We Made History Today

Grenadier – A 4x4 Built on Purpose

Innovators not Imitators

Rule Britannia

Issue 18. 2019
NO ONE COULD ACCUSE INEOS OF EVER BEING AFRAID OF CHANGE

Since its birth 20 years ago, the business has been evolving at an astonishing rate, thanks to a desire and willingness to travel and an innovative approach to every problem it has ever faced.

And it’s an approach that extends to everything it touches – be it chemicals, oil manufacturing, football, sailing, running, retail, safety, plastic waste in Africa, or the plight of the Atlantic salmon in Iceland.

In this edition of INCH, we look at some of those areas where that innovative approach makes a huge difference.

We show how INEOS is investing in new and revolutionary technologies, processes and partnerships to help create a circular economy.

We look too at those who have been inspiring INEOS:

Eliud Kipchoge. The fastest man on earth who has made history by running a marathon in under two hours.

Rhys Jones. A mountaineer with vital lessons on safety.

Ben Ainslie. A five-times Olympian who’s still hungry for victory.

And the Atlantic salmon. A fish which has to overcome so much to survive.

Over the years INEOS has found its winning formula. It knows what works and what doesn’t.

That said, it is still not afraid to take risks. It just learns from them. Quickly.
A 4X4 BUILT ON PURPOSE - AN UNCOMPROMISING OFF-ROADER THAT WORKS FOR THE WORLD.
The Grenadier is being designed to withstand the toughest conditions in the world. For the past 12 months, the development team has been running a chassis and suspension “mule” to test the durability of these critical components. And so far it is faring well.

The team have been trying their hardest to find The Grenadier’s weak spots – for months. “Believe me, we’re looking for them,” said Alex. In fact, they have been pushing The Grenadier, INEOS’ no frills 4x4, to the extreme. It has already covered several thousand kilometres on and off-road.

Most of the tests have been carried out at Austria’s Graz Magna proving grounds – a favoured place to test military trucks and tanks.

“It was the ideal environment for us because we were able to push the vehicle beyond expectations,” he said.

The prototype has also been put through its paces at Germany’s Boxberg testing ground, which is used by all major European car manufacturers.

Its most recent test took it to the 4,593ft summit of Austria’s Schoeckl Mountain, which is seen as the place where 4x4s can let themselves go as they tackle the punishing climb over sharp limestone rocks to the top.

“Historically it has been used by Daimler for the G-class,” said Alex. “But The Grenadier handled it extremely well.”

“IT WILL BE A WORKING TOOL TO GET THE JOB DONE. NO FRILLS. NO FUSS.”

Dirk Helmmann, CEO INEOS Automotive

The new manufacturing plant is being built on a 14-acre plot of land close to Ford Bridgend’s 40-year-old plant, which is due to close in 2020, with the loss of 1,700 jobs.

Production of The Grenadier – named after a poll of INEOS Automotive’s online followers – is expected to create up to 500 jobs.

Key parts for the 4x4, including the body and chassis, will be built at a second sub-assembly factory in Estarreja, Portugal, before being brought to Bridgend for assembly.

BMW will supply the engines, and another German company, MTech, a former subsidiary of Mercedes Benz, has been awarded the engineering contract.

The Grenadier has been described as the spiritual successor to the Land Rover Defender, which ceased production in January 2016.

“That left a serious hole in the marketplace and we are going to plug that gap,” said Jim.

The Grenadier will be rugged, capable, durable and functional – and easy to repair in a field.

“It will be a working tool to get the job done,” said Dirk Helmmann, CEO INEOS Automotive. “No frills. No fuss.”
Eliud Kipchoge becomes the first man to run a marathon in under 2 hours

October 12, 2019

We made history today

08:59:40

Eliud Kipchoge becomes the first man to run a marathon in under 2 hours
JUST 26 seconds had stood between Eliud Kipchoge and history. But in the end, the greatest marathon runner of all time didn’t need them. In a seemingly effortless performance, he ran 26.2 miles in 1:59:40 — beating his own personal best by 15 seconds — to become the first man on earth to comfortably run a marathon in under two hours.

As he crossed the finish line in Vienna, he declared: “We all made history today.”

The 34-year-old Kenyan was referring to the INEOS-backed supporting cast who had worked round-the-clock, and behind the scenes, to help make it happen.

The team of scientists, researchers, his coach, his manager, his nutritionist, his physiotherapist, the driver of the electric car who had controlled the speed of the race — and the 41, world-class pacemakers whose job had been to shield Eliud from any wind.

“There were others too. The 120,000 spectators, who had lined the route to cheer him on, included INEOS’ Chairman and Founder Sir Jim Ratcliffe, a keen sportsman who has run more than 30 marathons himself.

“Today is Eliud’s day but everyone can come out to celebrate this moment,” said two-time Olympian Lopez Lomo, who was one of the pacemakers. “We are all part of history. We all did this together as a running community.”

Together that winning team had ensured that no stone was left unturned to help Eliud achieve his goal. His performance on the day encapsulated Eliud the man — calm, consistent, patient and totally unflappable.

And there to see him race, for the first time, was his wife Grace and their three children. She had telephoned him the night before his marathon attempt with a few words of advice.

“I told him he just needed to relax,” she said.

THE CAR
An electric car controlled the pace of the race to ensure Eliud ran at the same speed for the entire 26.2 miles. But during testing, the team discovered that cruise control systems on cars are not 100% accurate. In short, they realised if the pace car ran 0.1kph too slow over two hours, Eliud would finish the race in 2:00:34.3. The RML Group, high performance automotive engineering company in the UK, were hired to ensure that didn’t happen.

