

# **The Triple P Study for the fermentation based chemical industry – a model for societal ROI**

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The Triple P study – carried out by Deloitte in collaboration with the Biorenewables Business Platform (NL) and Nova-Institute (D)- examines the societal Return on Investment in biobased chemicals and materials for the fermentation based chemical industry. The adjective “societal” is of great importance here as the study not only focuses on monetary gains – profit -, but also includes societal factors as people and planet.

The initial outcomes of the study show the monetary business case for investments in biobased chemicals and materials for the fermentation based chemical industry is challenging, but several factors can improve the business case in the medium and long term. Seed capital provided by the public sector can bridge the gap between current investments and the positive returns in the future. Investing in the form of seed capital is attractive for the public sector; the return on seed capital is good and the enabled investments in biobased chemicals and materials create both jobs and a better living environment for the people.