

The background of the entire slide is a photograph of a busy street market. The scene is filled with people, many wearing winter clothing like coats and hats. In the upper left, there are several signs: a red one with "五正 羊肉" (Wu Zheng Lamb Meat) and a yellow one with "汤团" (Tang Yuan). Red lanterns are hanging from the buildings. The overall atmosphere is vibrant and bustling.

# INTEGRATED SCIENCE AND COLLABORATION BRINGS INNOVATION

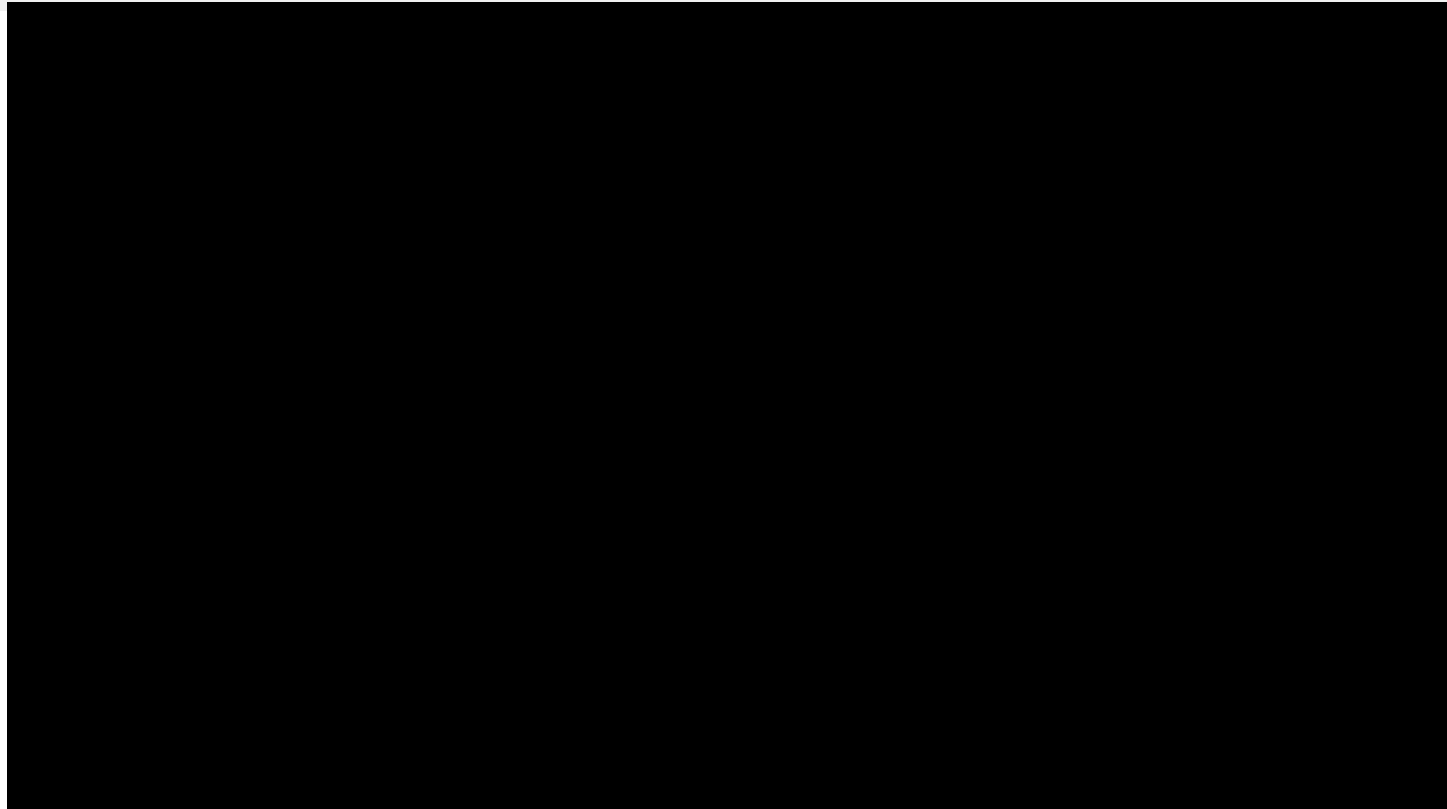
Gilles Mur | 27-28 October 2014

# Our Purpose

## DuPont is a Science Company

We work collaboratively to find sustainable, innovative, market-driven solutions to solve some of the world's biggest challenges, making lives better, safer, and healthier for people everywhere.

