

REINVENT results brief

Deliverable 7.5

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Introduction

The aim of REINVENT results brief is to provide a snapshot of insights from REINVENT for its three key stakeholder groups – policy-makers and governance actors, the industry and the scientific community (see D7.2). It is also written to be accessible to those without a deep knowledge on decarbonisation. Via its design as a snapshot, the brief aims to raise curiosity in the reader whilst providing them with key information, and indicating where more can be learned.

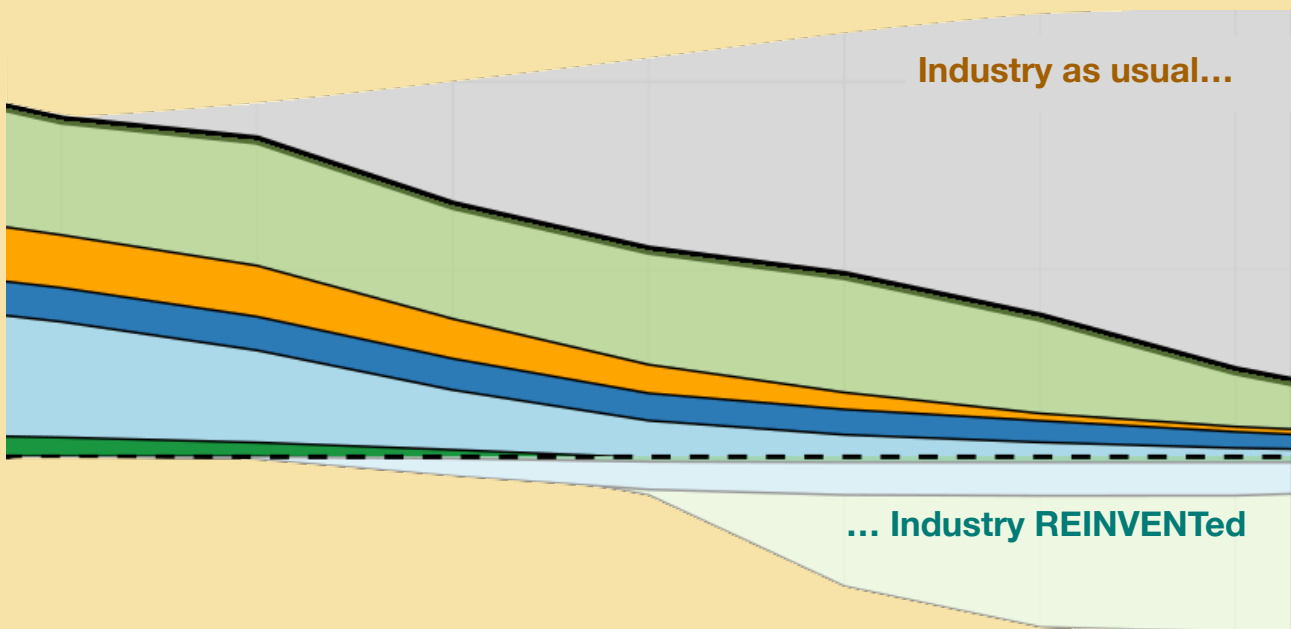
The results brief consists of four pages. The front and back covers bring attention to industry decarbonisation by clearly articulating the problem, REINVENT's vision and also sharing interesting facts about REINVENT's sectors. The back cover contains click-through links that take to relevant pages on REINVENT's Decarbonisation Portal (D6.3).

The main two pages (united by the same background image) give a glimpse of REINVENT's insights for each of the three stakeholder groups, in bulleted lists. On these pages, there is also a box that would take readers to the relevant sections on the project's website. These are: documentation & publications, policy briefs (D5.4, D6.4), Decarbonisation Portal (D6.3) and the Rough Planet Guide to Zero-carbon Europe (D6.6).

The results brief allows for three levels of engagement. The short 4-page document is the first level, which gives a snapshot of the project. The links to dissemination materials on the website (Policy briefs, Decarbonisation Portal, the Rough Planet Guide to Zero-carbon Europe) offer the second level, where readers can learn more about the issues they are interested in. These dissemination materials are designed to be reader-friendly and accessible. The first and second levels of engagement open for the third and deeper third level, where readers can engage with insights from REINVENT further by reading specific deliverables and publications.

The results brief will be available online on REINVENT's website, and also printed (in A5 format). The rest of the document contains the latest version of the results brief, which may be further amended to optimise content and design. The latter will go through professional layout support.

Make Zero Emissions Happen. REINVENT.



Industry is the fastest growing source of emissions. This development must change. Reaching zero emissions for industry is necessary, urgent and possible.

REINVENT knows how

Our extensive research shows that there are opportunities for decarbonisation across the value chains of steel, plastic, paper, meat & dairy that are not yet being realised.

Innovations need to be replicated and embedded into our economies to transform societies. They need not just be technological breakthroughs, but new ways of living a zero emissions life.

HOW CAN WE MAKE ZERO EMISSIONS...

... A REALITY?

Policy needs to

- Provide **directionality**, taking into account the whole economy and value chains
- Set goals that **require action** from industry, across the value chain, from production to consumption
- Recognise that **difficult choices** need to be made
- Lead the development of markets for **new green products and services** using zero-carbon materials
- Require **design for materials efficiency and circularity** throughout value chains
- Ensure not only 'green finance' but for **finance to be green**

Industry needs to

- Adopt and enforce **targets across its supply chains** that are in line with the Paris Agreement
- Make **no new investments that rely on fossil fuels**, whether for feedstock or energy
- Extend knowledge bases and **collaborations into new sectors** and domains
- Support and invest in **electrification based on renewable energy**
- **Reduce demand for energy and materials**, throughout the lifecycle of products
- Go beyond energy efficiency and **embrace circularity**

Research needs to

- **Imagine the future** of production and consumption in new ways – what is needed in our lives in 2050 and why
- Scrutinise a **larger ensemble of decarbonisation scenarios**, including technological and non-technological solutions
- **Develop modelling approaches** to take into account trends of shifting demand and circular economy
- Explore the potential of **technological innovations beyond technological feasibility** and examine their political, financial and cultural futures
- Investigate **how demand for material use can be reduced** whilst maintaining diverse forms of the good life
- Understand why **resistance to change** emerges and how the **power of movements** can be harnessed

REINVENTING decarbonisation

Research insights

Open access documentation & publications

Decarbonisation portal

Everything you wanted to know in 15 questions

Policy recommendations

Guidance for policy-makers and governance actors

Imagine decarbonised future

Visit the fictional city of Notterdam in 2045

Did you know?

- The use of **plastics** has grown quicker than any other material since 1970.
- **Paper** is not just paper but can be transformed into clothes and (soon) even bottles.
- **Steel** recycling only needs one eighth the energy of primary production.
- **Meat & dairy** consumption needs to be reduced but not eliminated for deep decarbonised and healthy diets.
- **Investment** into decarbonisation is still limited and is mostly directed towards renewable energy.

CONTACT

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MORE INFORMATION

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PBL Netherlands Environmental
Assessment Agency



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