

# Press release

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**REINVENT decarbonisation – four years of research by five leading European institutions shows that reaching zero emissions is both necessary and possible. For this to happen, innovations need to be embedded into economies and societies.**

The global pandemic is a key challenge for societies across the world, reshaping how we live, work, and organise. Climate emergency, however, is as pertinent as ever, and was also marked by troubling events and new records this year. The economic stimulus provided in response to the pandemic now gives an opportunity to accelerate the decarbonisation of society through green recovery plans aimed at reaching net zero emissions. The pandemic has also made visible the malleability of modern lifestyles and economies, lessons from which can be important for making decarbonisation a reality.

REINVENT focused on some of the highest emitting sectors – plastics, pulp & paper, steel, and food – which have not received much attention so far. We researched their whole value chains, also paying attention to such important aspects as consumption, finance, the possibility of new cross-sectoral collaboration, how we can imagine our zero-carbon future, and the pathways for getting there.

The results show the need for broad and sequential strategies including changes in consumption, improved materials efficiency, and electrification of primary materials production. The project has identified a need for industry actors to adopt and enforce targets across its supply chains that are in line with the Paris Agreement, for policymakers to require design for materials efficiency and circularity throughout value chains, and for researchers to scrutinise a larger ensemble of decarbonisation scenarios, including technological and non-technological solutions. More key findings from the project are summarised in the attached results brief.

REINVENT was a Horizon 2020 project supported by the European Commission running from December 2016 to November 2020. The project aimed to address industry decarbonisation and gathered a team of more than 30 scholars. Led by Lund University (Sweden), it also involved Durham University (UK), Utrecht University (Netherlands), PBL (Netherlands) and Wuppertal Institute (Germany).

This work has resulted in the following:

- [The Rough Planet Guide to Notterdam](#) – a fictional guide to zero-carbon future
- [Decarbonisation portal](#) – all you wanted to know about decarbonisations in 15 questions (e.g. *Can we live about plastics?, Is the industry ready for change?, Would circular economy approaches secure a way forward?*)
- [Multiple scientific publications](#)
- [Policy briefs](#)
- *Decarbonising economies* – A book on decarbonisation to be published by Cambridge Elements

For more information and interviews please contact:

**Lars J Nilsson** (project coordinator)

**Harriet Bulkeley** (leader of the work on consumption and finance)

**Johannes Stripple** (leader of the work on imagining zero-carbon futures)

# Note

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The press release will be posted on the REINVENT website. With the support of the Communication team at Lund University, it will be sent to relevant media outlets, complemented by the results brief (D7.5). The content may thus be amended for this purpose.