INEOS

CONTENTS

ISSUE 27. JULY 2024

04 INEOS Britannia

14 INEOS Sustainability Report 2023

18 Hydrogen hits the road

20 Grenadier – Visions of the future

24 Six Rivers

INEOS thrives on challenge. That's why INEOS Britannia will be back on the start line of the America's Cup to try to take on the mighty Kiwis – and win the coveted trophy. If they succeed, history will also be made in Barcelona.

For despite challenging the most, the British have never won the prestigious America's Cup – the world's oldest, international sporting trophy that predates the modern Olympic Games.

Sir Ben Ainslie, who will skipper INEOS Britannia, describes the America's Cup as the ultimate team sport. One of sport's most technical challenges.

To meet this challenge head-on, a partnership has been forged between the Mercedes-AMG Petronas Formula One Team and INEOS Britannia – with F1 and the America's Cup sharing a special bond. The need to expertly blend technical design alongside human performance in order to unlock peak race performance.

In this edition of INCH, we also look at another challenge, which is sustainability and how this continues to drive innovation.

INEOS is a collection of diverse people, different businesses and unique initiatives, united by a shared DNA. We love a challenge and we ask the big questions.

We bring together remarkable people, with grit, rigour and humour, and we unlock human potential to achieve extraordinary outcomes – be they on land or at sea.

















APP STORE

Get the INEOS INCH APP on your mobile or tablet for all the latest news.

INCH ONLINE

Subscribe to INCH magazine and download digital versions by visiting

INCHNEWS.COM

SOCIAL MEDIA

Like us on Facebook, X and LinkedIn to receive live updates:

FACEBOOK.COM/INEOS
X.COM/INEOS
LINKEDIN.COM/COMPANY/INEOS

PRODUCTION

Editor: Richard Longden, INEOS

Articles by: Sue Briggs-Harris

Design: Peter McMonagle, PARKER-DESIGN.CO.UK

Publisher: INEOS AG

Editorial address: INCH, INEOS AG, Avenue des Uttins 3, 1180 Rolle, Switzerland

Email: INCH@INEOS.COM

Photography: INEOS AG©

INEOS accepts no responsibility for the opinions or information contained in this publication. While the information in this publication is intended to be accurate, no representation of accuracy or completeness is made.

© INEOS AG 2024

04 **INEOS Britannia – Clash of the titans**

08 INEOS Britannia – Rise of the cyclor

10 INEOS Britannia – Where to watch

12 INEOS Britannia – Wind of change for Britannia's unwanted carbon fibre sails

13 INEOS Britannia – Women's America's Cup Barcelona

14 **INEOS Sustainability Report 2023**

16 **Sustainability – innovation leads the way**

18 **Hydrogen hits the road**

20 **Grenadier – Visions of the future**

22 **Ineos Oxford Institute – Foundation of modern medicine is under threat**

24 **Six Rivers**

26 Six Rivers – Africa

28 Six Rivers – Iceland

30 **The Daily Mile – In their element**


INEOS
BRITANNIA



37TH AMERICA'S CUP
LOUIS VUITTON

Clash of the titans

After years of design and development, INEOS Britannia prepares to battle it out for supremacy on the waves in the 37th America's Cup – and become the first British team to win the world's oldest, international sporting trophy.

Read more about how INEOS Britannia has been preparing for the challenge of a lifetime ➤

INEOS | BRITANNIA
CHALLENGER OF RECORD



F1 drivers Lewis Hamilton and George Russell and team principal Toto Wolff visited INEOS Britannia at their base in Barcelona as preparations continued ahead of the 37th America's Cup

THE day of reckoning is looming for INEOS Britannia. By late October, the Challenger of Record for the 37th America's Cup will know whether it has won the most coveted sailing trophy in the world for the first time in its 173-year history.

Not to get ahead of ourselves, though, there is a lot to do to even get to the challenge.

"Winning the America's Cup is one of the toughest things you can do in sport and that's the motivation for us as a team," said Sir Ben Ainslie, who is hoping to lead his team to victory this summer. "We know it is going to be an incredibly tough challenge, but it is one that we are up for."

Last time the battleground was the inner Hauraki Gulf off Auckland in New Zealand. This time it is the Mediterranean, off the coast of Barcelona.

"We have a very different boat to last time," said Sir Ben.

Sir Ben, a four-time Olympic gold medallist, was speaking after INEOS Britannia's bold, new 75ft race boat was officially christened and set sail for the very first time. "After years of design and development, it felt amazing to be out on the water and put all of our learnings into practice," he said.

Britannia is the result of INEOS' collaboration with the Mercedes-AMG Petronas Formula One Team, who helped to design and develop the 6.2-tonne race yacht in an aircraft hangar at Turweston Airfield in Brackley, Northamptonshire.

"It's hard to explain just how complex these boats are," said Sir Ben. "We have got over 100,000 components that are all individually modelled and manufactured. It's like Formula One on steroids when you look at the technical challenge."

The boat was initially built at Carrington Boats in Hythe, Hampshire, before undergoing structural and load testing at Turweston.

Martin Fischer is chief designer at INEOS Britannia. "I'm a strong believer that looking at a problem from different perspectives can lead to new and potentially better solutions," he said. "Working in Brackley together with the Mercedes F1 Team sparked extremely fruitful discussions between race yacht and race car designers and has led to a yacht that has surprised observers with her look and will hopefully also positively surprise on the racecourse."

INEOS Britannia has also sought advice from other elite teams within INEOS Sport, including the INEOS Grenadiers Cycling Team, who have been training the eight cycling sailors – cyclors – for much of the past two years in preparation for the Cup.

Four of those 'cyclors' are former Olympic rowers and three of them had never been on a foiling race boat before until its official launch.

Matt Gotrel and Freddie Carr are among the cyclors. Matt won gold with the GB men's rowing eight at Rio in 2016; Freddie has been involved in the America's Cup for the past 20 years when boats typically hit speeds of 10mph.

"Today they are flying above the water at more than 60mph," he said.

With the competition due to start on August 22, all focus is now on testing Britannia's capabilities before the Barcelona Preliminary Regatta, which will see all six AC75s racing for the first time. The five challenger teams will then battle it out for The Louis Vuitton Cup and the right to take on defenders Emirates Team New Zealand.

"The challenge ahead is immense and one that I know the team will face with grit and determination," said INEOS Chairman Sir Jim Ratcliffe.

