



GERMAN PILOT STUDY QUALITY CRITERIA FOR CHEMICAL LEASING – A BUSINESS MODEL FOR SUSTAINABLE CHEMISTRY

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Chemicals play a vital role in day-to-day life of industrialised societies and some have negative impacts on human health and the environment. We can only deal with the most hazardous substances with the instruments of environmental policy (such as bans, restrictions). For all other substances we need voluntary measures, new philosophies or other incentives to guarantee an ecological sound life cycle.

One incentive in this direction are new business models that encourage marketing options with respect to the environmental focus. Chemical leasing (ChL) is a service-oriented business model that shifts the focus from the amount of chemical sold to its most effective use. In ChL customers pay for the benefit obtained by using a chemical and not for the chemical itself. The application of ChL models provide win-win-situations for economic and environmental benefits as well.

In 2007 Germany initiated a pilot study on ChL with the objective to analyse for which branches in Germany ChL is most attractive and characterise quality criteria for human health and the environment. An important aspect is that pilot projects are initiated and evaluated to make results more reliable in regard to what is viable. Another goal is to provide recommendation on instruments to facilitate and communicate ChL on national and international level for possible users. The study design and first results of the study will be presented.