

WHEN CHEMICALS PERFORM THE BEST!



**SPECIAL SESSION**

# **LIVE WEBINAR** **CHEMICAL LEASING:**

The performance-based business model  
for sustainable chemical management



[www.chemicalleasing.org](http://www.chemicalleasing.org)



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

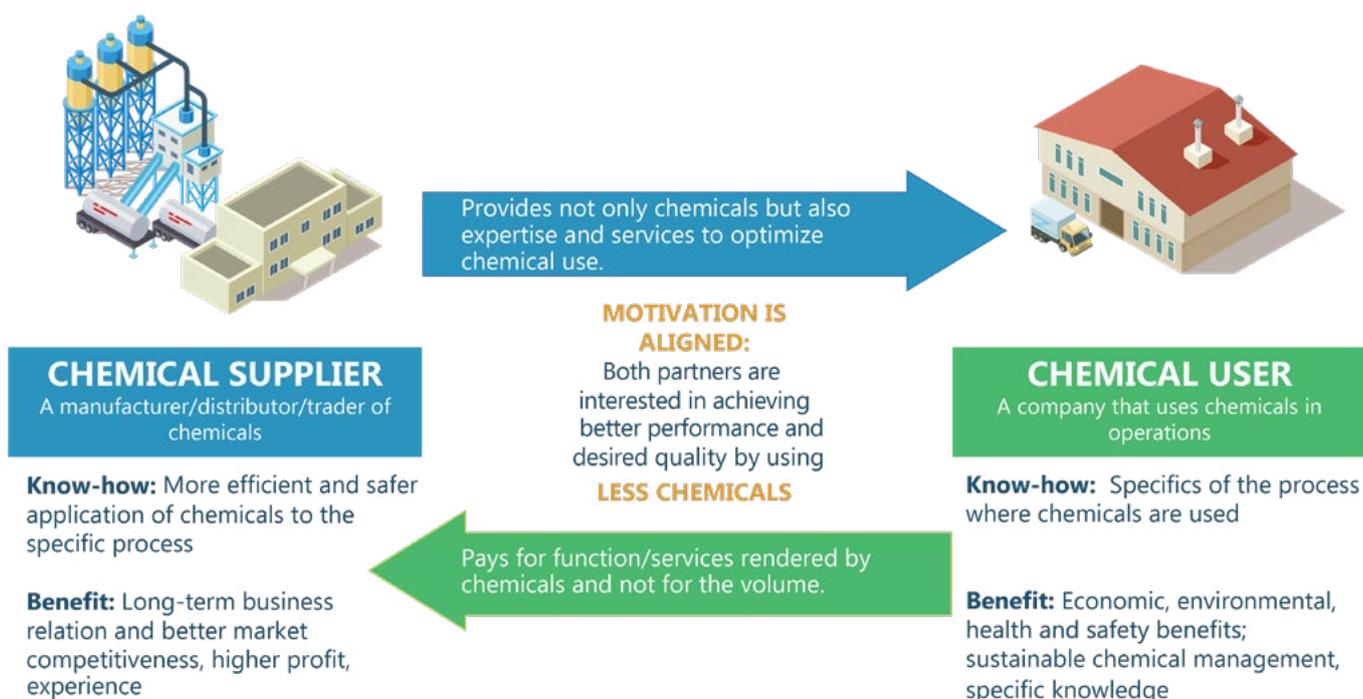
## BACKGROUND

The migration to a service-based economy is leading to a fundamental shift in manufacturing industries towards business models in which the service component of products is becoming dominant. This paradigm shift is giving way to different business models of circular economy that emphasize the idea of product to service. Chemical Leasing is a performance-based business model and that fully responds to this new concept and the overall principles of circular economy.

Furthermore, Chemical Leasing is a business solution for sustainable chemicals management and effectively addresses the different sustainability dimensions of chemical use. The model strives for a triple win situation for the partners involved, as well as for the environment. It aims at simultaneously creating financial, environmental and human well-being, as well as increasing the efficient use of chemicals improving the overall performance of participating companies.

Chemical Leasing can be used as a modern policy instrument for the sustainable management of chemicals. The model is fully in line with SAICM, and is aligned with initiatives and concepts such as Resource-Efficiency and Cleaner Production, Green Industry, Sustainable Chemistry, and Responsible Care.

### Chemical Leasing at Glance:



Since 2004, the United Nations Industrial Development Organization (UNIDO) promotes Chemical Leasing with the direct support of the Austrian, German and Swiss Governments, supporting enterprises in introducing sustainable business practices and enhancing resource efficiency. To enhance the visibility of Chemical Leasing and to encourage companies around the world to apply performance-based business models for sustainable chemicals management, UNIDO and its partners launched the Global Chemical Leasing Award. The first Award was organized in 2010, followed by ceremonies in 2012, 2014 and 2018.