The America's Cup dates back to 1851 when Britain challenged America to a 51-mile race around the Isle of Wight. Britain lost that race and, despite numerous attempts, has never won it since.

For the British team, which now numbers more than 200, it is that chance to make history that keeps their spirits alive.

"This is the best British sailing boat that has ever been built," said Freddie. "It makes the rockets that land on the Moon look basic. It is a work of art."

➤





‘The challenge ahead is immense and one that I know the team will face with grit and determination’

– Sir Jim Ratcliffe

CHANGE OF TACK The new rules for this year’s clash of the titans were written a few months after the Kiwis won the 36th America’s Cup in Auckland in March 2021. They were the result of months of negotiations between the defenders, Emirates Team New Zealand, and the Challenger of Record, INEOS Britannia. Some of the main, new rules, facing teams from New Zealand, Britain, Italy, America, France and Switzerland, are covered here.

SECOND GENERATION AC75 The AC75 was a new – and incredibly expensive – concept for the 36th America’s Cup so they are sticking with it to reduce costs and make the Cup more inclusive. Teams have also been allowed to only build one new AC75.

SHARED RECONNAISSANCE In the past, there was a lot of drama and secrecy behind the scenes. That cloak has now been lifted, thanks to a shared reconnaissance programme, to prevent spying – one team once caught an underwater cameraman in a wetsuit photographing a team’s keel – and give America’s Cup fans the inside track on the testing and development on the water by all the teams.

NUMBERS Only eight sailors – not 11 – are allowed on board during a race and only four people can power the boat.

WEIGHT The overall weight has been reduced to help boats take off earlier and greatly improve their performance in light winds – something that proved troublesome in the 36th America’s Cup. The size of the foils has been increased to enable the boats to fly faster.

Helmsmen

Each AC75 has two helmsmen. One sits port side; the other, starboard. Communication is key because their vision is limited due to the huge, deck-sweeping sails. They steer the boat and have multiple functions on their steering wheels, just like in F1, where they can trim the pitch, cant and angle of the boat at the touch of a button.



BEN AINSLIE, 47
Helm & Skipper
The most successful Olympic sailor of all time. Has won five Olympic medals, including four consecutive gold medals. Has also won the America's Cup before – as a tactician with ORACLE TEAM USA in 2012, beating New Zealand 9-8.



DYLAN FLETCHER, 36
Helm
Started sailing at 13 and became a U19s world champion. In 2017, he and his sailing partner won both the European and World Championships – and gold for Great Britain in the men's 49er class at the Tokyo 2020 Olympics. This will be his first America's Cup campaign.



GILES SCOTT, 37
Helm
Two-time Olympic champion. Won golds at Rio in 2016 and 2020 Tokyo Olympics. Raced in his first America's Cup in 2013 with the Italian team. This will be his third attempt to win the America's Cup with the British Challenger.

Flight Controller /Trimmer

The two flight controller/trimmers keep the boat up in flight on the foils and achieve target speeds through trimming the sails effectively. They work in conjunction with the helmsmen and can also assist in tactical decisions.



IAIN JENSEN, 36
Trimmer
Olympic gold medalist who started sailing at five and represented his country Australia at 16. Joined the British team for the 36th America's Cup where he worked closely with the engineers and designers, helping to design the systems and development for the soft sails.



BLEDDYN MON, 32
Trimmer
Started sailing at an early age on Anglesey. As a teenager he won world and European medals. Took part in the 35th and 36th America's Cup campaigns, taking on both a sailing and design role. This will be his third campaign with the British.



LEIGH McMILLAN, 43
Trimmer
Grew up on the Isle of Wight where the America's Cup all started in 1851. Won Extreme Sailing Series three times, two silver medals at the World Championships in 2003 and 2005. Joined Ben Ainslie for the 35th America's Cup as back-up helmsman. For the 36th America's Cup, he was a flight controller. This time he's a trimmer.

Cyclor

The cyclors' job is to churn out watts faster than the other teams. They must maintain up to 500 watts on the static bikes, which are fixed inside the 75ft carbon-fibre hull, for spells of 20 minutes and nail sprints at up to 1,800 watts. In doing so, they provide the hydraulic power to trim the sails and make the boat go faster.



HARRY LEASK, 38
Cyclor
Former Olympic rower. Made history as the first British boat to medal in the Men's Quadruple Sculls at an Olympic Games when he and his team won a silver medal at the delayed Tokyo 2020 Olympics. This will be his first America's Cup campaign.



FREDDIE CARR, 42
Cyclor
Grew up on the Isle of Wight. In 2000, he won the Youth Match Racing World Championships in Auckland, which is also where he saw the America's Cup for the first time. Three years later, he started his America's Cup journey. This will be his third campaign with the British Challenger and sixth overall.



JAMES SKULCZUK, 28
Cyclor
Keen sailor and passionate sportsman. In 2019, he became Finn National Champion, but Covid scuppered his plans so he decided to concentrate on his fitness, working hard on his cycling. After hearing the 37th America's Cup would be using pedal power, he called Giles Scott, took part in trials and was selected to join the INEOS Britannia team as a cyclor.



LUKE PARKINSON, 34
Cyclor
Started sailing at five in Perth, Western Australia. He went on to compete in one Youth America's Cup (2013), two America's Cups (AC35 in 2017, AC36 in 2021) and two consecutive Volvo Ocean Races (2014/15, 2017/18).



RYAN TODHUNTER, 29
Cyclor
Took up rowing at university at 21 after being inspired by Team GB's successes at London 2012. He later joined Leander Club, the most prestigious and successful rowing club in the world, and went on to win the Henley Regatta in 2020 and compete in a World Cup for Team GB. This is his official debut into the professional sailing world.



NEIL HUNTER, 35
Cyclor
Joined the 35th America's Cup in Bermuda as part of an academy programme launched by Ben Ainslie. Impressed by his fitness, dedication and hard work, he was invited to compete in the Cup with the senior team. The team lost, but two days after he rejoined the Academy team, they went on to win the Youth America's Cup.



BEN CORNISH, 32
Cyclor
Grew up sailing a mirror dinghy. Became a national U16 champion. Represented Britain at three consecutive World Championships. Had hoped to compete in the Paris Olympics but his class lost its Olympic status. Took part in the 36th America's Cup as a grinder. Now back as a cyclor.



MATT GOTREL, 35
Cyclor
Former Olympic rower who won a gold at the Rio 2016 Olympics. He worked briefly as an engineer at Rolls Royce, but was approached to join the British SailGP team as a grinder. Impressed by what he saw, Ben Ainslie invited him to join INEOS Britannia for the 36th America's Cup. This time he is a cyclor.