LASERS
The car was also fitted with lasers that shone a pattern on the road to help the pacemakers hold their formation — and a digital LED board so the runners could keep track of the time.

TRANSPONDER
The runners and the car carried a transponder chip, which was read by each of the one kilometre markers, providing accurate feedback on split times and speeds.

THE SECOND CAR
To ensure nothing was left to chance, a second car — equipped with the same software as the first — was on standby should the team encounter a problem.

The 120,000 spectators, who had lined the route to cheer him on, included INEOS’ Chairman and Founder Sir Jim Ratcliffe, a keen sportsman who has run more than 30 marathons himself.

“For that last half a kilometre, it didn’t look like Eliud’s feet were touching the ground,” said Jim. “He looked so calm and tranquil.”

Together that winning team had ensured that no stone was left unturned to help Eliud achieve his goal. His performance on the day encapsulated Eliud the man — calm, consistent, patient and totally unflappable.

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“I told him he just needed to relax,” she said.
ELIUD Kipchoge didn’t just want to make history on the streets of Vienna. In running a marathon in under two hours, he wanted to show the world something else. That no human is limited. As he crossed the finish line in 1:59:40, he said: “I expect more people all over the world to run under two hours after today.”

For years experts had insisted that the human body was simply not capable of running 26.2 miles in under two hours. But they had said that before. About the four-minute mile. In the 1940s, that was not only considered impossible, but also dangerous. But on May 4, 1954, Roger Bannister believed he could do it – just as Eliud believed he could become the first man of earth to run a sub, two-hour marathon on October 12, 2019.

Sixty-five years separated these two historic events but both men prepared to meet their destiny by visualising victory. Sadly Roger Bannister wasn’t alive to witness Eliud’s incredible achievement in Austria. He died of Parkinson’s disease in March 2018, aged 88. And Eliud, at just 34, wasn’t alive when 25-year-old Roger Bannister famously ran a mile in 3:59.4 at the Iffley Road track in Oxford. But they shared a common bond. Neither man believed in setting limits.

“Any human being can go beyond their limits, ” said Eliud. “Any human being can go beyond their thoughts. But self-belief is crucial.”

Roger Bannister’s record stood for just 46 days. And over the past 50 years, more than 1,000 athletes have run a mile in under four minutes. “The runners of the past had been held back by a mindset that said they could not surpass the four-minute mile,” said Bill Taylor, author of Simply Brilliant: How Great Organisations Do Ordinary Things in Extraordinary Ways. Eliud’s legacy may be one for the history books, but he is now focused on running a campaign to inspire the world. His No Human Is Limited campaign has already won an army of high-profile supporters from the world of sport and business.

Among them is four-time Tour de France winner Chris Froome. “To see Eliud break the two-hour record proved that limits can be defied and actually that limits should never be set in sport,” he said.
ELEANOR Roosevelt said the future belonged to those who believed in the beauty of their dreams.

At INEOS TEAM UK’s base in Portsmouth, those dreams — sketched out on paper about 18 months ago — have just become a reality.

INEOS’ involvement in The America’s Cup challenge was always going to produce something spectacular. And it has. In the shape of a futuristic racing yacht that can fly. “This is unlike anything ever seen on the water before,” said Chief Designer Nick Holroyd.

The boat, with its torpedo-style hull, has been christened Britannia in memory of the Royal Family’s famous racing yacht which notched up an enviable 231 wins during its lifetime. Back then, Britannia, built for King Edward in 1893, really did rule the waves. The INEOS boat – the team’s first – was officially unveiled in October.

Sir Ben Ainslie, who hopes to lead the first-ever British team to victory in The America’s Cup 168-year history, spoke before INEOS Founder Sir Jim Ratcliffe and his daughter Julia named her Britannia.

“I am biased of course but I think Britannia is a wonderful acknowledgement of our maritime history,” said Ben.

The 75ft AC75 is now being put through its paces on the waters of the Solent, the strait that separates the Isle of Wight from mainland England. It then moves to Italy to make best use of the winter wind and weather off the coast of Sardinia. How it performs at sea will determine what changes are made to the second boat, which will be launched in February 2020.

“This is a really critical period in the campaign,” said Ben. “The learnings will go into our second race boat and into the America’s Cup itself in 2021.”

Despite many attempts, no British crew has ever managed to land sailing’s most coveted trophy. “The quest to win has required a fresh approach, a new strategy and serious support from INEOS to focus entirely on the mission in hand,” said Ben.

The first opportunity the British team will get to test their design against their four main rivals will be in Cagliari, Sardinia, in April 2020, when all the yachts will compete in the first of the America’s Cup World Series races. The 2021 America’s Cup Match itself will be contested in March 2021.

Although the team has “a reasonable idea” of what to expect from its AC75, thanks to simulators which the design and sailing team use ashore, the dynamics are hard to predict.

“They are likely to present new challenges to the sailors,” said Ben.
LESSONS are already being learned by the crew who will be bidding to rewrite history in 2021. Exactly what, is being kept under wraps, but the design of the INEOS Team UK’s second boat will be refined.

“We already know many things we would do differently for our second boat,” said CEO Grant Simmer.

The clock has now really started ticking for all teams, who are due to compete for the coveted America’s Cup.

Grant said Sir Ben Ainslie’s British crew wanted to launch a test boat early.

“Our first test boat T5 was really good because it gave us a programme and project to work on early in the campaign,” he said.

“It was good getting the shore team and sailing team together and getting some systems in place. We learnt from just getting out and sailing a boat in this configuration.”

