

# Sustainability

## The view from a leading distributor of specialty chemicals

Innovative approaches driving eco-friendly chemical distribution

Chiara Baiocco | Lube Day 2025



# Chiara Baiocco



## A brief introduction

- Master's degree in Chemistry
- Joined IMCD L&E team in 2023
- Sales Manager in Lubricants & Energy and Home Care and I&I
- Product Manager & International Product Manager
- Sustainability Ambassador for L&E.



## We are IMCD

IMCD is a leading global partner for the distribution and formulation of speciality chemicals and ingredients.

- Adaptable business model driving simplification for our partners
- Formulatory and solutions provider
- Comprehensive and complementary specialty portfolio
- Global footprint with local expertise
- Listed on the Amsterdam Stock Exchange, and included in the AEX Index and AEX ESG Index



# Our workforce

## Key figures 2024



**5,126**

Professionals



**60+%**

In **supplier- or customer-facing** role



**54%**

Women, including **45% in senior** management

# Our commitment

**Since 2014**

Participation to ICCA Responsible Care and Responsible Distribution Programmes



**Since 2015**

Member of Roundtable of Sustainable Palm Oil



**Since 2018**

EcoVadis Gold Rating.  
Now Platinum since 2025



**Since 2022**

Commitment to UNGC' Ss Sustainable Development Goals



**Since 2022**

Participation to TfS programme for sustainable chemical supply chains



**Since 2025**

SBTi Near-term targets commitment



## A destination and a journey

**Sustainability** is about meeting the needs of the **present**, **without compromising** the ability of **future generations** to meet their own needs.

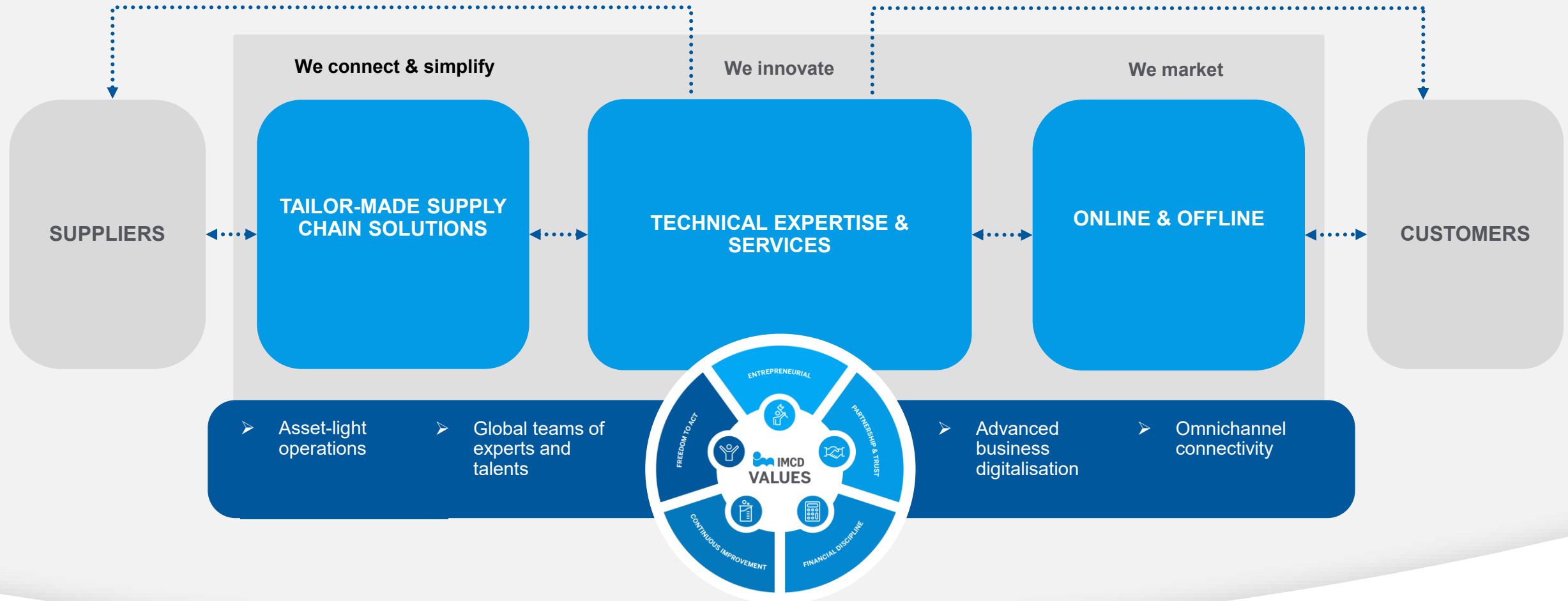
*(United Nations Brundtland Commission, 1987)*