MATT ROSSITER, 35
Cyclor
Learned to sail as a boy and took up rowing at 15, and went on to win a world title and multiple medals, including gold, at the Youth Olympics. After a tough three years out of the boat with injury, he joined the senior squad and won various European and World Cup titles before representing Britain at the Tokyo Olympics in 2021 and becoming World Rowing Coastal Champion in 2022.

Rise of the cyclor

Legs, not arms, will power the flying machines in the 37th America's Cup

'This is the best British sailing boat that has ever been made. It makes the rockets that land on the Moon look basic. It is a work of art'

– Freddie Carr

'It's not like riding a bike on a road. It's like riding a road bike on a mountain bike trail with lots of rocks. It can get pretty bumpy'

– Matt Gotrel

INEOS Britannia's sailing crew have been preparing for this summer's battle on the water – on land. They have been training with the INEOS Grenadiers, one of the most successful cycling teams in the world. For it is legs, not arms, that will power the flying machines in this year's race to be crowned winners of the 37th America's Cup.

"Providing the hydraulic power to sail a boat travelling at high speed is quite a task," said skipper Sir Ben Ainslie.

In all, eight cycling sailors – known as cyclors – have been chosen to help power the boat. But only four will be on board for each race. Among the British team are four former world-class rowers – Matt Gotrel (Olympic champion Rio 2016), Matt Rossiter, Ryan Todhunter and Harry Leask (Olympic silver medallist Tokyo 2020).

The cyclors' job will be to provide the hydraulic power to trim the sails by pedalling static bikes fixed inside the 75ft carbon-fibre hull.

Their goal? To churn out watts faster than the other teams. And that means – for Britannia to hit top speeds – they must maintain up to 500 watts on the bikes for spells of 20 minutes and nail sprints at up to 1,800 watts.

In the 36th America's Cup, onboard 'grinders' played that pivotal role. The more power they generated – using their arms to turn hand cranks – the more accurately the mainsail and headsail could be trimmed.

"We'd got to a pretty high standard with our arms and trained pretty hard for that for the best part of six, seven years for the last two Cups," said Matt. "So it came as a bit of a shock to the system having to teach our bodies to pump oxygen to the legs instead."

But six-hour bike rides in the open countryside with the INEOS Grenadiers' top cyclists have done wonders for their fitness. They are ready. "This time you won't see a lot of heads bobbing around in the boat," said Matt. "But you will see backs tucked away out of the wind."

Prologo has been tasked with ensuring the cyclors are able to stay in the saddle regardless of how choppy it gets on the water. Each saddle has been designed to reduce muscle fatigue, increase grip and absorb vibration. The handle bars have been fitted with Prologo's Onetouch 3D tape, which will also help riders absorb vibrations.

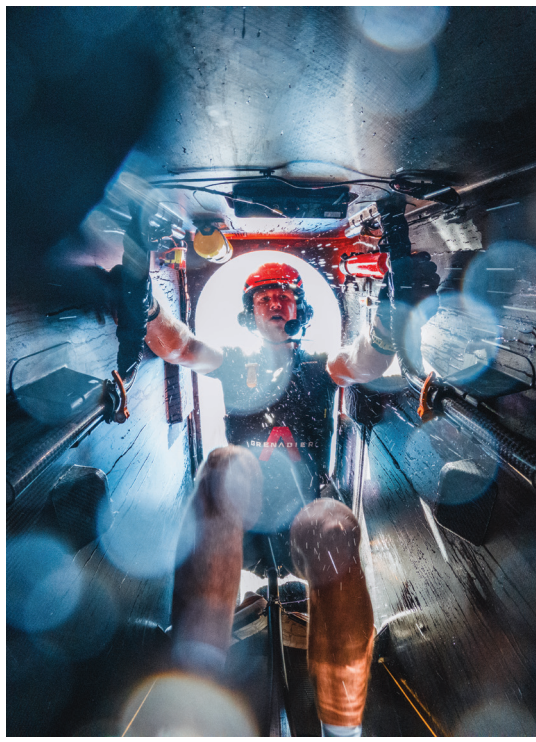
"After having raced and won on the road with seven World Tour teams, and off-road with over 10 supported Mountain Bike teams, it was exciting to take on a new ambitious challenging terrain: the sea," said Salvatore Truglio, Brand Manager of Prologo.

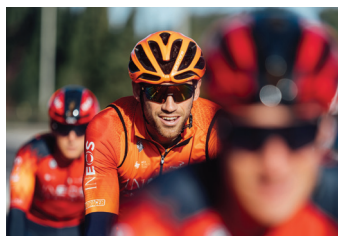
During each race, the cyclors will have to contend with the lumps and bumps of the sea off the Spanish coast.

"It can get pretty bumpy," said Matt. "It's not like riding a bike on a road. It's like riding a road bike on a mountain bike trail with lots of rocks. It's like cycling and being in a rugby match at the same time."

Among those keen to test the onboard equipment was INEOS Chairman Sir Jim Ratcliffe, who is backing Britain's bid to make history. He boarded Britannia, shortly after the AC75 was christened, to join three other cyclors, impressing Sir Ben with his grit, rigour and humour.

"That INEOS mantra underpins all of our work at INEOS Britannia, and Sir Jim definitely showcased those three things by jumping on board and helping us power Britannia," he said.





