

## Abstract Reverdia

The presentation will review the first decade of bio-based chemicals and how to get ready for the next one. Commercializing bio-based chemicals has proven to be a significant challenge so far. Initial expectations of 10 years ago needed to be adapted. Still, it is an attractive area for business growth and it will fundamentally change the chemical industry as we know it. What can be learned from the Reverdia story? What is the best go-to-market strategy? What works? What mistakes to avoid? Is “green” really a proposition? How should bio-based and circular go hand in hand? What does it take to move successfully into the next decade?