

Cultivating Sustainability: Unraveling Europe's Agrochemical Industry Transformation

THE BARRIERS AND DRIVERS TOWARD A SUSTAINABLE TRANSITION

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1 The Actuality of the Topic

- Estimated 9.7 billion people on the planet by 2050
- Increase in food production by 60% necessary
- 64% of agricultural land endangered by pesticides
- EU Legislation - Sustainable use of pesticides
"Reduce by 50% the use & the risk of chemical pesticides as well as the use of the more hazardous pesticides by 2030"

What are the Barriers and Drivers toward a Sustainable Transition in the Agrochemical Industry in Europe?

4 Results

Identifying factors facilitating or hampering the transition of the agrochemical industry in Europe.

- Barriers**
- Economical
 - Innovation
 - Legal
 - Supply Chain

- Drivers**
- Economical
 - Innovation
 - Legal
 - Supply Chain
 - Technological
 - Social

2 Literature Review

Definition: Sustainable Transition

"A long-term, multi-faceted & fundamental transformation processes that enable established socio-technical systems aiming to change the patterns of production and consumption in favour of more sustainable practices"

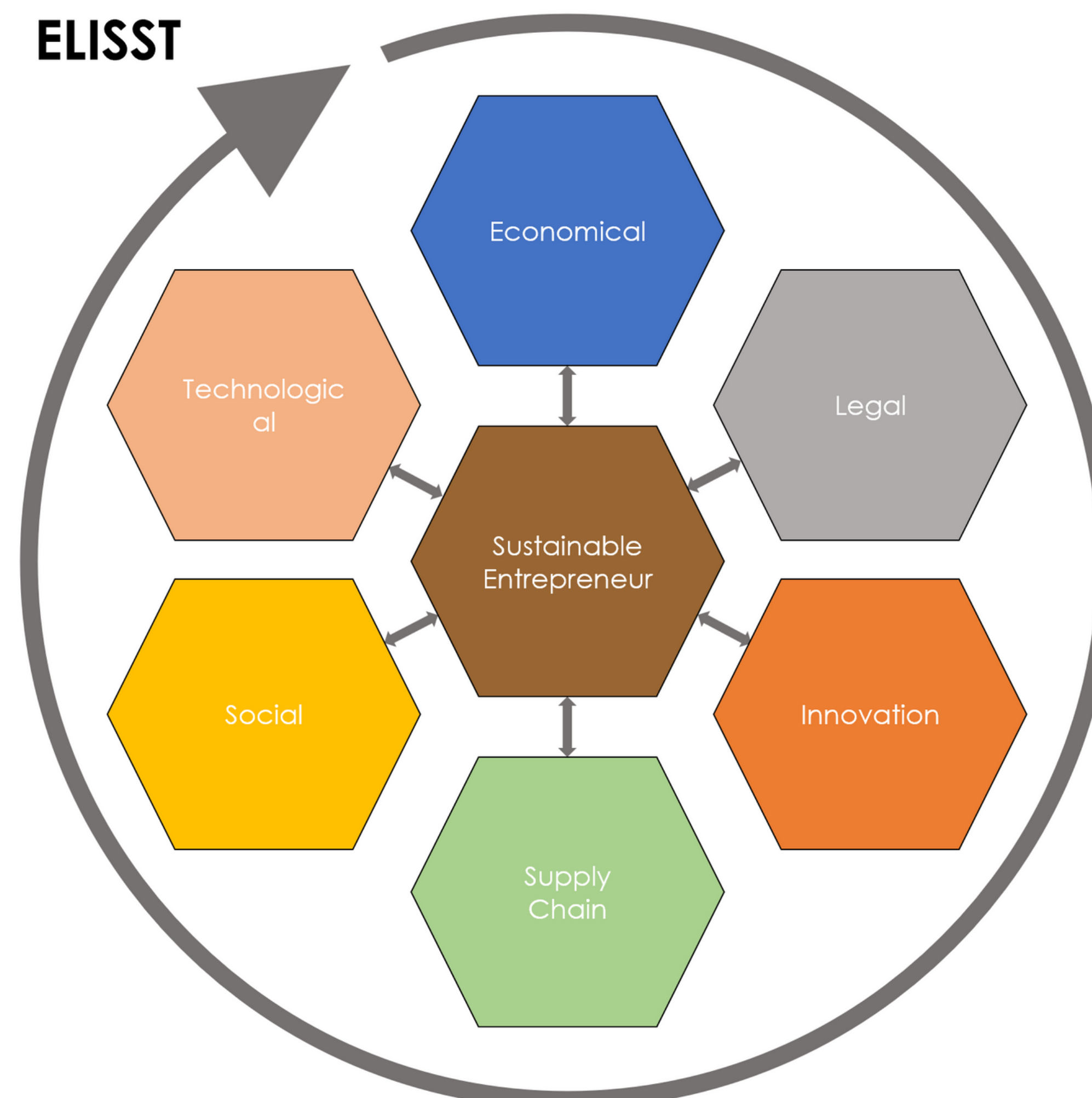
PESTLE Analysis

Barriers & Drivers

- Political and Legal
- Economical
- Innovation and Technology
- Soical
- Environmental

Sustainable Entrepreneur

5 Discussion



3 Methodology

Abductive Approach

Enrich theory & offer recommendations for practitioners.

Qualitative study approach

Exploring complex phenomena by examining subjective experiences, perspectives, and meanings

Semi-structured interviews

In-depth insights from the agrochemical industry

Expert-enhanced case study

Data Gathering and Analysis

The Coding Tree is established through an iterative process examining the existing literature and the practical insights acquired from interviews.

6 Conclusion

Internal Strategies:

- Increase research & development of innovative alternatives
- Implement sustainable strategies throughout all processes

External Strategies:

- Influence processes that impact the industry
- Build alliances & collaborate to influence regulations

Sustainable Expert:

Include a dedicated expert to improve the company's environmental impact

Future Research:

- Conduct larger-scale research
- Particularly utilizing a quantitative approach