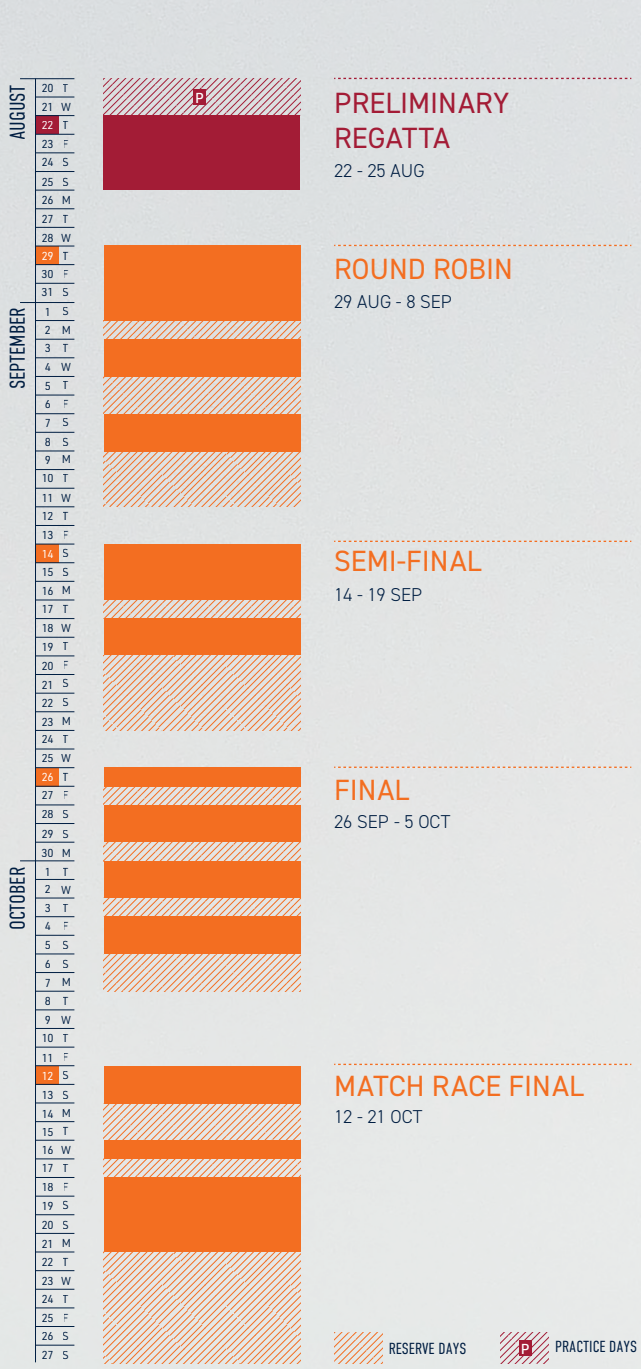


Timeline of the 37th America's Cup

37TH AMERICA'S CUP
LOUIS VUITTON

Watch all the action free on:
AMERICASCUP.COM





PRELIMINARY REGATTA
22 - 25 AUG

ROUND ROBIN
29 AUG - 8 SEP

SEMI-FINAL
14 - 19 SEP

FINAL
26 SEP - 5 OCT

MATCH RACE FINAL
12 - 21 OCT

RESERVE DAYS P PRACTICE DAYS



AC75

INEOS BRITANNIA

8 CREW
2 HELMSMEN, 2 TRIMMERS AND 4 CYCLORS

120,000+
INDIVIDUAL PARTS

700+
SENSORS & CHANNELS

33
ONBOARD CAMERAS LINKED BACK TO SHORE

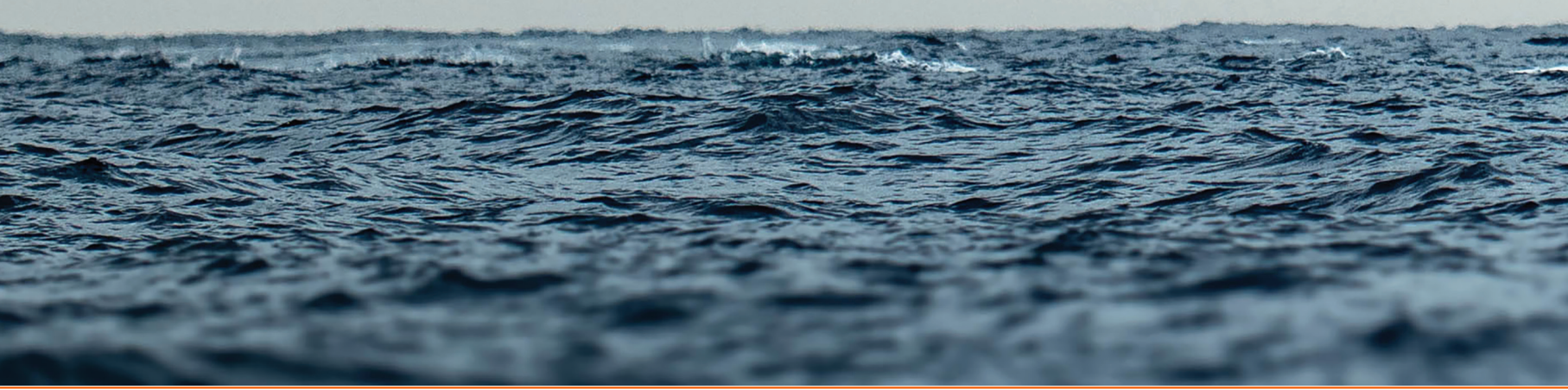
30,000+
DATA CHANNELS

50 KNOTS+
ESTIMATED TOP SPEED

20.7 METRES
LENGTH

5 METRES
MAX BEAM

6,200 KGS
WEIGHT



History of the America's Cup

TO win the America's Cup is one of the toughest things in world sport. It requires grit, determination, skill, passion and the ability to make split-second decisions.

It may be the oldest sporting competition in the world – it predates the modern Olympics – but it is also the most modern, innovative and technologically advanced sporting contest on the planet. Every nation competing in this summer's series wants to win it because it is so hard to win.

But for the British, it's also personal because it all began off the coast of Britain on August 22, 1851. Britain, with 14 boats, challenged America, with one, to a sailing race around the Isle of Wight – and lost.

America took the trophy back to the United States and went on to hold it for 132 years, successfully defending it 24 times until 1983 when the Australians finally ended the Americans' winning streak.

Over the years, only four nations – United States, Australia, New Zealand and Switzerland – have won the trophy. Britain, despite having challenged the most, has never won it.

Hydrogen-powered chase boat

HISTORY has already been made at this year's America's Cup. For to compete, each team had to agree to build one hydrogen-powered, foiling chase boat.

The defending champions, Emirates Team New Zealand, launched their boat in March 2022 to prove it was possible. A week later, their 10-metre prototype, Chase Zero, could be seen foiling around the Waitematā harbour in Auckland.

It is hoped introducing these boats to the world could help lead to a seismic shift in the maritime industry's thinking. The industry is responsible for about 3% of global CO_2 emissions, but hydrogen, which produces zero emissions when used as a fuel, could play a major role in decarbonising emissions from the sector.

Each chase boat must be at least 10 metres long, with a range of 180 miles and capable of keeping up with the AC75s at 50 knots. INEOS Britannia's 13-metre model takes off and fully foils at 19 knots.