**Play video**




# LET'S BE PART OF A COMMUNITY OF SOLVERS. SOLVE

Welcome to The Global Collaboratory.™

# Industrial Biosciences Business

*Three biobased segments, serving a diverse set of customers*

 <b>Bioactives</b>	Enzymes Proteins Peptides	Food, beverages, feed, detergents, personal care, textiles
	PRODUCTS	END USE MARKETS

 <b>Biomaterials</b>	Biochemicals Biomaterials	Carpet, apparel, automotive
	PRODUCTS	END USE MARKETS

 <b>Biorefineries</b>	Bioprocessing aids Biofuel technology	Carbohydrates, ethanol, butanol,
	PRODUCTS	END USE MARKETS



## Key Capabilities

Microbiology  
Protein and metabolic  
engineering  
Enzyme design  
Fermentation  
Biochemistry  
Bioprocessing  
Polymer science

*Applying the power of biotechnology, DuPont™ Genencor® Science brings together a broad set of scientific fields to create disruptive technologies and transform markets.*



# Applying bioscience to help solve industry challenges



DELIVERING  
OUTSTANDING  
CLEANING  
PERFORMANCE

- PREFERENZ™ enzymes for cold water laundry cleaning



GREENING  
THE VALUE  
CHAIN

- PrimaGreen® high quality and eco-friendly textiles treatment

# CONSUMER TRENDS DRIVE OUR INNOVATION





# CONSUMER TRENDS IN HOUSEHOLD CARE INDUSTRY

**New Value Equation**

**Convenience is King**

**Inspiring Experiences**

**Clean and Green**



# CONSUMER TRENDS IN HOUSEHOLD CARE INDUSTRY

**New Value Equation**

**CLEANING PERFORMANCE**

**Convenience is King**

**MULTI BENEFIT**

**SENSORY ENHANCEMENT**

**BETTER VALUE**

**Inspiring Experiences**

**Clean and Green**

## Laundry Solutions: Clean meets Green



- Enzymes
  - » are efficient stain removers
  - » are gentle on clothing
  - » replace traditional chemical ingredients with biodegradable alternatives
  - » perform at ambient water temperatures
- Deliver clean clothes and energy savings



# PROTECTION

Safeguarding life and the environment.





# The 30 for 30 laundry challenge

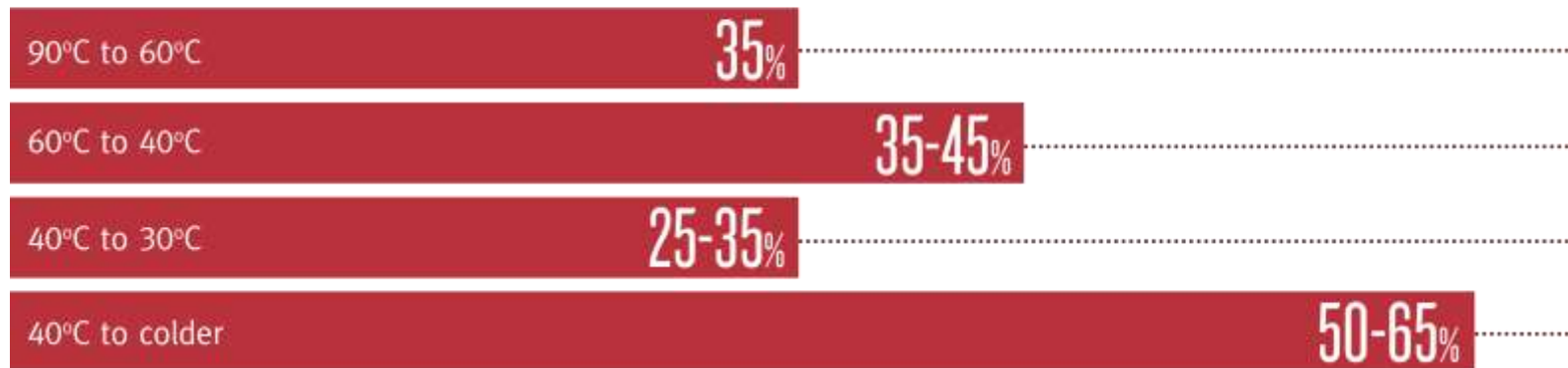
- As a community, we need to lower our energy usage to protect our planet.
- We want to change the laundry habits of people across Europe to become more sustainable, supporting the wider work of AISE.
- This is why we've developed the 30 for 30 laundry challenge.



