



GLOBAL CHEMICAL LEASING AWARD

20 21

RESULTS

BACKGROUND. NEW BUSINESS LOGIC.

The migration to a service-based economy is leading to a fundamental shift in manufacturing industries toward business models in which the service component of products is becoming dominant based on the value they provide to customers.

- The main interest of chemical users is not to buy and possess chemicals products. They are interested in the best solutions for their process or application. Therefore, chemical users are paying attention on the utility of chemicals, and are attracted by services that support their businesses. This strict **service orientation** leads to a new logic that **puts the utility provided by a chemical into the centre of the buying process**.
- Following this shift, chemicals suppliers need to change a way of doing business and offer sophisticated solutions that will support their customers' chemical operations and profitability.
- **Performance based business model** (also called “performance-based contracting”) responds to this demand: **the customer pays for the utility of the product and not for its quantity or volume**. The model is based on aligning customer and supplier incentives.
- **Chemical Leasing** is a performance-based business model applied to chemicals operations. This model is a perfect example of a business solution for sustainable chemical management.

Performance based business models related to chemicals can be called and branded in companies differently, not just as Chemical Leasing even if being identical or similar to this model.

SHIFT OF THE PARADIGM



- Economic success no longer depends on the volume of chemicals sold, but on the service that the chemicals render, their performance.
- For example, payments are made for cleaned pieces rather than the tons of chemicals used for water purification



GLOBAL AWARD. CELEBRATING THE JOINT SUCCESS.

In 2010, to enhance the visibility of Chemical Leasing and to encourage companies around the world to apply the business model, UNIDO and its partners launched the first Global Chemical Leasing Award.

The success of the first award triggered the organisation of consecutive awards, in 2012, 2014 and 2018.

This year the jury received **92 applications** from **21 countries**. The ceremony will acknowledge best practices, innovative approaches and ideas related to Chemical Leasing that reduce **environmental impact, boost profits and create social benefits**.

The winners will be announced in the following categories:

Three main categories:

- Case studies (for companies that apply Chemical Leasing)
- Innovation (innovative technical solutions)
- Research

Special awards:

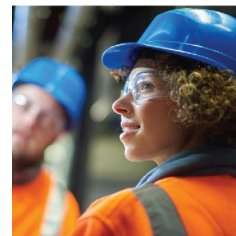
- Women-led initiatives
- Start-ups

In addition, a **special jury recognition** “Chemical Leasing Frontrunners” will be given to companies that demonstrate the long-standing commitment to Chemical Leasing.

The format of the ceremony 2021: the ceremony will be organized in a hybrid format - with online features and live streaming to the global audience.

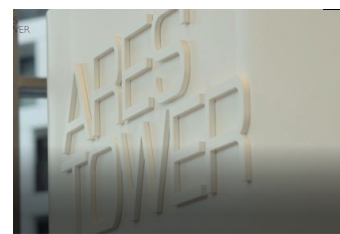
Target audience: The award will bring together entrepreneurs and industrial managers, representatives of NGOs and industry associations, policymakers and academia.

Organizers: The Award 2021 is **jointly organized** by UNIDO, the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the German Environment Agency (UBA), the Swiss Federal Office for the Environment and the European Association of Chemical Distributors.



EVENT PROGRAMME

Time (CET)	Short description
15:00 - 15:20	<p>Round table with several award jury members <i>Sharing experiences and insights</i></p> <p><i>Start of the live-streaming</i></p>
15:20 - 15:30	<p><i>The music pause</i></p>
15:30 - 16:30	<p>The Global Chemical Leasing Award Ceremony</p> <ul style="list-style-type: none"> • With high-level representatives of UNIDO, donors, FECC and ambassadors to the UN in Vienna • Announcement of winners in different categories, including special awards. Special recognitions and acknowledgements. <p><i>Digital features:</i> Connection with winners virtually. Live chat will be available for online participants of the ceremony.</p> <p><i>End of the live-streaming</i></p>



MODERATORS



THOMAS JAKL
Deputy Director-General, the Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology, Austria



MARI LANG
TV, Radio and Event Moderator, ORF Journalist, Austria



Category: Case Studies*

- Gold** **Plava Laguna**, Hospitality, Process - Laundry, Croatia
- Gold** **Ecolab**, Chemical industry, Process - Laundry, Croatia

Silver **Fumajet SA**, Health technology, Process - Mosquito control, Brazil

Bronze **Equator Bottlers Ltd**, Processes - bottle washing, conveyor lubrication, water treatment and final rinse, Kenya

Category: Innovations*

Gold **Smart Chemistry - SMACH**, Chemical industry, Process - Disinfection, Ecuador

Silver **Dünger**, Agriculture, Process - Application of fertilizers, Ukraine

Bronze **Finlays Tea Estates**, Agriculture, Process - Application of agrochemicals, Sri Lanka

Bronze **Hollu Systemhygiene GmbH**, Chemical industry, Process - Cleaning and disinfection (Navigation and Organisation Assistant), Austria

Category: Research*

Gold **Sinomine Specialty Fluids**, Oil and gas industry, Focus of the research - Reclamation of cesium formate brine, the United Kingdom

Silver **Polikem SAS**, Chemical industry, Focus of the research - production of more sustainable chemical products (for agro and automotive industries), Colombia

Bronze **Nils Decker**, Master thesis, Focus of the research - Chemical Leasing and SDGs

Bronze **Council for Scientific and Industrial Research**, Biotechnology, Focus of the research - Production of (-) Ambrafuran, South Africa

When chemicals perform the best!

Specias Award: Women-led initiatives*

Gold Equator Bottlers Ltd, Beverage industry, Kenya

Silver Novo Hotel & Suites, Hospitality/Laundry, El Salvador

Bronze Dünger, Agriculture, Ukraine

Recognitions*

- 1 “Chemical Leasing frontrunners”**
Special Recognition for long-standing commitment to the performance-based business model. **See on the next page.**
- 2 Victoria Consulting and Strahinja Milovanovic, Serbia**
Recognition “Chemical Leasing for future generations” for promoting the concepts of Chemical Leasing and circular economy among school children
- 3 enviro.marketing, Austria**
Recognition of promotional and networking activities in the area of Chemical Leasing



Photos:
@Stefan Joham

CHEMICAL LEASING FRONTRUNNERS

1	BASF	BRAZIL
2	Crown Beverages	UGANDA
3	Ecolab	CROATIA
4	Ecolab	UKRAINE
5	Ecopetrol	COLOMBIA
6	Finlays Tea Estates	SRI LANKA
7	FKL	SERBIA
8	Fumajet	BRAZIL
9	General Motors	EGYPT
10	Green Chemicals do Brasil	BRAZIL
11	Groupe PSA	BRAZIL
12	JAEKLECHEMIE	GERMANY
13	KAMA	EGYPT
14	Kenya Breweries Ltd	KENYA
15	MAS Active – Linea Intimo	SRI LANKA
16	Plava Laguna	CROATIA
17	Polikem SAS	COLOMBIA
18	Radomyshl Brewery	UKRAINE
19	Ravago Chemicals	SERBIA
20	SAFECHEM	GERMANY
21	Sinomine Specialty Fluids	UK
22	Surfmont Laundry	MONTENEGRO
23	Surfmont supplier	MONTENEGRO



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

Umwelt
Bundesamt



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Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

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EUROPEAN ASSOCIATION OF
CHEMICAL DISTRIBUTORS