



# Changing the world together

Copenhagen Co'Creation  
Mette Johnsen  
Sustainability Manager  
Novozymes A/S

# Our business ambition is to drive the world towards sustainability



Novozymes is the world leader in bioinnovation

Our business is industrial enzymes, microorganisms, and biopharmaceutical ingredients

Together with our customers we create tomorrow's industrial biosolutions, which improve our customers' business, the use of the planet's resources and better the lives of people

# A value chain approach to sustainable innovation



~ 20% of total CO<sub>2</sub> emissions

~ 10% of total CO<sub>2</sub> emissions

~ 70% of total CO<sub>2</sub> emissions



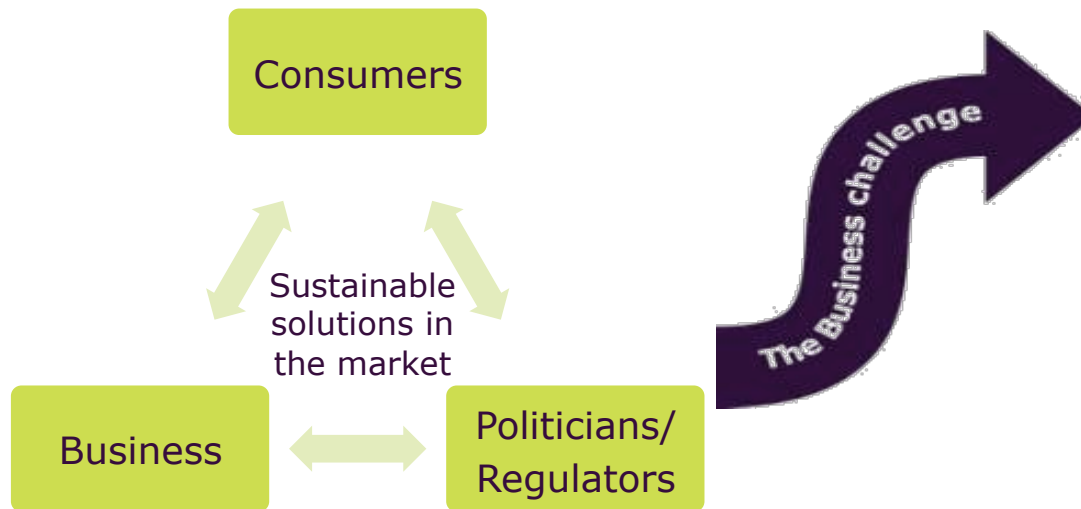
Note: % CO<sub>2</sub> distribution based on European wash conditions  
 Sources: Novozymes' life cycle assessments and Unilever detergent value chain carbon footprint estimates

# Small changes in everyday actions can lead to big differences



# key business challenge: translating (scientific) sustainability into consumer needs

## Common long-term interest



## Short long-term conflicting interest



### Macro perspective - foundation for

- Global perspectives
- Scientific data and quality
- Decision making
- Credibility and recognition

### Micro perspective – foundation for

- Trends and fads
- Consumer choice, behavior and perception
- Market acceptance
- Relevant translations of sustainability to needs



- How can co'creation contribute to more sustainable value chains?
- What are we learning from co'creation about incentivizing behavior and perceptions to drive sustainable consumption?



THANK  
YOU