-HAVE



**INVEST NOW OR PAY
(HUGE) PENALTIES LATER**





**SO... WHAT
EXACTLY IS
SUSTAINABILITY?**

SUSTAINABILITY

SUSTAINABLE DEVELOPMENT GOALS



IN FMCG, MOST PEOPLE ONLY SEE PLASTIC

PACKAGING

RAW MATERIALS

ENERGY CONSUMPTION

WATER CONSUMPTION

INGREDIENTS

TRANSPORTATION

STABILITY

PRODUCTION

4 OF OUR FOCUS AREAS

PLASTIC WASTE

ENERGY USAGE

CO₂ EMISSIONS

RAW MATERIALS



**FOCUS AREA:
CIRCULAR ECONOMY**

FOCUS AREA: CIRCULAR ECONOMY



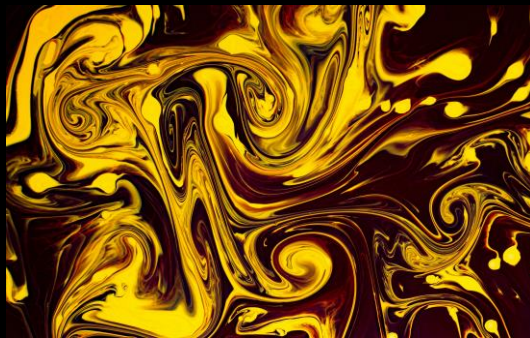
NOT A CIRCLE!





PROBLEMS & LIMITATIONS IN RECYCLING

TECHNICAL HURDLES



OIL



PLASTIC



STILL PLASTIC!

RECYCLING

NEEDS ENERGY,
(LOTS OF) WATER,
EMITS CO₂,
CREATES (TOXIC) WASTE...

**AND: THERE'S NOT ENOUGH
PLASTIC TO RECYCLE!**



ONE HOPE: PLASTIC „EATING“ ENZYMES



0 Hour



12 Hour



24 Hour



48 Hour

The background of the image consists of wispy, ethereal blue smoke or vapor rising from the bottom right towards the top left, set against a solid black background. The smoke has a soft, glowing quality with some darker blue and purple tones.

**FOCUS AREA:
CO₂ EMISSIONS**

EMISSIONS BY SECTOR

That's us!

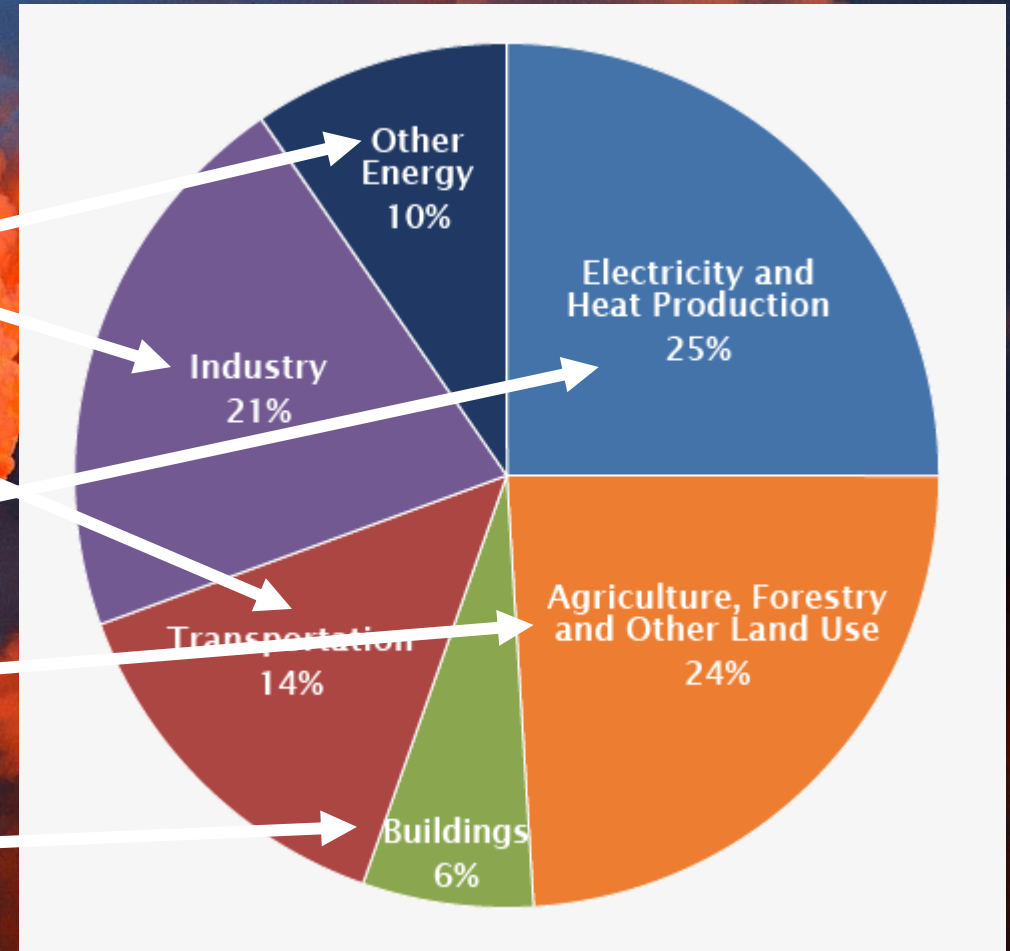
That's also us.