The 5th Global Chemical Leasing Award 2021 will take place at the World Conference Center in Bonn, Germany, in July 2021 during the high level segment of the ICCM-5. Co-sponsors of the Award are the Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK), the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the German Environment Agency (UBA), the Swiss Federal Office for the Environment (FOEN), and European Association of Chemical Distributors (FECC). For more details visit: [www.chemicalleasing.org](http://www.chemicalleasing.org)

## WEBINAR DESCRIPTION

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This webinar is specially tailored to anyone interested in innovative business models for sustainable chemical management, such as Chemical Leasing (including companies, SAICM focal points, representatives of governmental and non-governmental organizations, students).

**What:** The participants will be provided with an understanding of Chemical Leasing principles and practices in daily business, benefits, and a real case study (Safechem company). Furthermore, the participants will be informed about opportunities and categories of the Global Chemical Leasing Award 2021.

Active involvement of participants is highly encouraged.

The webinar comprises one module with a duration of about 1 h 15 min:

**When:** Thursday 12 November, 2020. The webinar will start at 14:30 (CEST time).

## SPEAKERS

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The highly qualified experts bring first-hand experience and detailed Chemical Leasing knowledge to the training:

-  Ms. Gabriela Eigenmann, Coordinator of UNIDO's Global Chemical Leasing Programme
-  Mr. Branko Dunjic, Director of the National Cleaner Production Centre of Serbia
-  Mr. Steffen Saecker, Business Director at SAFECHEM, Germany
-  Ms. Maria Grineva, Chemical Leasing Communication Expert, France

## REGISTRATION

Please submit your application per e-mail to Ms. Elizabeth Lagunas:

[ChemicalLeasing@unido.org](mailto:ChemicalLeasing@unido.org)

Please indicate your name, country, organization and previous experience in Chemical Leasing, if any.

**Deadline for applications is Wednesday 11, November 2020.**

## SCHEDULE

**Webinar – Thursday 12 November, 2020**

Time (PM, CEST)	Presenters	Titles	Topics
14:30	Gabriela Eigenmann	Coordinator of UNIDO's Global ChL Programme	Introduction to the webinar
14:35	Branko Dunjic	Director of the National Cleaner Production Centre of Serbia	Key elements of Chemical Leasing (unit of payments, requirements, processes, potential benefits and opportunities)
14:55	Steffen Saecker	Business Director, SAFECHEM	Chemical Leasing in practice: the business case of Safechem
15:10			Q&A (5 min)
15:15	Maria Grineva	Communication Expert	Global Chemical Leasing Award 2021, Testimonials
15:30			Quizz
15:35			Q&A (10 min)

1h  
15min

## ANNEX: TRAINERS

<b>Name</b>	<b>Gabriela Eigenmann</b>
<b>Position</b>	Industrial Development Officer and Manager of the Global Chemical Leasing Programme, Materials and Chemicals Management Division, UNIDO.
<b>Professional background</b>	Development and management of projects assisting countries in the implementation of the Minamata Convention on mercury.
<b>Focus areas</b>	Circular economy, Gold Mining and Cement sector, partnership and programmatic approaches, sustainable chemicals and waste management.
<b>Educational background</b>	Master in political science, geography and international law

<b>Name</b>	<b>Branko Dunjic</b>
<b>Position</b>	Director of the National Cleaner Production Centre of Serbia.
<b>Professional background</b>	Worked at the University of Belgrade as assistant professor, teaching polymer chemistry, and then joined the industry where he worked as R&D manager, than as a manager of one production unit. Since 2007 he is managing Cleaner Production Centre in Serbia, established in the frame of a UNIDO-sponsored project.
<b>Focus areas</b>	Process optimization, polymer design, synthesis and characterization, resource efficiency and cleaner production, green & sustainable chemistry, Chemical Leasing.
<b>Educational background</b>	PhD in chemical engineering, with specialization on polymeric materials, on Faculty of technology and Metallurgy, University of Belgrade.

<b>Name</b>	<b>Steffen Saecker</b>
<b>Position</b>	Business Director, SAFECHEM Europe GmbH.
<b>Professional background</b>	Long-standing experience in international business; development of sustainable and innovative business models for the use of chemicals; promotion of risk management and circular economy solutions for solvents in metal surface cleaning, textile cleaning, and asphalt analysis.
<b>Focus areas</b>	Global expansion of the SAFECHEM business model; continuous development of product and service innovations to drive resource efficiency; international scale-up of COMPLETE Chemical Leasing.
<b>Educational background</b>	Studied Business Economics at the University of Passau and at the Helsinki School of Economics and Business Administration in Mikkeli/Finland.

<b>Name</b>	<b>Maria Grineva</b>
<b>Position</b>	International Communication Expert on environmental projects
<b>Professional background</b>	10 years of project assistance, communication, event management and development of multi-media products for UNIDO projects, e.g. on Chemical Leasing, green chemistry, resource-efficient and cleaner production. Co-founder of Athenea International communication agency.
<b>Focus areas</b>	Partnership development, conceptualization and development of communication products and events, business planning, field/country analysis, capacity building.
<b>Educational background</b>	Master on Business Administration and degree in strategic management.

# THANKS TO OUR PARTNERS!

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