Their aim now is to maximise their time on the water with their first AC75 ‘Britannia’ and study the designs of the other teams’ boats.

“Their aim now is to maximise their time on the water with their first AC75 ‘Britannia’ and study the designs of the other teams’ boats.”

“One boat they were not able to study performing on the water until very recently was Emirates Team New Zealand as they didn’t build a test boat, and instead launched straight into their AC75 programme.

“Since the last Cup they’ve relied a lot on their simulator – like all the other teams – but I don’t think their strategy was that risky,” said Grant.

Grant said New Zealand’s deck layout was very simple with a strong emphasis on energy production. But with potential speeds reaching above 50 knots, the competition is wide open.

“We could very easily see failures because these boats are very light and can capsize,” he said. “A major structural problem close to the cup could definitely lose it for anyone.”
In the first collection of its kind, Belstaff has designed on-shore clothing for the British team. It has drawn inspiration from the garments worn by America's Cup teams throughout the competition's 168-year history.

"Just wearing Belstaff makes me feel proud because it's such an iconic British brand that's adventurous and always pushing the boundaries," said skipper Sir Ben Ainslie.

The 23-piece collection, which merges iconic Belstaff pieces with high-performance materials designed to last, will go on sale to the public from April next year.

INEOS bought Belstaff in October 2017.
Belstaff is drawn to risk-takers, those who thrive on adventure and are not afraid to veer off the beaten path. So too is INEOS. That’s why the two are a perfect fit. INEOS, which bought the iconic British clothing brand in 2017, and Belstaff understand each other. Now members of the public have been given an opportunity to listen to an original podcast series from Belstaff, exploring the lives of five different talented souls, who have taken unfamiliar roads in life by challenging both who they were ‘meant to be’ and the wider status quo.

Their stories are shared in the podcast series, entitled The Road Less Travelled, which has been described by GQ Magazine as the perfect antidote to a miserable morning commute. In the first series, host Reggie Yates – no stranger to hard work and going his own way – interviews actors Stanley Tucci (The Devil Wears Prada), Raleigh Ritchie (Game of Thrones), Naomie Harris (Moonlight), Andrew Scott (Fleabag) and Emma Mackey (Sex Education).

In this episode, actor, writer and director Stanley Tucci discusses his creative path from working-class New York, to a shy radio-voice on Frasier, before playing an Oscar-nominated role in the critically acclaimed Spotlight. Stanley’s life, the characters he has portrayed and the stories he has told, have become reflections of his own remarkable journey - he regards this as a paramount part of his creative process.

In this episode we meet actor and musician Jacob Anderson AKA Raleigh Ritchie. Raleigh left his family in Bristol to live in a hostel in London - where he auditioned all day, recorded his next album at night and eventually landed the monumental role of ‘Grey Worm’ in Game of Thrones propelling his career into the Hollywood stratosphere. Raleigh’s personal struggles with identity, new-found fame and his mixed heritage give him a unique view on the world - one that fuels his desire to be authentic - in his performances, music and life.

In this episode we meet Naomie Harris, multi-award winning actress and the star of Oscar winning film, Moonlight. Naomie discusses her community drama school in North London, being an outlier at Cambridge University, and how stepping out of her culture and standing apart - eventually led to her cinematic success.

Naomie’s devotion to playing powerful female characters, from Eve Moneypenny to Winnie Mandela, are re-defining the scripts of history and giving humanity, complexity and personality to icons of popular culture.

In this episode we meet Andrew Scott, who discusses coming out in Catholic Ireland, forgiving the church and how his latest role in the highly acclaimed series Fleabag will potentially alter Britain’s perception of priests today. Andrew’s deep love for human nature, whether it’s playfulness, insecurities or a desire for success - have been truly influential on his life as an actor, as a friend and as Britain’s most infamous characters in Spectre and Sherlock.

In this episode we meet Emma Mackey, actress and star of Netflix series Sex Education. Emma discusses growing up in rural France, trying to fit in at school, and what it’s really like to shoot a sex scene. Emma’s own character, and the character that she’s risen to fame playing, are embody a sense of individuality. A feature she feels is desired by all of modern society.

Belstaff – The Road Less Travelled
An original podcast series
HOSTED BY REGGIE YATES
WWW.BELSTAFF.CO.UK/PODCAST-AW19.HTML
BELSTAFF’S adventure into the High Street continues. Since INEOS took over the iconic British clothing brand in October 2017, it has reopened and relocated stores. The latest decision saw a new flagship store open in London’s Regent Street, which attracts more than 50 million visitors a year to its eclectic mix of iconic British and international brands.

For the past six years the company’s flagship store had been based in New Bond Street, but with a new vision for store design and a community building focus, it was time for a move. The new shop is close to Soho, one of London’s most vibrant neighbourhoods which will be reflected in the store.

“The space can be transformed from a retail environment into a community hub very easily because all fixtures are on castors,” said CEO Helen Wright. And Belstaff intends to do that. It wants to host an ongoing series of curated events with guest hosts along with special screenings, panel discussions and podcast recordings.

And key figures from the Soho community were involved in the official opening event, curating the food, music and entertainment. As with many of Belstaff’s revamped stores, there’s plenty of room for customers to enjoy a coffee or G&T while their old jackets are given a new lease of life at the in-house waxing station.

Classes will also be run to show customers how to care for their Belstaff waxed cotton and leather jackets. Those classes will be filmed and shared on Belstaff channels. “They will also highlight the importance of sustainably-designed products that are built for life,” said Helen. These are exciting times for Belstaff.