And this.

O yeah, that as well.

Yes, and this...

Okay, okay, okay...



INNOVATION TO THE RESCUE!





**NEW
CARBON-CAPTURING
CONCRETE**

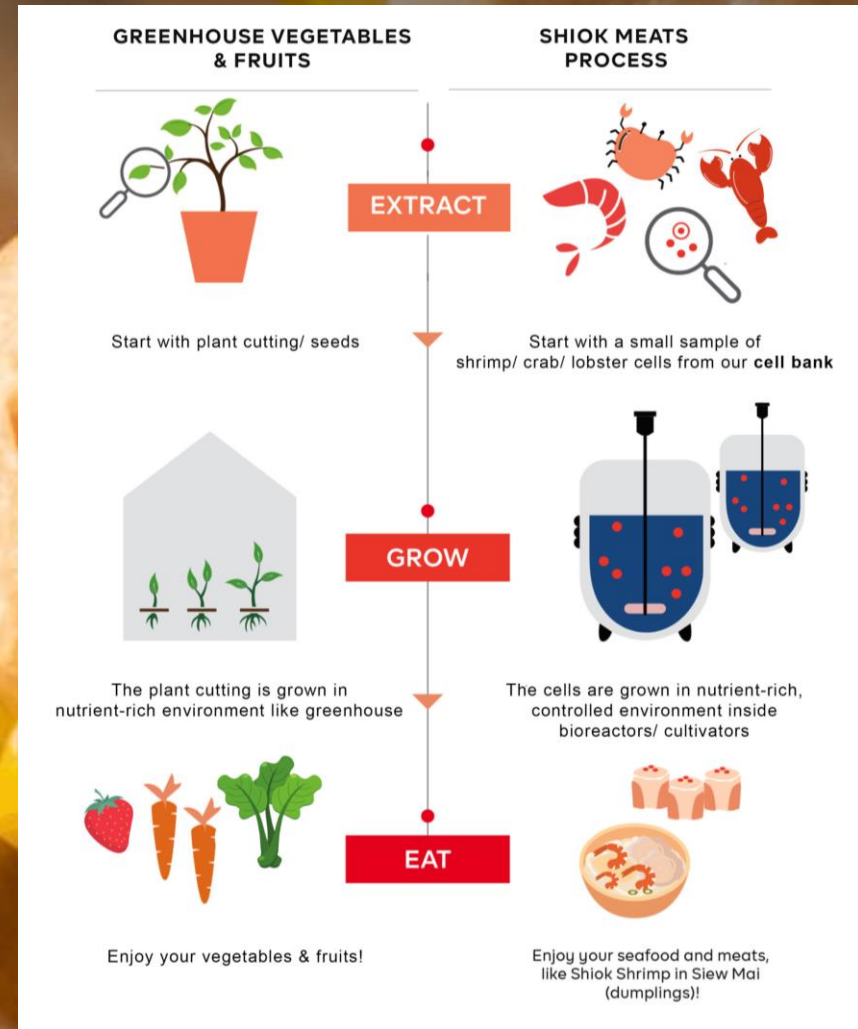
A futuristic solar-powered car is shown from a high-angle perspective. The car's roof and front hood are covered in a grid of solar panels. It has large, curved glass windows and a sleek, aerodynamic design. A small green circular logo is visible on the side of the car. The car is parked on a dark asphalt surface.