Wind of change for Britannia's unwanted carbon fibre sails

LIGHTER winds blew Britain's hopes of challenging defenders New Zealand for the 36th America's Cup completely out of the water. In the head-to-head showdown with Italy, Britannia was simply no match for the Luna Rossa which went on to win the Prada Cup 7-1 – and a place in the America's Cup final. And it was all down to the Italians' superior manoeuvrability in the lighter winds.

"They had the better overall package across the range of wind conditions and deserved to take the final," Sir Ben Ainslie said at the time.

But just as the British team have found a new lease of life – and are now ready for this summer's challenge – Britannia's carbon fibre sails have also been put to good use and are now being sold as laptop cases, holdalls, pouches and wash bags thanks to Ocean Republic.

"It hasn't been an easy fabric to work with because it is extremely tough stuff and doesn't particularly like being anything other than the most efficient sail known to man," said Ocean Republic founder Rory McKellar.

But that didn't deter Rory and his team from agreeing to partner INEOS Britannia to turn the sails into a range of limited edition, robust, cool products.

"Working with the team has been a real honour," said Rory. "Their professionalism and friendliness made this a truly wonderful experience."

He and his team at Ocean Republic had salvaged the British team's unwanted sails after New Zealand won the oldest international sporting trophy in the world last year – for the fourth time. "They only had one set of sails and we got them," he said.

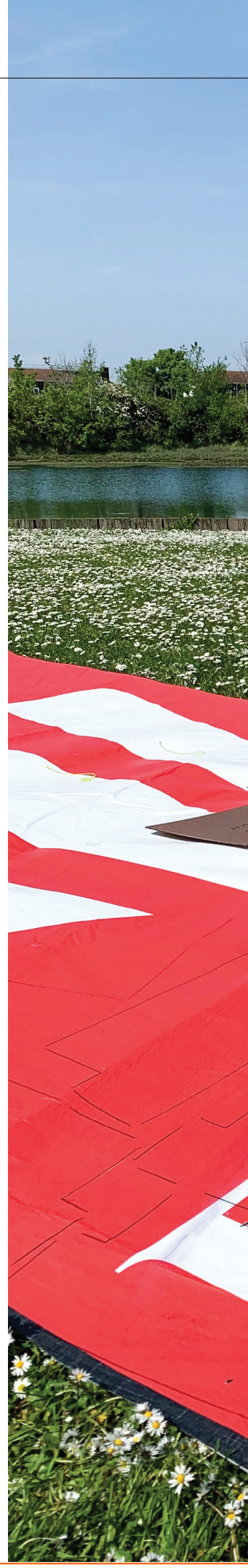
Each product is handmade by sailmakers on the south coast of England and 10% of the profits go to Sir Ben Ainslie's youth education charity, the 1851 Trust.

Helping them has been Pablo, who has been making sails for 15 years. "He has come up with some great designs even though it is a notoriously difficult material," said Rory. "The sail may have come to the end of its life but we have been able to give it another one by turning it into something else." ➤











Women's America's Cup Barcelona

BARCELONA will also host the first-ever women's America's Cup. And the British sailors seeking to make history include Hannah Mills and Saskia Clark who won gold in the 470 class at the Rio Olympics in 2016. "There's really nothing like competing for your country on a global stage, and to help support the youth to deliver their potential is an incredibly cool challenge," said Hannah. "We're 100% in it to win it."

Hannah is team principal across the Athena Pathway women's and youth entries for GB and will skipper the British women's America's Cup squad.

The Athena Pathway programme was founded in August 2022 by Hannah and INEOS Britannia's skipper Sir Ben Ainslie to fast-track promising sailors and increase diversity in the sport. "We couldn't be prouder of what Athena Pathway stands for," said Ben. "We have selected a high-calibre squad and to have someone like Hannah leading them on and off the water is incredibly inspiring. We will certainly be setting our expectations high."

More than 300 sailors had applied to be part of the squad which will race the AC40 – a new, 40ft one-design foiling monohull concept based on the AC75 designed by Emirates Team New Zealand.

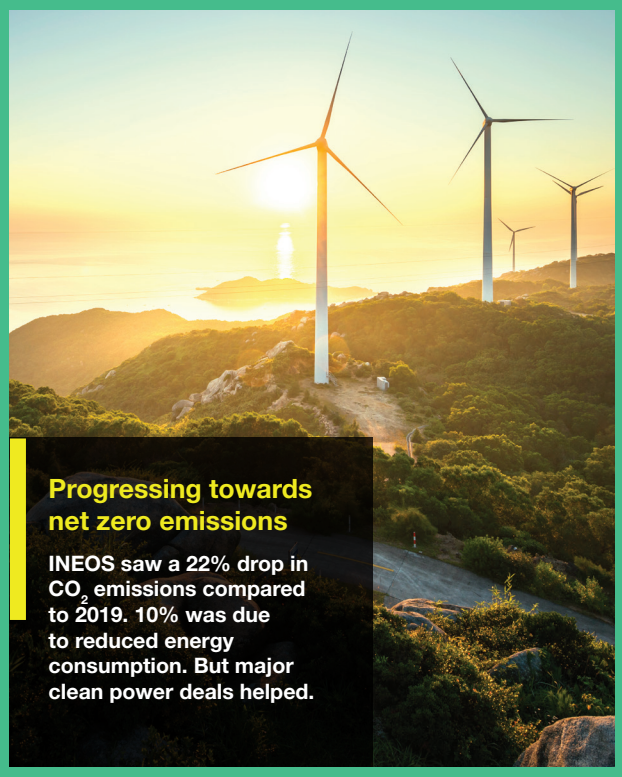
All six nations competing in the 37th America's Cup will be fielding both youth and women's teams and face further competition from Spain, the Netherlands, Canada, Germany, Sweden and Australia.

Each AC-40 will have a crew of four – two helms and two trimmers – with all power coming from batteries.

"The inclusion of a women's event for the first time in the competition's 173-year history signifies huge progress towards gender equity in high-performance sailing," said Ben.

While the British women – Hannah, Saskia, Freya Black and Ellie Aldridge – will be seeking to make history, Britain's youth team will be aiming to defend their title, having won the Youth America's Cup during the 35th America's Cup series in Bermuda in 2017.





Progressing towards net zero emissions

INEOS saw a 22% drop in CO_2 emissions compared to 2019. 10% was due to reduced energy consumption. But major clean power deals helped.



Leading role in carbon capture & storage

Project Greensand involves CO_2 being safely captured and permanently stored under the seabed – and INEOS is at the heart of it.