In March, INEOS reopened its Spitalfields store in London. In May it relocated the Munich store to Residenzstrasse, the vibrant heart of the German city. And in July Glasgow’s Belstaff branch was moved from Princes Square to a much bigger site in Ingram Street.

But there is one constant: the customer must always come first.
SUSTAINABILITY THROUGH INNOVATION

INEOS ARE INVESTING IN HUNDREDS OF ACTIVE PROJECTS ON CARBON, HYDROGEN, HEAT & POWER, RENEWABLES, RESOURCES AND WASTE

INNOVATION IS NOT JUST ABOUT HAVING IDEAS. IT’S ABOUT MAKING IDEAS HAPPEN...

THOMAS Edison – arguably the greatest inventor in history – had some sound advice for those wanting to follow in his footsteps. “The value of an idea,” he said, “lies in the use of it.” As a company, INEOS excels when it comes to making great things happen. Every day, INEOS products already make a valuable contribution to a low carbon economy. And it doesn’t matter where the idea comes from. “Good ideas can come from anywhere,” said Pete. “Our staff, our customers, our suppliers.”

But to be truly sustainable INEOS must make sufficient profit so it can reinvest in new state-of-the-art manufacturing techniques and equipment. “The analogy is that we need to be able to replace the old, inefficient car of 30 years ago with a new, much more efficient version,” said Pete. And that’s what INEOS is now doing.

In January this year INEOS announced plans to spend £3 billion on a new cracker and propene dehydration complex in Antwerp. The investment, described by Chairman Sir Jim Ratcliffe as the largest of its kind in Europe for more than a generation, will enable a step change reduction in emissions associated with the manufacture of olefins. “We are doing this because we must make sufficient profit so we can create savings which can then be reinvested elsewhere,” said Pete.

It is also looking at how to use bio-sourced carbon – carbon from natural sources rather than oil and gas – and has launched new bio-products, such as Boyne, “A new sustainable chemical for the chemical industry,” said Pete.

More INEOS initiatives and projects linked to universities and other organisations as we seek to harness expertise and work with cross-sector businesses to optimise the significant benefits from our industry and beyond. “We don’t have a separate sustainability department. We don’t have a separate innovation department. Sustainability and innovation are too important for that. They are part of the fabric of our business. They are in our DNA, and that’s how it should be.”

Pete Williams, INEOS Group Technology Director

“Looking forward, we are innovating to make an even stronger contribution,” said Pete. “Every day the company is focused on improving the efficiency of its sites and reducing emissions. More efficiently-run plants are not only better for the environment, but they can create savings which can then be reinvested elsewhere.”

The polymers INEOS produces contain many carbon. “We see our job as looking after the carbon,” said Pete. “We want to use it as efficiently as possible, and recovering and re-using it as much as possible.” INEOS has already launched a range of new polymers containing recycled plastics.

And it doesn’t matter where the idea comes from. “Good ideas can come from anywhere,” said Pete. “Our staff, our customers, our suppliers.”

Those ideas can be quickly shared with a low carbon economy. “We are doing this because we must make sufficient profit so we can create savings which can then be reinvested elsewhere,” said Pete. “We see our job as looking after the carbon,” said Pete. “We want to use it as efficiently as possible, and recovering and re-using it as much as possible.” INEOS has already launched a range of new polymers containing recycled plastics.

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Sustainability & Corporate Responsibility

In the past, brand owners or converters have had to rely on others in the value chain to support best practice for sustainable PVC. INEOS has spent a lot of money and effort working on best practice in our products, as those made with fossil fuels.

For it to run smoothly, INEOS will need a steady supply of recycled plastic pellets and next year Vistors is opening a state-of-the-art recycling plant in Atnahm to cope with the demand.

The difficulty for INEOS is that we need to rely on others in the value chain for our raw materials and that starts with every one of us recycling their plastic in the first place,” said Gabrielle Laidè, Business Development Manager. “Everyone in the value chain needs to work together on this. We are just one of the cogs in the wheel.

Like any other process, what comes out of this is dependent on what you put in at the start. “Therefore you start with a lot of different colours then the end product is just not as good. But Recyl-N has overcome that problem. Recyl-N can be used to make many high-quality products in just the same way as normal plastics. “You wouldn’t notice the difference in a laundry detergent bottle, for example,” said David.

INEOS hopes its long-term agreements with recycling companies, including Vistors, will allow the public to see plastics as a valuable resource that should be brought back to life, not used once and thrown away. And together they have hatched a plan to do that.

The household rubble is collected, sorted and shredded before being turned back into recycled plastic pellets, which INEOS then processes with a better quality plastic at its own site to make a product that is as good as the original. INEOS has applied extensive material science and process expertise to design and produce this completely new grade, said CEO. In fact INEOS customers have been hugely positive about the Recyl-N product range.

The partnership combines their recycling technologies and expertise in sustainable bio-material production, with the brand owner’s ability to utilise the bio-ethylene.

“We both want to minimise waste and reduce our impact on the environment,” said President Fabrice Barthélemy. “And converting this bio-ethylene to high quality plastic at its own sites to make a product that is as good as the original is at the heart of one monumental change.

“INOVYN is at the heart of many, new innovative products thanks to its forward-thinking and dynamic approach.

INEOVYN FUELS NEW, GREENER GENERATION OF PVC

Since its invention more than 100 years ago, PVC has been made predominantly from fossil fuels. Some countries, including Brazil, have used sugar instead as a starting material, but that’s also been without controversy.

“It is especially valuable to using land for anything other than growing crops to feed people,” said D.J. Jones, sustainability and corporate social responsibility manager at INOVYN.

