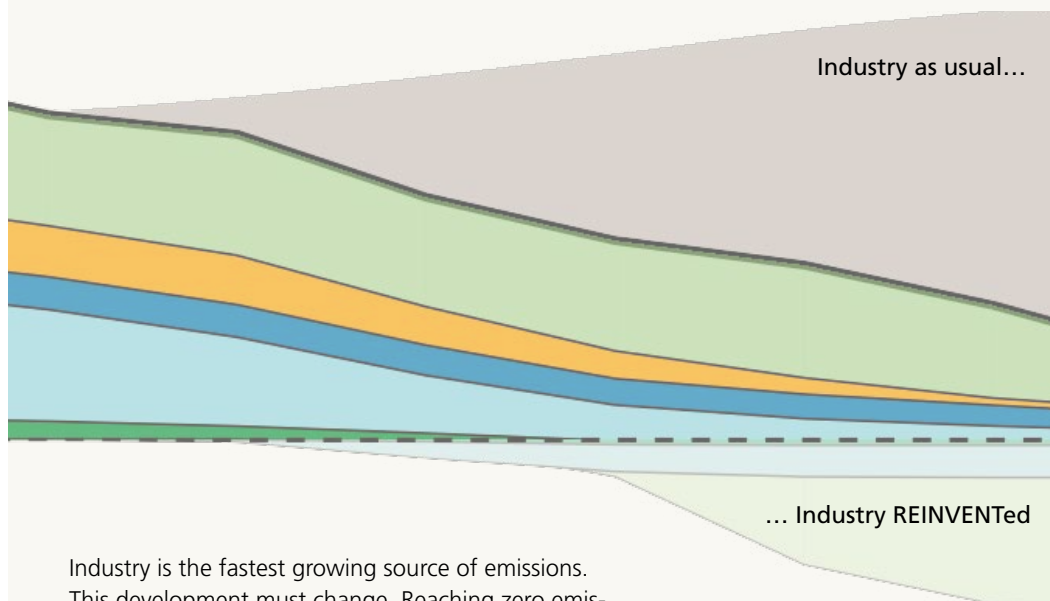


Make Zero Emissions Happen: REINVENT



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...

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**

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**



... a reality?

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

REINVENTing decarbonisation

FIND OUT MORE ON REINVENT-PROJECT.EU

Research insights

- Open access documentation & publications

Decarbonisation portal

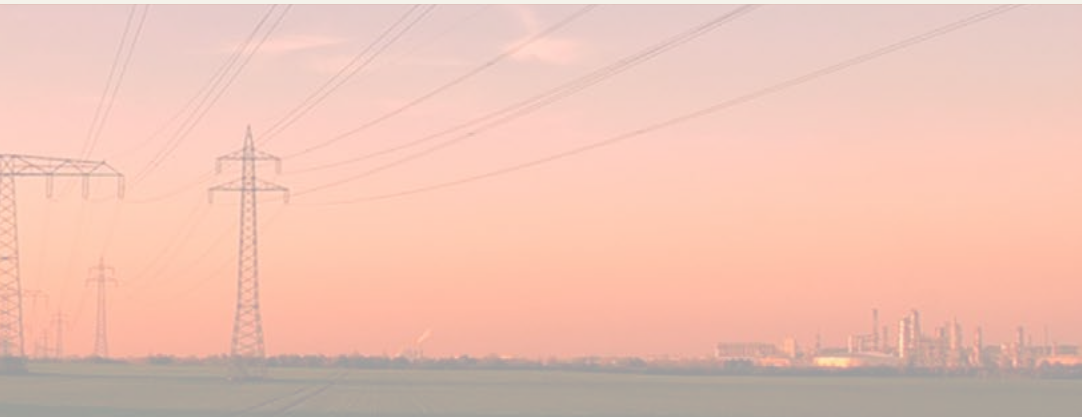
- Everything you wanted to know in 15 questions

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.



LUND UNIVERSITY



Utrecht University



PBL Netherlands Environmental Assessment Agency



Durham University



Wuppertal Institut



MORE INFORMATION

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Website: reinvent-project.eu

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