SOLAR POWERED TRANSPORTATION



RENEWABLE ENERGY AND STORAGE

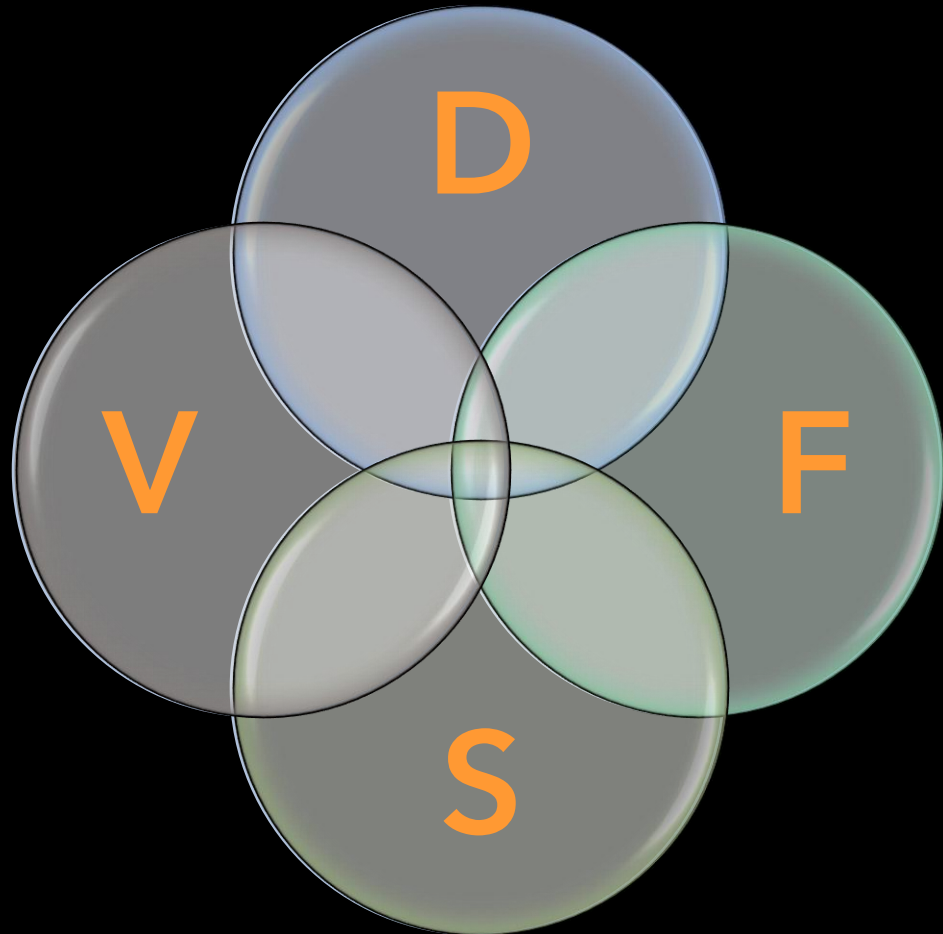
LAB-GROWN MEAT AND SEAFOOD



EXAMPLES FROM BEIERSDORF

The background of the image is a dramatic night sky filled with dark, heavy clouds. Several bright, jagged lightning bolts are visible, striking down from the clouds. The bottom of the image shows a city skyline with lights reflecting on a body of water.

THE 4TH DIMENSION OF INNOVATION



D = DESIRABILITY

F = FEASIBILITY

V = VIABILITY

S = SUSTAINABILITY

STARTUP INVESTMENTS

OSCAR&PAUL®

BEIERSDORF VENTURE CAPITAL



A blue, humanoid robot with a friendly expression, giving a thumbs-up gesture. The robot has large, glowing eyes and a wide smile showing its teeth. It is sitting in a brown leather chair. The background is a blurred industrial or office setting with warm, glowing lights.

LEVERAGING ARTIFICIAL INTELLIGENCE

**STAY AT HOME, SAVE A
PLANET!**



CO₂ RECYCLING TECHNOLOGY

A BRIEF EXPLANATION
OF OUR CO₂
RECYCLING
TECHNOLOGY



CARBON IS
CAPTURED



FERMENTED AND
FILTERED TO
COSMETIC ETHANOL



OUR CLIMATE CARE
MOISTURIZER'S
FORMULA CONTAINS
14% OF THIS ETHANOL



- MOISTURIZES
- REFRESHES AND SOOTHES THE SKIN
- PROTECTS THE SKIN

REFILL STATION



WE JUST GOT STARTED



3 THINGS TO DO RIGHT NOW





1. CREATE A SUSTAINABILITY CULTURE



**2. DEFINE A
STRATEGY AND SET
CLEAR OKR**



**3. MAKE
SUSTAINABILITY
MANDATORY IN
INNOVATION**



THANK YOU

LinkedIn 