But times are changing - and INOVYN is at the heart of one monumental change. Instead of purely gas and oil, the INEOS-owned company has started using biomass to make its latest generation of PVC. The beauty of this, as a raw material, is that it is not only renewable but it also does not come into contact with food.

“Everyone used to drive into biocethylene in its early crackers. That is then piped directly to INOVYN’s plant at Rhineland in Germany.

“We cannot say it is bio-based because the biocethylene will still be treated with fossil ethylene,” said Jason. “But that is where 100% standard steps in fundamental role by ensuring that the bio-ethylene is attributed to the BIOLYN product.”

He described it as a major step forward in INOVYN’s journey towards sustainability.

“It clearly demonstrates our commitment to developing innovative solutions that address society’s needs,” he said.

The Roundtable on Sustainable Biomaterials, whose global mission is to support biobased products and sustainable bio-material production, is full of praise today for INOVYN.

“This product is a true leader in the emerging circular bio-economy,” said executive director Rolf Hogan.

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Like any other process, what comes out of this is dependent on what you put in at the start. “Therefore you start with a lot of different colours then the end product will be grey,” said Gabrielle.

As industry cannot 100% control, or be sure, now these products have been used, the company is choosing that they cannot come into contact with food.

Cf. Management, Business Director for INEOS G&P, and said there was no point in recycling plastic, if society is not prepared to use recycled products.

“No, it’s not a PR exercise,” she said. “Recycled-P does provide excellent results for large amounts of recycled plastics.”

ITEFURG, Business Director for INEOS Centre & Polymers, said there was no point in recycling plastic, if society is not prepared to use recycled products. “It’s not a PR exercise,” she said. “Recycled-P does provide excellent results for large amounts of recycled plastics.”

“IT was the difference in a laundry detergent bottle, for example,” said David. We both want to minimise waste and reduce our impact on the environment,” said President Fabrice Barthélemy.

INEOS Styrolution employs about 3,000 people and operates 30 production sites in 12 countries.

BRIGHT SPARKS MAKE THE GRADE

Two innovative companies, with a shared vision of a circular economy, are now cooperatively producing high-quality plastics, using up to 70% recycled content.

INEOS Styrolution and Austrian recycling company bage plastic have developed the perfect solution for the very first recycled ABS grades that are as good as those made with fossil fuels.

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OFFER A RANGE OF POLYOLEFIN PRODUCTS FOR PACKAGING APPLICATIONS IN EUROPE CONTAINING 50% OR MORE RECYCLED CONTENT

INEOS WANTS TO INCORPORATE AT LEAST 325,000 TONNES OF RECYCLED MATERIAL INTO ITS PRODUCTS

USE, ON AVERAGE, 30% RECYCLED CONTENT IN PRODUCTS DESTINED FOR POLYSTYRENE PACKAGING IN EUROPE

ENSURE 100% OF POLYMER PRODUCTS CAN BE RECYCLED

INNOVATION IS HARD AT WORK IN INEOS AND IS REAPING ALL SORTS OF REWARDS

AS PART OF ITS OWN COMMITMENT TO A NEW CIRCULAR ECONOMY, INEOS HAS SET ITSELF FOUR AMBITIOUS TARGETS TO MEET BY 2025

325,000

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30%

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50%

OFFER A RANGE OF POLYOLEFIN PRODUCTS FOR PACKAGING APPLICATIONS IN EUROPE CONTAINING 50% OR MORE RECYCLED CONTENT

100%

ENSURE 100% OF POLYMER PRODUCTS CAN BE RECYCLED

Cleaner Fuels

The North West Hydrogen Alliance is currently looking to exploit various funds to accelerate the UK. INEOS Business INOVYN has been working with the British Government on initiatives to ensure that hydrogen permeates the path to a low carbon future. INOVYN, which has been making hydrogen as a co-product for over 100 years, is poised to extend its reach to central government and other companies get onboard to help develop the infrastructure.

Industrial Symbiosis

Final tweaks are being made to an INEOS-driven plan to share resources with different industries in Hull in the UK. By sharing resources, they will be able to cut carbon emissions by as much as 4,100 tonnes a year. The four-year EU funded EPOS project looked at ways for five, energy-intensive industries – chemical, steel, cement, minerals and engineering – to improve efficiency, cut costs and reduce carbon emissions.

PortHarvests

INEOS is now using 50% or more recycled plastic to produce a range of high specification polyolefins. To ensure it has a steady stream of plastic waste for its RecyPlastics range, it has signed long-term agreements with receiving companies, including Videre. Together they hope to show the public that plastic waste is a valuable resource that should be brought back to life, not used once and thrown away.

Sustainable Chemistry Awards

INEOS encourages innovation from the next generation of engineers through its Sustainable Innovation Awards. Building on its research and innovation contracts and projects with universities, INEOS has launched an eAmbassadors programme for Master’s thesis engineering faculties. Many of the students, who win the award, end up working for INEOS.

Biomass

INEOS has started using biomasses – in addition to pure gas and oil – in its latest generation of PVC. No one else has done that yet. It’s a world first, and it was achieved through a petrochemical plant in the UK. The new product is INOVYN – and interest is now flooding in from all over the globe.

Networking

INEOS’ group-wide network, CEN (Carbon & Energy Network), operate across all businesses, supporting on-site best practices, initiating new business opportunities and fueling innovation.

Full Steam Ahead

As part of a project known as ECLUSE, INEOS Phenol in Antwerp helped to finance a £5km pipeline to help others businesses. INEOS could already pipe steam to its own site from INDASVO/SLECO’s waste and energy plant at Doel but other chemical companies couldn’t. Now they can buy steam from the pipeline, which runs from INDAVER/SLECO. The pipeline will also reduce greenhouse gases by 100,000 tonnes a year.