Sustain

It is ingrained in all the business thinking, it is at the forefront of decisions, and it is what powers innovation, even in times of uncertainty.

Marc de Jong is a senior partner at McKinsey & Company, which helps organisations to innovate more sustainably.

"During periods of uncertainty, organisations that invest in innovation—contrary, perhaps, to the impulse to batten down the hatches—are more likely to emerge ahead of competitors," he said.

Recent global events have created a challenging economic environment for energy-intensive manufacturers like INEOS.

The energy crisis, the war in Ukraine and pressures on industry have disrupted supply chains, suppressed demand and led to spiralling raw material, labour and energy costs.

But against this backdrop, INEOS has not wavered in its desire to be at the forefront of the transition to a greener economy because it knows that true sustainability considers society, the environment and the economy as one.

It knows what needs to be done and is in it for the longhaul.

The company recently published its 2023 global sustainability report which highlighted a 22% reduction in CO_2 emissions compared to 2019, mostly due to a 10% reduction in energy consumption.

The report also highlighted INEOS' leading role in Project Greensand, which involves CO_2 being safely captured and permanently stored under the seabed – a move seen as critically important to help decarbonise the world's energy and tackle climate change.

INEOS' advances in helping to create a circular and bio-based economy are also detailed in the 158-page, 2023 report which was prepared in line with Global Reporting Initiative (GRI) standards.

"The chemical industry is essential for modern existence yet faces unprecedented challenges," said Francesco Lasagna, sustainability officer at INEOS Inovyn.

Despite that, he said he was excited about helping to shape the sustainability strategy for a company that had an opportunity to play an important role in making the chemical industry greener.

Improving the sustainability of its business and operations is central to the way INEOS works because it matters to staff, customers, the communities in which INEOS operates, and its investors.

"At INEOS, we don't just collect numbers," said Erwin Alcasid, sustainability and environmental data specialist at INEOS Styrolution. "We make them speak to drive performance."



Advancing the circular economy

INEOS remains committed to playing its part in the transition to a circular and bio-based economy.



Delivering excellence in health and safety

The health and safety of all is a priority for INEOS and it is committed to maintaining the highest standards.

ability

INEOS Sustainability Report 2023

The report highlights INEOS' commitment to, and the steps it is taking towards, net zero 2050. The data provides information across all INEOS businesses around the world.

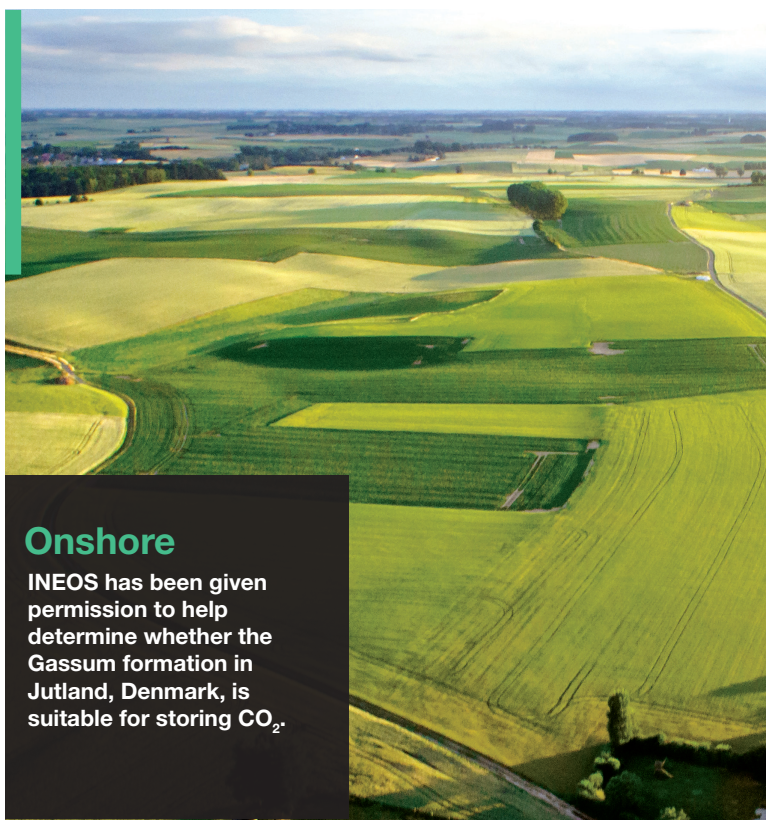


INEOS.COM



World first

If the trials work, INEOS' plant in Texas will be able to start producing sustainable acrylonitrile using plant-based raw materials – and cut CO_2 emissions.



Onshore

INEOS has been given permission to help determine whether the Gassum formation in Jutland, Denmark, is suitable for storing CO_2.

INEOS teams up to test world-first

INEOS Nitriles has agreed to host the next stage of a company's development of its ground-breaking acrylonitrile technology. If it works, INEOS' plant in Texas, US, will be able to start producing sustainable acrylonitrile using plant-based raw materials from next year – and significantly cut CO_2 emissions in the process. For INEOS, it is a chance to be involved in another world first.

For Trillium Renewable Chemicals, a company which was founded in a garage about 10 years ago, it is a chance to show off its patented, proven technology to a global market that is desperately seeking greener, bio-based raw materials.

"Demonstrating Trillium's technology at a larger scale will allow our customers to verify product quality at scale," said Trillium chairman Erik Scher. "That will be a key milestone in our path to becoming a leading producer of renewable chemicals."

The demonstration plant, for the production of acrylonitrile from plant-based glycerol, will be built at INEOS Nitriles' Green Lake facility, which is already home to one of the largest and most advanced acrylonitrile producing units in the world.

"Our support of this project, which is part of our wider sustainability strategy, emphasises our commitment, as the world's largest producer of acrylonitrile, to reducing the carbon footprint of the industry," said Hans Casier, CEO of INEOS Nitriles.

Acrylonitrile and its co-products are valuable raw materials that are used in a range of interesting products from structural parts in planes and cars to acrylic fibre sweaters and toys.

Trillium knows its technology works, and valuable lessons have been learned from its pilot plant, which will continue running to provide customers with sample products.

Trillium Renewable Chemicals has developed a ground-breaking technology for producing sustainable acrylonitrile, a key raw material in toys, car parts, aerospace components and medical supplies

TRILLIUM Renewable Chemicals

The first onshore carbon capture and storage

JUST months after proving to the world that it was possible to capture, transport cross border, inject and safely store CO_2 1.8kms under the seabed, INEOS has now been given the green light to look at safely storing it deep underground on land. INEOS, which leads the ground-breaking Project Greensand, will now work closely with its two partners to determine whether the Gassum formation in Jutland, Denmark, is also a suitable location for CO_2 storage.

