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I'm green™ PE: Paving the way for sustainable plastics.

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This lecture intends to introduce Braskem's sugar cane based polyethylene. Polyethylene derived from sugarcane based ethanol, produced in the center south region of Brazil, has a negative carbon footprint, meaning that from cradle to factory gate, the biobased PE captures more carbon from the atmosphere than its production chain releases. The development of a traditional polymer that is recyclable and from renewable resources represents a step forward towards a bio-circular economy. Other important aspects such as sustainable sourcing, land use issues and some examples of applications will be shown. Finally, a glance to Braskem's R&D programs in the renewable chemicals field will be shared.

Biography

Mr. Martin Clemesha graduated as a materials science engineer at the Polytechnic School of São Paulo University in 2001 and has a post-graduation degree in Packaging Engineering. Along his 15 years carrier, he has provided technical support to Customers in several segments in Brazil, South America and Europe. As market development engineer, he worked on projects involving the replacement of traditional materials in the paint packaging and medical packaging industries. Today in a more commercial role, his aim is to serve current customers and open new opportunities for Braskem's I'm GreenTM polyethylene in Europe.

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