# Sustainability as a core strategy

- Sustainability is key to competitiveness, technology innovation, and industrial responsibility in chemical distribution.
- **Regulatory Pressures:** European regulations like the Green Deal and Fit for 55 set new environmental standards for industries.
- **Global Competitiveness Factors:** Energy costs, raw material availability, and clean technology investments influence industrial competitiveness globally.
- **Role of Chemical Industry:** The chemical sector is crucial for sustainable innovations across multiple industries like energy and mobility.
- **Specialized Distribution Importance:** Specialized distribution channels support access to innovations essential for industrial efficiency and sustainability
- Effective energy transition requires **collaboration among all actors** in the chemical supply chain.

# Our business model

A leading partner for the distribution and formulation of specialty chemicals and ingredients



# Operationalising the sustainability strategy

## Why?

To create a world of opportunity for a sustainable future for our principals, customers, employees and the communities we touch

## What?

Our four pillars towards sustainable growth:

- **People**
- **Planet**
- **Prosperity**
- **Governance**

## How?

SMART goals

Co-innovation for sustainability  
Influence through relationship  
Data Collection and Transparency  
Track progress and continuous improvement



'Sustainable Solutions' programme



Logistic decarbonisation



Safe handling & distribution



Talent attraction, retention & development



Diversity, equity & inclusion



Ethics & compliance

# IMCD uses the ESG Framework

**ESG = Environmental, Social, and Governance**  
Three factors used to assess how sustainable and ethical a company is

## Environmental (E):



*Climate change*



*Resource efficiency*



*Biodiversity protection*

## Social (S):



*Employee relations*



*Community engagement*



*Diversity & inclusion*

## Governance (G):



*Board structure and independence*



*Executive compensation*



*Ethical business practices*



# Sustainable innovation in Lubricants



## Decarbonization and Electrification

- New thermal dissipation and chemical compatibility needs arise from decarbonization and electrification trends in lubricants.



## Energy Efficiency Improvements

- Reducing losses and increasing energy efficiency in lubricants significantly impacts overall sustainability performance.



## Bio-based and Synthetic Additives

- Adoption of bio-based and synthetic lubricant bases and additives reduces environmental impact without compromising performance.



## Collaborative Technical Support

- IMCD supports formulators with labs and expertise for developing ESG-compliant, sustainable lubricant products.

# IMCD 'Sustainable Solutions' Programme

Leading the way in value creation

## 1. Identify sustainable product characteristics

- Structured & scientific approach
- Industry specific criteria & flexibility

Products



Lab activities



## 2. Sustainability focus within labs'

- Sustainability intention & outcome tracking
- Technical calculations, thresholds & targets

- Defined marketing campaign types & structure
- Targets and monitoring on sustainability campaigns

## 3. Promote 'Sustainable Solutions

Marketing



Risk & opportunity



- Assess risks & opportunities driven by regulations & social pressure
- Leveraging industry expertise & setting commercial action plans

## 4. Long-term portfolio management

# Sustainable Solutions – L&E categories

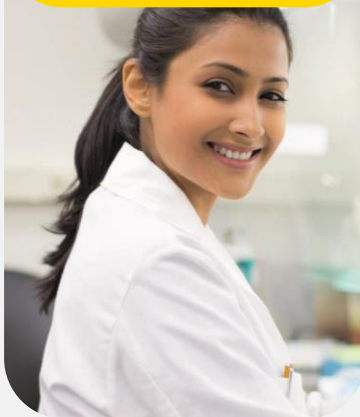
- Category Headings to reflect the relevant UNSDG
- Provide easily searchable terms to guide customers to relevant sustainable products
- Provide information and backup data on products to prevent Greenwashing.

## Productivity & Energy



Process improvement, increased raw material efficiency index, reduced energy consumption

## People, Health & Safety



Non-bioaccumulative, non-toxic, non-hazardous, highly water soluble, SVHC, CMR, PBT, vPvB replacement

## Durability & Maintenance



Extends in-use lifetime. Reducing need for equipment maintenance, longer time to first maintenance

## Circular & Renewable



Biobased, biodegradable (OECD 301 – 310), from renewable source, recyclability or sustainably certified (eg ISCC), LuSc list

## Material Efficiency & Innovation



Biotechnological processes, performance improvement, using less ingredients

## Emissions, Waste & Resources



Raw materials that enable less use of scarce natural resources such as land or water. Proven reduction in carbon footprint cradle to grave/gate