Partnerships

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Investment

INEOS’ ground-breaking decision to ship competitive US gas to Europe paved the way for further investment in new, more environmentally and economically sound infrastructure at Antwerp.

Global Thinking

Global Promises

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To discover more of the innovative and sustainable work INEOS are doing please visit: www.ineos.com/sustainability
Chemistry

INEOS GOES FROM STRENGTH-TO-STRENGTH

After 20 years of investment and innovation, INEOS has not only become a major manufacturer of chemicals and oil products, but a company committed to the circular economy, tackling plastic waste, applying best practice and ensuring the well-being and potential of future generations.

Through new technologies, processes and partnerships, INEOS has grown exponentially, acquiring unloved businesses, building world-scale facilities and rejuvenating existing assets.

It has made bold moves beyond its conventional markets in recent years, breaking into the automotive sector, leading major sports teams and encouraging young talent to fulfil their potential.

INEOS’ conviction, commitment and strong team ethic has proven a winning formula and remains the cornerstone of its strategy moving forward.
Iceland. Wild. Beautiful. Untouched. And home to one of the last safe havens of the Atlantic salmon.

But in recent years their numbers have been rapidly declining across the world – and it is now on the verge of becoming endangered.

Rather than give up hope, a small group of people in Iceland, where the species still thrives, have been investing their time and money in trying to reverse the decline, before it is too late.

INEOS’ Chairman and Founder Sir Jim Ratcliffe, a keen fly fisherman, is among them.

As the plight of the wild Atlantic salmon gets worse, INEOS brings together experts from Iceland and the UK to help find a solution.
The Salmon – and the conservation efforts.

The latest research by Imperial College London and The Marine & Freshwater Research Institute, said the INEOS-funded research project would greatly help the plight of salmon in North East Iceland. ‘It is impossible to describe the wonders of fishing the Selá,’ he said. ‘It is undoubtedly the most beautiful river. The fish, fresh from the sea, are strong fighters and remarkably beautiful.’

Neil Iceland’s salmon population in the same numbers as those in Norway, Scotland and Ireland, money for farmers living in remote parts of North East Iceland, where the fish currently thrive, could dry up.

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For sport fishing, there is a good income.
OGC’s New Keeper

Excitement on and off the pitch as INEOS acquires one of France’s oldest football clubs

ONE of the oldest football clubs in French history is now INEOS’ haven. INEOS Football has acquired OGC Nice, one of the founding members of the French football league.

“It has got all the attributes we were looking for in a great football club,” said CEO Bob Ratcliffe. “Good players. A good squad. Real enthusiasm. And if we apply the INEOS values we will get it to the right place.

With four league titles to their name, the club also has a rich history. But their last cup triumph was in 1997.

INEOS will be looking to instil some of the brand’s drive and determination to make them European contenders once again.

“We have looked at a lot of clubs in the manner we look at businesses in INEOS – for value and potential – and Nice fulfils that criterion,” said INEOS Chairman Sir Jim Ratcliffe.

Sergei Danilenko, President of OGC Nice Supporters Club, said the city will over the top when INEOS’ takeover.

“We are hopeful for this season,” she said. “Even though we didn’t start very well, the INEOS brand is so well known. It will make us more ambitious.

“INEOS coming to our football club is a massive step forward, not just for us but for the French league as well. The INEOS brand is so well known. It will make us more ambitious. We have people who are experienced and have been successful in business.”

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Success is something familiar to Patrick Viera, who has been head coach since last season.

“INEOS coming to our football club is a massive step forward, not just for us but for the French league as well,” he said. “The INEOS brand is so well known. It will make us more ambitious. We have people who are experienced and have been successful in business.”

Borussia Dortmund, 2 x UEFA Europa League.

France:

● 1 x UEFA European Championship.
● 1 x FIFA World Cup.

England:

● 1 x FA Cup.
● 1 x FA Community Shield.

Italy:

● 4 x Serie A.
● 3 x FA Cup.
● 3 x UEFA Cup.

Spain:

● 3 x La Liga.
● 2 x Copa del Rey.
● 1 x UEFA Champions League.

Portugal:

● 3 x Primeira Liga.

Germany:

● 3 x Bundesliga.

France:

● 3 x Ligue 1.
● 1 x Coupe de la Ligue.
● 1 x Coupe de France.

England:

● 3 x Premier League.

Italy:

● 2 x Serie A.

Spain:

● 2 x La Liga.

Portugal:

● 1 x Primeira Liga.

Germany:

● 1 x Bundesliga.

France:

● 1 x Coupe de France.

England:

● 1 x FA Cup.

Italy:

● 1 x Coppa Italia.

Spain:

● 1 x Copa del Rey.

Portugal:

● 1 x Primeira Liga.

Germany:

● 1 x Bundesliga.

France:

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More than 1,300 INEOS staff from its sites around the world cycled 625,387km – and raised €104,000 for a host of charities.

Their combined efforts in the company’s Tour de France Challenge equated to cycling around the world more than 15 times.

In recognition of their efforts, INEOS donated €2,000 to the local charity chosen by each of the 52 teams.

Each team was challenged to complete each stage of the world famous Tour de France race – and once again they did, squeezing in their mileage before, during or after work.
Every year hundreds of people are lured into the ‘death zone’ on Mount Everest. A handful will be prepared to die. Others will willingly lose fingers and toes to frostbite if it means they have conquered the world’s highest mountain.

