



# 华东师范大学化学优秀学者 学术系列讲座

报告题目: **Innovation Management in Sustainable Chemistry**

报告人简介

**Prof. Gadi Rothenberg**



**Gadi Rothenberg** is Professor and Chair of Heterogeneous Catalysis and Sustainable Chemistry at the **University of Amsterdam** and Distinguished Visiting Professor at the Department of Energy & Power Engineering, **Tsinghua University**. For the past 25 years he has been teaching courses on catalysis and workshops on scientific writing, business and innovation. He has published five books and >250 papers, invented 16 patents and co-founded four companies. His current research focuses on materials for clean energy, biomass conversion, and creating value from waste.

报告内容:

This interdisciplinary seminar links science with business. It is aimed at science and engineering students who wish to learn how to turn their scientific discoveries into successful business ventures. First, I will give a short overview of key principles and drivers of sustainable chemistry and their connection to sustainable development. We will then discuss how innovations can be transformed into viable and sustainable ventures. Core topics include business archetypes, business models, and innovation narratives, as well as practical aspects such as intellectual property (IP) strategy and team selection. We also examine funding pathways for sustainable start-ups, from FFF money and public funding programs to strategic investors and venture capital.

The principles are illustrated using three real-life case studies: microbial CO<sub>2</sub> conversion, biodiesel production, and off-grid energy supply systems. By analysing how these ventures succeeded (or failed!) we will gain insight into the real challenges of building and scaling a sustainable start-up.

The seminar is based on my new textbook of the same title,[1] which expands on the themes and content of the seminar and includes seven detailed case studies of sustainability-driven start-ups and the personal stories of their founders.

[1] G. Rothenberg, Innovation Management in Sustainable Chemistry, Wiley-VCH: Weinheim, 2026, 352 pp. ISBN 9783527354511.



报告时间与地点:

**2026年3月13日 (星期五) 上午9:30**  
**普陀校区化学馆A205**

欢迎各位老师同学参加!

主办: 华东师范大学化学与分子工程学院  
石油化工分子转化与反应工程全国重点实验室  
上海市绿色化学与化工过程绿色化重点实验室