"The potential for safe storage in Gassum is high," said Mads Weng Gade, Head of INEOS Energy Denmark, "but we now need to conduct the necessary studies utilizing the important learnings from Greensand to demonstrate safe and efficient storage in Gassum as well."

Denmark wants to lead the way in establishing a new, commercially-viable carbon capture and storage industry in Europe.

Its decision to award its very first onshore carbon capture and storage licence to INEOS Energy Denmark, Wintershall Dea and Nordsøfonden is seen a step towards that.

"Establishing offshore and onshore sites for permanent storage of CO_2 will be crucial for the EU to meet its climate goals and to support a robust market for carbon capture and storage," said David Bucknall, CEO INEOS Energy.

The Danish geology has significant potential for CO_2 storage. According to analysis by the Geological Survey of Denmark and Greenland (GEUS), there is capacity to store between 12 and 22 billion tonnes of CO_2 in the Danish sub-surface, which is equivalent to 700 times Denmark's annual CO_2 emissions.

If all goes well, the three partners hope to start pumping CO_2 into two separate geological formations in Jutland in 2029.

As part of Denmark's desire to lead the way in establishing a new, commercially-viable carbon capture and storage industry in Europe, INEOS Energy Denmark will be working with Wintershall Dea and Nordsøfonden

wintershall dea

nordsøfonden



Investment

A new multilayer, blown film line with Machine Direction Orientation (MDO) has been installed at INEOS' R&D centre in Brussels, Belgium.



Greener

INEOS Nitriles and Hanwha Corporation are considering building a low-carbon ammonia plant in America to meet the demand for greener ammonia.

INEOS opens doors to innovation

INEOS has become the first plastic producer in the world to invest in technology that could prevent one million tonnes of waste ending up in landfill sites each year. Manufacturers, who are keen to develop recyclable plastic packaging, are now being invited by INEOS O&P to test the technology at its R&D centre in Brussels.

"Flexible packaging films play a valuable role in society, but we recognise and share people's concerns about plastic waste," said CEO Rob Ingram. "That's why fully recyclable films are a big development."

INEOS' customers will be able to test the new multi-layer, blown film line on INEOS' premises without affecting production at their own manufacturing sites.

And they are lining up to do so.

Plastic packaging keeps food fresher, for longer. Without it, many of the products on supermarket shelves would not survive the journey to the store. And keeping food fresh reduces food waste, which is another major contributor to climate change.

But there's also a problem with plastic packaging, when it comes to recycling, because it is made from so many different polymers, and different plastics melt at different temperatures.

"Making simpler films with the same performance means the new packaging can be more easily recycled," said Rob.

The state-of-the-art technology, supplied by Hosokawa Alpine, heats and stretches polymer films to improve their quality.

INEOS will be using the new pilot line and its own polymer expertise to develop new, packaging film products from polyethylene and polypropylene.

The state-of-the-art technology, which heats and stretches polymer films to improve their quality, has been supplied by Hosokawa Alpine

HOSOKAWA ALPINE GROUP

INEOS answers call for greener ammonia

AS the world's population grows, so too does the demand for ammonia, which is widely used as a fertiliser to help grow healthy crops, and provides an important raw material for acrylic and carbon fibre. And it's a greener ammonia the world wants now more than anything. To meet that growing demand, INEOS Nitriles and Hanwha Corporation are considering building an ammonia plant in America with low CO_2 emissions. The plant would be capable of producing more than one million tonnes of ammonia a year and help both companies to cement their position in the global ammonia market.

The hydrogen used to make the ammonia would be produced from natural gas, with the unwanted CO_2 emissions captured and permanently stored.

As the largest producer of acrylonitrile globally, INEOS will use this low-carbon ammonia to make acrylonitrile, to help cut emissions in markets that rely on acrylonitrile for everything from water purification to green energy and from pharmaceuticals to toys and construction.

Although a final investment decision about the plant won't be made until 2026, both companies are excited at the potential environmental benefits.

"This project is a potentially important contributor to INEOS Nitriles' carbon emission reduction targets in 2030 and its net zero ambitions by 2050," said Hans Casier, CEO of INEOS Nitriles.

Kiwon Yang, CEO of South Korea's Hanwha Corporation, believes it could prove to be a pivotal turning point in his company's vision for a sustainable future.

About 80% of the ammonia produced by industry is used in agriculture as a fertiliser with China deemed to be the world's leading producer. The location of the proposed US plant has yet to be decided.

Hanwha Corporation believes the project could prove to be a pivotal turning point in the company's vision for a sustainable future

Hanwha

Hydrogen hits the road

INEOS Inovyn hopes year-long hydrogen trial will lead to a change in thinking among haulage industry



INEOS | Inovyn





‘We are delighted to support these fuel-cell customer trials. Hydrogen is a game-changing source of energy which will transform truck technology and help us achieve a net zero future. As both a user and producer of hydrogen, INEOS is in a unique position to support this transition’

– Wouter Bleukx, Business Director Hydrogen at INEOS Inovyn



Mercedes-Benz GenH2 truck covered 1,047km on a single tank of liquid hydrogen in 2023

INEOS Inovyn is one of the largest operators of electrolysis technology, producing 60,000 tonnes of low-carbon hydrogen annually across multiple sites

TRUCKS, fuelled entirely by liquid hydrogen, will soon begin transporting goods in Germany as part of a year-long trial. Vervaeke, which will be transporting up to 25 tonnes of PVC for INEOS Inovyn, is among the five companies that have agreed to test the prototype Mercedes-Benz GenH2 Truck – a truck that covered 1,047km on a single tank of liquid hydrogen in 2023.

If the latest trials are successful, it could encourage the haulage industry to start switching from diesel vehicles to zero emission hydrogen-powered HGVs.

"The market is still showing hesitancy so we want to show that it can be done, because hydrogen is a game-changing source of energy which will help us to meet Europe's net zero targets and reduce CO_2," said Wouter Bleukx, INEOS Hydrogen Business Director.

Last year INEOS Inovyn became the first company in Europe to use a hydrogen truck to transport PVC from its production plant in Tavaux to Benvic's PVC compound plant in Dijon.

Geir Tuft, CEO INEOS Inovyn, described that as a historic moment for INEOS.