“There may be other measures of success,” said Rhys Jones, who stood on the 29,035ft summit of Mount Everest on his 20th birthday. “But it’s not mine.”

Rhys today runs a company that specialises in guiding people to some of the most inhospitable places on earth. He is prepared to take risks. But only calculated ones.

And as someone who has faced unimaginable dangers, he regularly briefs companies on the importance of safety, risks and teamwork.

“There are many parallels between what happens in a company, like INEOS, and on a mountain,” he said. “But the work in a hazardous place all the time. I am only at risk in the mountains.”

Rhys, now 33, was recently invited to address INEOS O&P USA’s annual safety training event at the Chocolate Bayou site in Texas.

“When we are planning the event, we encourage everyone to think creatively about our safety messages,” said Michael Brocato, environmental engineer. “By adopting a fresh approach, we hope to inspire and motivate our employees to be safe. It doesn’t matter whether you work on an INEOS site or are standing on the summit of Everest, safety is safety.”

During his talk to the US team, Rhys explored attitudes to risk and how safety must always be the top priority.

“A successful mountaineering expedition, in my view, is always one where no one is injured,” he said. But he said, for that to work, everyone on the team had to share that vision. “As a team, you need to define your measure of success,” he said. “And mine, like INEOS’, is zero injuries.”

INEOS staff were told how he had recently guided an Everest expedition.

“Our aim was to get as high as we could without getting frostbite or injured,” he said. “We were prepared to turn back if necessary and half of the team did.”

A second expedition team, who were also planning to climb Everest that day, though, had a different view. Among them was a surgeon, who said he was willing to lose fingers and toes to frostbite. That group all made it to the summit but two thirds of them got frostbite and one climber lost all his toes.

“Everest can make intelligent people take stupid risks,” said Rhys.

On another expedition – to Aconcagua, the highest mountain in South America – a fellow climber’s eyeballs started to freeze because he forgot to wear his goggles once the sun started rising. “It was a preventable injury but it became a big issue for him and the whole team,” said Rhys. “Yet a bystander could have helped him and told him he needed to put on his goggles.”

“Teamwork,” he said, “is critical. At INEOS, watching out for others in the team is essential. It is known as Brother’s Keeper. Rhys, who lives in a world of ropes, crampons and ice axes, said there was also no room for complacency.

“When you first start climbing you check your harness, then check and check again,” he said. “But after you have done it 1,000 times, it’s easy to become complacent. The secret is to treat every day like your first day when it comes to safety.”

Rhys, who is the youngest person to have climbed the highest mountain on each of the world’s seven continents, is no stranger to high altitude. He climbed Mount Everest in 2006 and in the business world he is accustomed to delivering challenging, high stakes projects against tight deadlines, which requires holding together a team that can stay as focused and driven as him.

Michael said the team at INEOS O&P USA had felt inspired and empowered by Rhys’ talk.

“We often use the message that our definition of a successful project is one where there are no injuries first, then business objectives second,” he said. “Rhys was able to echo that sentiment.”
Trash-4-Treats

Children from some of the poorest townships in South Africa have been inspired by INEOS to take pride in their neighbourhoods. And the results speak for themselves.

INEOS challenged pupils from 10 primary schools in the Western Cape to collect the most plastic, glass, cans and paper for a chance to win about €3,000.

“The idea was to turn what is perceived as a chore into a fun habit,” said Caroline Hughes, INEOS SA spokeswoman. “And also to show the children that waste has value.”

The schools, which were initially chosen to take part in the Trash 4 Treats competition, were first briefed by a local recycling company, Waste Want, which would help to weigh and collect the rubbish.

Prior to the competition, INEOS hosted a litter clearance day at each school. Starter kits were issued to each child so he or she knew what could—and couldn’t—be recycled. Each pupil was also given four different coloured bin bags so they could sort the rubbish.

After the competition ended, the 13,094 children had collected 1328kg of waste in just seven weeks. The total included 1110 kg of plastic.

‘Many of the teachers and children were amazed to discover what happens to plastic bottles that are recycled’

- Caroline Hughes, INEOS SA spokeswoman

For Caroline and the team at INEOS, the biggest benefit has been a change in mindset.

“Many of them simply didn’t know why rubbish was a problem,” said Caroline. “But the hope is that the children—having seen the financial and environmental benefits—will continue to keep their neighbourhoods tidy.”

The winning school was Mitchells Heights Primary, which amassed 1519kg of recyclable waste. “I have noticed a big difference in our learners since we started Trash 4 Treats,” said a teacher.

“They now take pride in their school grounds and berate others who litter. It has been wonderful to witness children take an active interest in caring for their environment. We have started a clean revolution at Mitchells.”

All the schools, though, plan to continue their involvement with the recycling centre, which pays for the rubbish.

Caroline said the recycled plastic was especially in demand locally. “Many of the teachers and children were amazed to discover what happens to plastic bottles that are recycled,” she said.

Next year, INEOS plans to take Trash 4 Treats and its popular mascot, Trashy, to more schools in South Africa.
AN INITIATIVE to get children fit for life has taken a giant leap since its launch in 2012. The Daily Mile has now spread to 10,000 schools in 71 countries – and it is still growing.

“Children really love it and that’s why it works,” said Daily Mile founder Elaine Wyllie, whose passion for children’s health and wellbeing has helped to drive the global campaign.

The 10,000th school joined the movement in October, bringing the total number of children, now running or walking every day for 15 minutes, to more than two million.

Next year’s focus for The Daily Mile Foundation, which is financed by INEOS, will be to increase the number of schools participating in America.

“At the moment, we’ve got at least one school signed up in half the states, with over 100 schools signed up across the country,” said John Mayock, Director of The Daily Mile project.