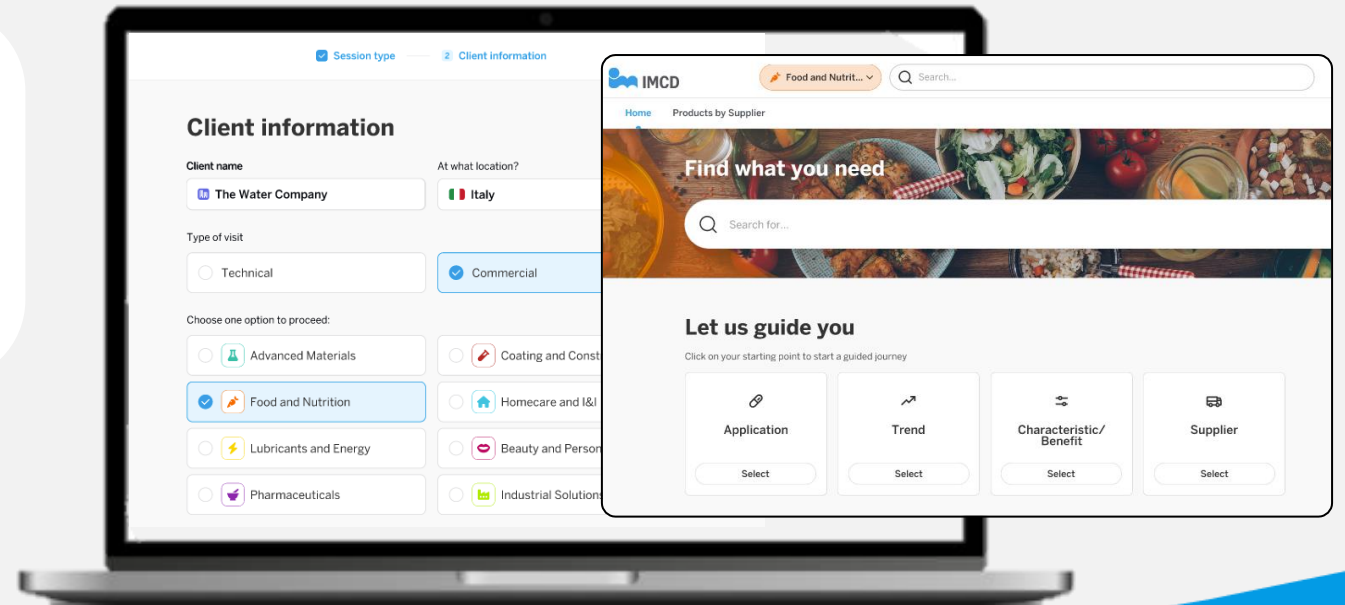
# IMCD SalesAssistant supporting our commercial team to accelerate growth

**“Right hand” support**

for IMCD’s commercial team

**Global 24/7 access**

to IMCD product library, content and services



**Product suggestions** that match the needs of the customer e.g., application or characteristics



**Alternative products** with similar characteristic to tailor to exact requirements



**Trends and content** relevant to each customer



**Order history** with complementary product suggestions

# MyIMCD providing a seamless online customer experience

Global web-to-portal driving omnichannel connectivity

## Website migration

**+449%**

Traffic increase YOY  
(May-Jul '23 vs '24)



## MyIMCD adoption

**28,000+**

Active users

across **35+** countries



**Inspirational**  
content with  
new formulatory  
advice



**Intelligent**  
search to  
explore and  
filter



**SEO** (search  
engine  
optimization)



**Online**  
customer  
service &  
support



**Digital business**  
overviews &  
tracking

# Continuing to push the boundaries through AI for a future-ready IMCD



## Predictive analytics

Using AI to **anticipate** market **trends** and customer **needs**



## Intelligent automation

Enhancing efficiency through **AI-powered** digital workflows



## Smart data insights

Leveraging AI to **optimise** product **recommendations** and sales **strategies**

- **Faster, data-driven** decision-making
- Improved **customer engagement** through AI-powered insights
- **Optimised operational efficiency** with AI-enhanced processes

# Sustainability as a business approach

- **Commitment to Sustainability:** Sustainability is not a goal but a fundamental way of conducting business for lasting impact. It's a core business philosophy requiring consistency, innovation, and collaboration in operations.
- **Role of Specialized Chemistry Distributors:** Distributors facilitate progress and support a fair energy transition benefiting environment, economy, and society.
- **Innovation and Call to Action:** All stakeholders are encouraged to reinvent chemistry as a positive force through coherence, innovation, and partnership.
- **Aligning Technology with Responsibility:** Aligning technological advancement with environmental responsibility creates a sustainable and competitive world.





We aspire to be a **force of influence**, helping grow  
a **world of opportunity** into a **sustainable future**.

Find us on:



# Thank you!

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