## A small change to help make a big difference

- If everybody simply switches to 30°C we'll save a huge amount of energy – and show the world our commitment to the environment.
- Here are some examples of how much energy can be saved by doing laundry differently.

### ENERGY SAVED BY WASHING AT DIFFERENT TEMPERATURES



# Internal Collaboration to drive a change in consumers habits

## Consumer panel survey

**DUPONT INDUSTRIAL BIOSCIENCES**

**FABRIC & HOUSEHOLD CARE**

CONSUMER TRENDS | PRODUCTS | NEWS | CONTACT US

**30 FOR 30 LAUNDRY CHALLENGE**

Why Wash at 30°C?  
 Extra Behind Cleaner Clothes  
 Laundry Habits Survey - 4/10/14  
 Log Your Wash - ARCHIVE

**30 FOR 30 LAUNDRY CHALLENGE**

30°C  
 LONG LIFE CLOTHES  
 30 DAYS  
 SAVE THE PLANET  
 SAVES YOU MONEY

**Laundry Habits Consumer Survey**

Help us develop valuable consumer insights by giving us a sneak peak into your laundry world!

Consumer habits are a major driver in the fast-changing laundry detergent market. By having consumer insights at the heart of our product development strategy, we are able to develop a range of products, applications and capabilities that are tailored around real consumer needs. This works to strengthen our relationship with direct customers and out-perform the competition.

Although doing laundry is not fun or glamorous, we are really interested in learning more about your likes and dislikes when doing laundry. Please help us by spending 10 minutes to give us a sneak peak into your laundry world!

For even more incentive, you may also provide your contact details at the end of the survey to be entered to win one of three 30 for 30 Laundry Challenge Gift Packs.

**START SURVEY NOW**

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Engaging the employees to act for a sustainable change

## Tips and tricks for washing

**DUPONT INDUSTRIAL BIOSCIENCES**

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**30 for 30 Laundry Challenge**

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**30 FOR 30 LAUNDRY CHALLENGE**

30°C  
 LONG LIFE CLOTHES  
 30 DAYS  
 SAVE THE PLANET  
 SAVES YOU MONEY

**Sustainable and Hygienic**

The facts about washing at 30°C

We know that washing at 30°C is better for the environment. There is however a misconception that washing at 30°C is not hygienic. Latest temperature washing can be effective in removing resistant germs and avoiding a hygiene risk.

If you are washing sensitive items, 30°C should provide the results you need. Only when you are washing industrial use clothing and those that are heavily soiled is it recommended you wash at 60°C.

**GreenMark** The marks that are right to help you sort your washing – and the content about being on the 30 for 30 Laundry Challenge.

**A GUIDE TO WASHING CLOTHES AT LOWER TEMPERATURES**

Low temperature washing

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**THE SCIENCE BEHIND CLEANER CLOTHES**

What if I get the dirt out at 30...why don't you?

Can't I believe it's 30?

**THIS WEEK'S POLL:**

Will you be changing your laundry routine following the 30 for 30 Laundry Challenge?

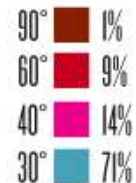
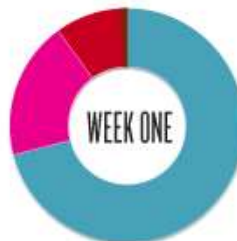
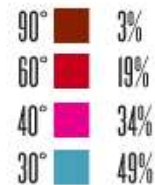
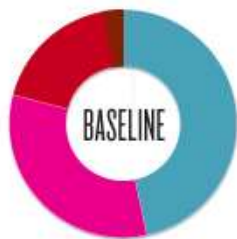
Helpful Links



## Results of the internal collaboration campaign to drive a change to sustainable washing habits

- Nearly 600 people participated in the challenge
- Almost 200 people filled in the consumer panel survey

### CHANGE IN WASH TEMPERATURES:



AVERAGE WASH TEMPERATURE  
BEFORE CAMPAIGN: **39.5° C**

AVERAGE WASH TEMPERATURE  
AFTER WEEK ONE: **35.4° C**

# Enzymatic Textile Processing

- Enzymes
  - » Are biodegradable
  - » Are made from renewable resources
  - » Work under gentler and safer processing conditions
- Reduce the use of energy, water, chemicals, and fabric damage



## PROTECTION + ENERGY

Safeguarding life and the environment.