Bill Russell, a member of the foundation team, is based in INEOS O&P’s Houston office, and is leading the US campaign. His aim is to find partners, willing to help implement the scheme across the country.

“One such partner already involved is the University of Washington’s Sports Institute in Seattle,” said John.

The Daily Mile Foundation is also working with its super-human ambassador Eliud Kipchoge, who made history on the streets of Vienna by running a marathon in under two hours.

The foundation hopes he will spread the word to Kenya where he lives and trains.

“It would also be wonderful if his international pacemakers, many of whom are also ambassadors for The Daily Mile, took it to their home countries,” said John.

And with all eyes expected to be focused on The America’s Cup in New Zealand in 2021 – when Britain hopes to win the trophy for the first time in the competition’s history with INEOS’s financial muscle – the foundation will be exploring ways to sign up schools in Australia and New Zealand ahead of the race.

“It is going to be quite a year,” said John. “We are aiming for world domination.”

●

John Mayock, Director of The Daily Mile project in America, is leading the US campaign. He competed at three Olympic Games and three Commonwealth Games.

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INEOS celebrates innovation – wherever it springs from. Every three years INEOS-owned INOVYN seeks to reward those who strive the push the boundaries with vinyl, with businesses, architects, academics, research organisations and students from all over the world bidding for a slice of that recognition.

This year a record 93 projects from more than 19 countries were submitted for the INOVYN Awards 2019, which were held in Düsseldorf to coincide with ‘K2019’, the flagship international plastics fair, thereby bringing together a range of industry leaders.

The four, independent judges were looking for excellence in four areas – sustainability, design, process and new product. And they were not disappointed.

“The projects that won this year stood out as real exemplars of innovation with vinyl,” said Leanne Taylor, INOVYN Awards judge.

AGPU, Bilcare Research and Perlen Packaging won gold in the sustainability section for their project to recycle pharmaceutical packaging.

Coperion emerged as a winner for designing lightweight furniture, such as shower chairs, wheelchairs and tables, for children with neuromotor conditions. And Eurocell earned a gold award for creating a highly-durable, cladding system for coastal properties, which can often bear the brunt of bad weather. The product is 100% recyclable and needs little maintenance.

“All these products will help to deliver significant benefits,” said Leanne.

Filipe Constant, Business Director INOVYN, said innovation was the life-blood of the vinyl industry.

“I would like to congratulate all those who entered for continuing to push the boundaries of what is possible with vinyl,” he said. “It is such innovation that makes vinyl one of the most versatile products in modern society.”

BREAKING THE MOLD

Record number of projects compete for honours at INOVYN awards

INOVYN awards

More information can be found on the dedicated INOVYN Awards website at www.inovynawards.com

SELF-BELIEF drives Eliud Kipchoge. He says that’s where his inner strength comes from. “If you have that belief that you want to be successful, then you can talk to your mind and your mind will control you to be successful,” he says.

Eliud was just 16 when he began his journey to becoming the greatest marathon runner of all time. His coach Patrick Sang remembers him as a young boy who was hungry to learn.

“I didn’t know his name,” he said. “But he kept coming up to me and asking for training programmes.” Eliud is now a household name. But fame and fortune have never been the motivation. He simply wants to use his status to encourage others to run.

“My dream is to make this world a running world,” he said. “A running world is a healthy world. A running world is a wealthy world. A running world is a peaceful world. A running world is a joyful world.”

In achieving the seemingly impossible by running a marathon in under two hours, he wants to show the world that no human is limited. And that with self-belief, anything is possible.

Before the INEOS 1:59 Challenge, Eliud said he hoped it would inspire at least three billion people. That’s half the world. Those closest to him may have secretly thought he was being a tad ambitious. But when the final viewing figures of his historic run in Vienna were revealed, he was on his way to achieving his goal.

Not only that but the challenge had also inspired one Kenyan woman to name her newborn baby girl INEOS.

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In the lead up to the INEOS 1:59 Challenge in Vienna INEOS employees took part in their own 1:59 challenge. Teams of eight would run a combined distance of at least 42 Kms (26.2 miles) a day for eight days. Here is how they performed.

**TOP 10 TEAMS (BY DISTANCE COVERED)**
1. LAVERA DOUBLE M – 1233KM
2. ALTAMIRA 1 – 1128KM
3. LAVERA RELIABILITY TEAM – 917KM
4. ALTAMIRA 5 – 913KM
5. TRADING & SHIPPING 1 – 868KM
6. INEOS COMPOUNDS 2 – 863KM
7. GAS/SPEC – 860KM
8. ROLLE ONE – 846KM
9. ALTAMIRA 8 – 811KM
10. KÖLN U5 – 794KM

**MEMBERS OF THE 2:50 CLUB**
1. Pieter Verhees (2:40) Antwerp
2. Weston Caceres (2:45) Chocolate Bayou
3. Matt Robinson (2:45) ITUK, Portsmouth
4. Florian Zunino (2:48) Laver
5. Fabio Robbati (2:50) Rolle

**WINNER OF THE ELIUD KIPCHOGHE 1:59 CHALLENGE INSPIRING AWARD**
Cindy Gutierrez
Altamira 1, Mexico

**CHALLENGE STATS**
- Runs: 6296
- Steps: 89,196,319
- Men: 953
- Women: 452
- Avg. distance: 531km
- Elevation gain: 374,156m

**ENERGY**
7,252,151,578 KCAL BURNED

**ELEVATION MINI-CHALLENGE WINNER**
Sebastien Fontaine
Lavera
1.672km