

## Corporate Innovation Challenge Template

**Challenge Name: Sustainable/biobased derived surfactants**

**Code Name: BIOECONOMYVENTURES-2022-OC2-CRODA\_1**

**Challenge Domain:**

- Platform and Specialty Bio-based Chemicals
- Bio-based Fragrances, Cosmetics and Personal & Home Care

**Description of the Corporate innovation Challenge**

Croda has long been a leader in innovative surfactant design (alkoxylates and acrylics), leveraging bio-based materials wherever possible to introduce high performing dispersants, emulsifiers, and compatibilizers. Furthering our portfolio with other novel and sustainable biobased surfactants would be of interest.

Interest areas for collaboration include:

- novel processes
- increased productivity
- innovative product
- knowledge and tech sharing
- novel business model creation
- establishing a collaborative R&D or research project
- pilot activity

The markets that Croda target are consumer and life sciences care and below is a link to provide some top-level detail.

[Our markets | Croda](#)

We make a large range of products, but we are always looking for innovations to add to customers formulations. Sustainability is also key.

[Croda innovation | Croda](#)

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<b>Expected results</b>
<ul style="list-style-type: none"> <li>• Increased sales</li> <li>• To optimize the whole chain production-distribution-retail of bio-chemical products</li> </ul>
<b>Types of Collaboration</b>
<ol style="list-style-type: none"> <li>1. Pilot running and product testing</li> <li>2. R&amp;D opportunity</li> <li>3. Corporate Venturing</li> <li>4. New business model exploration (i.e., exclusive distribution, profit sharing, IP sharing ...)</li> <li>5. Knowledge sharing and Tech Transfer</li> <li>6. Sales and purchase of products and services</li> </ol>
<b>Participation confirmation</b>
<p>I confirm Croda's availability and participation in the BioeconomyVentures programme. This confirmation allows BioeconomyVentures the right to publicly disclose the company's name, challenge information, logo, and website for the purpose of dissemination and attracting new innovators to the programme.</p>

<b>Company Information</b>
<b>Company Name: Croda</b>
<b>Challenge owner name and last name: Emma Parks</b>
<b>Challenge owner email: <a href="mailto:emma.parks@croda.com">emma.parks@croda.com</a></b>
<b>Company information:</b> <ul style="list-style-type: none"> <li>• Croda International Plc, Registered in England 167236</li> <li>• Cowick Hall Snaith Goole East Yorkshire DN14 9AA United Kingdom Tel: +44 (0) 1405 860551</li> </ul> <p>Founded in 1925, we continue to build on our heritage every day, with sustainability always central to our thinking, turning exciting and often ground-breaking ideas into practical solutions for our customers. Croda is a multinational company and we have more than 5,500 people working at manufacturing sites and in offices in 37 countries. We are a focused Life Sciences and Consumer Care company, our smart</p>

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science is found in products that touch our lives every day from life-saving pharmaceuticals and sun protection to crop yields and seed enhancement.

Our innovation combines internal research and development with external technology investments and partnerships, collaborating with universities and SMEs. Our partners contribute to a high proportion of our New Patented Products and the continued differentiation of our portfolio. In return our shared knowledge helps them advance science, secure funding and make breakthroughs that benefit society.

CRODA