# DuPont™ PrimaGreen® Handle With Care





ENVIRONMENTAL FOOTPRINT

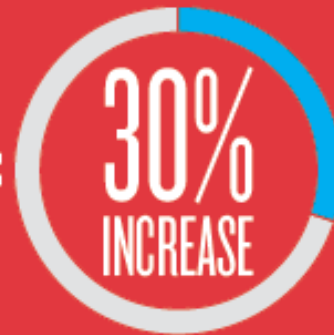
0.75 > 0.55 =  
IN 2006 IN 2012



(55 CUBIC METERS OF WATER LESS PER TON OF FABRIC PRODUCED)

PRODUCTION

3,380 > 4,409 =  
TONS IN 2006 TONS IN 2012

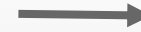


# Creating World-Changing Solutions for a Biobased Society

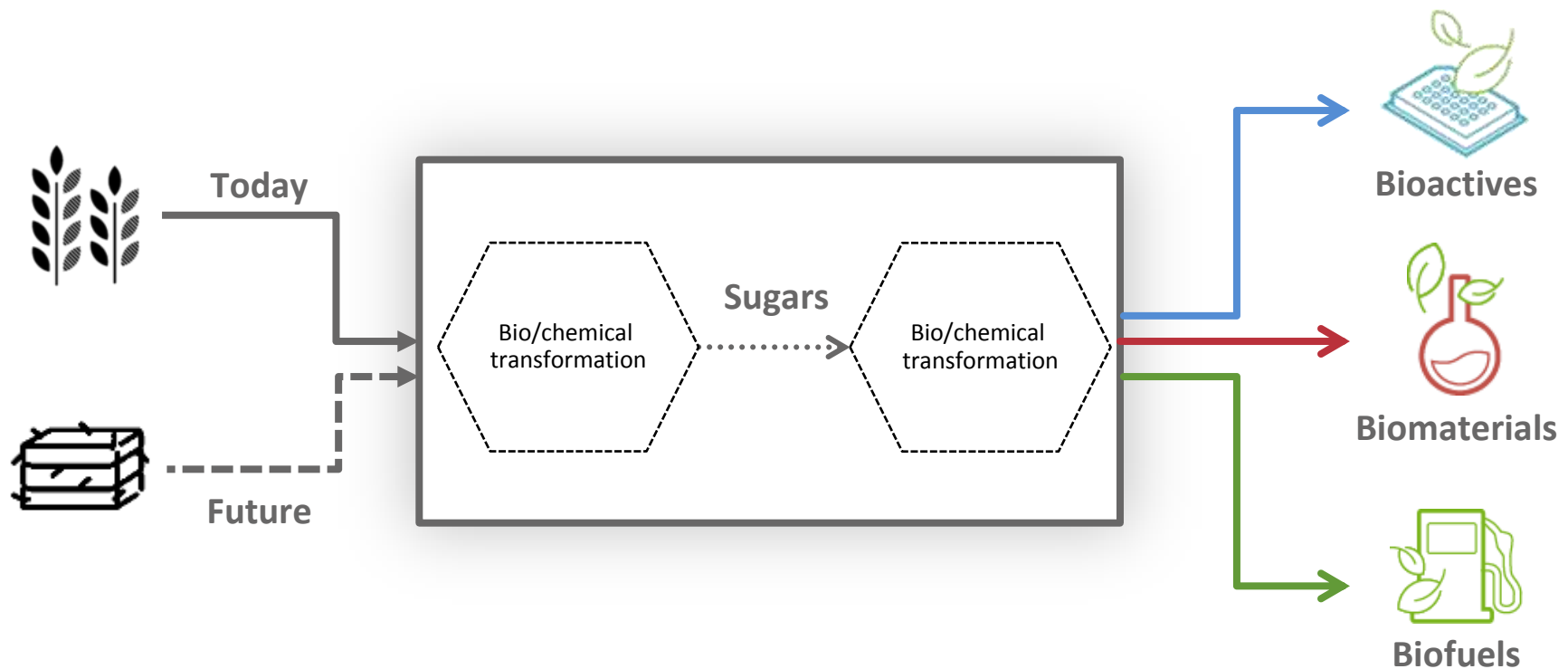
Agricultural  
Carbon Sources



Conversion



Biobased Products



WE'RE SOLVING THE WORLD'S GREATEST CHALLENGES

# TOGETHER


Our approach to a biobased economy:

INNOVATION

COLLABORATION

INVESTMENT

WELCOME TO  
THE GLOBAL  
COLLABORATORY



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DuPont feed additives are traded under the name Danisco Animal Nutrition