"Using hydrogen trucks for product deliveries is a key part of our sustainability roadmap which aims to drastically reduce our CO_2 footprint over the next few years," he said.

INEOS Inovyn is one of the largest operators of industrial electrolysis, the technology necessary to produce renewable hydrogen, and produces 60,000 tonnes of low-carbon hydrogen annually across multiple sites.

As both a user and producer of hydrogen, it is in a unique position to lead the transition to a hydrogen-powered economy. INEOS Inovyn has worked with Vervaeke for many years.

"Our two companies share the same vision," said Frédéric Derumeaux, CEO of Vervaeke. "So we are delighted to have their confidence to collaborate on a ground-breaking project that promotes sustainability."

During the 12-month trial with Daimler Truck AG, the HGVs will be refuelled at designated public liquid hydrogen filling stations in Wörth am Rhein and in the Duisburg area.

But it is widely believed that hydrogen will only become the fuel of choice for buses and HGVs if more countries invest in the infrastructure.

Currently Japan leads the way with about 170 hydrogen refuelling stations compared to 96 in Germany, 21 in France and nine in the UK.

VERVAEKE
Leading the way

PROTOTYPYE
BUZZ SPECIAL RALLY SPEC STATION WAGON

GRENADIER


PROTOTYPYE
V8 STATION WAGON


PROTOTYPYE
PORTAL-AXLED QUARTERMASTER AND STATION WAGON


PROTOTYPYE
SHORT BED QUARTERMASTER


PROTOTYPYE
EIGHT-SEATER SAFARI QUARTERMASTER

INEOS Automotive unveiled an eclectic collection of potential future Grenadiers at the 2024 Goodwood Festival of Speed

GOODWOOD FESTIVAL OF SPEED

INEOSGRENADIER.COM

Visions of the future

INEOS Automotive takes a detour to unveil five prototypes of its 4x4 Grenadier at greatest motorshow on earth

BUILT FOR MORE ADVERT



INEOS Automotive has hit the road with an eclectic collection of potential future Grenadiers, including its first-ever rally car with full racing specification, including modified suspension, brakes, bucket seats and a full roll cage. The five prototypes were unveiled at the 2024 Goodwood Festival of Speed – motorsport's ultimate summer garden party in the UK – and were proof, if proof were needed, of the Grenadier's adaptability.

"The Grenadier's body-on-frame chassis has already proven itself to be incredibly versatile, so we want to keep innovating," said Lynn Calder, CEO of INEOS Automotive.

"Our new brand advertising campaign states that the Grenadier is Built For More, so over the next few years we will be showing just what that means."

In addition to the rally car, which has been designed to compete in the 2025 World Rally-Raid Championship, there was also a Grenadier Quartermaster and a Station Wagon with raised chassis and larger, all-terrain tyres, a shorter version of its Quartermaster pick-up, plus an eight-seater converted Quartermaster pick-up perfect for safari adventures.

Spectators at the five-day Goodwood Festival of Speed near Chichester in West Sussex got a taste of all five.

But that wasn't all.

INEOS also chose the festival, which bills itself as the greatest motorshow on earth, to highlight its partnership with the Royal National Lifeboat Institution, and also officially launch a limited edition Grenadier, which will be known as the Detour.

Just 200 Detours will be built.

Enthusiasts will be able to spot the Detour by its unique 18-inch forged alloy wheels and its specially-designed front grille with headlight surrounds.

The 4x4 will also come in four exclusive colours.

"This will be a level of individuality not found in the 4x4 market," said George Ratcliffe, commericial director at INEOS Automotive.

The Detour is the first limited edition vehicle produced by INEOS Automotive's new Arcane Works division, which will create hand-finished, personalised Grenadiers.

Meanwhile, as part of its five-year partnership with the RNLI, INEOS has agreed to deploy 20 Grenadier Station Wagons at various locations around the UK and Ireland.

The Grenadiers' main role will be to help crews launch their D-class inflatable lifeboat, which has been the charity's workhorse for the past 60 years.

"This is a powerful endorsement of the Grenadier that it's able to meet the rigorous standards required for such vital frontline work," said Lynn.

Since it was founded in 1824, the RNLI has saved more than 140,000 lives.

"Support such as this from INEOS Automotive enables us to continue to save lives at sea, and provides our operational volunteers with the best equipment available," said Jamie Chestnutt, RNLI director for engineering and supply.

"It's only by working in true partnership with industry that can we sustain our lifesaving service in our 200th year."

RNLI Lifeboats

As part of a five-year partnership with the RNLI, INEOS has agreed to deploy 20 Grenadier Station Wagons at various locations around the UK and Ireland.



Foundation of modern medicine is under threat

Scientists and researchers at the Ineos Oxford Institute for antimicrobial research are finding new solutions to prevent the next global pandemic

"It is a global threat to all of us and requires a global response from all of us," said Mr David Sweetnam, Chair of the IOI Advisory Board. "Routine surgeries, childbirth, common infections and sexually-transmitted diseases, such as gonorrhoea, could one day become deadly." Due to a lack of investment in research, the world has not discovered a new class of antibiotics for almost 40 years. INEOS' £100 million gift to Oxford University has allowed researchers to undertake the science to find new antibiotics, while also understanding how resistance to these lifesaving medicines is spreading around the world.

The institute's biggest priority is to protect last-resort antibiotics, such as meropenem, that are used in hospitals to treat severe infections such as sepsis.

"A world without effective antibiotics is a scary one and it will affect all of us," said Dr Alistair Farley, a scientific lead at the institute. "We need to develop new drugs to tackle AMR, but we also need more effective stewardship of new and existing drugs."

IOI's work is guided by its global surveillance programmes in countries most affected by the threat of AMR. The institute is now working in more than 28 sites across 13 countries to support and strengthen surveillance systems and laboratories, especially in poorer countries.

"The quicker we can understand the global picture, the quicker we can act," said Dr Kirsty Sands, a scientific lead at the institute.

"There is no way to solve a problem if you don't have actionable data," said Professor Tim Walsh, IOI Director of Biology. "It is crucial to understand how antibiotics are being used around the world to understand the full scale."

Nationally, that very detailed genomic data will help influence health policies and responses to health emergencies. Globally, it can provide early warnings of emerging threats and help identify long-term trends.

This global data informs the work of scientists at the institute to design new antibiotics and trial new combinations of antibiotics to try to outsmart those superbugs.

"Research in the 20th century discovered easy-to-use antibiotics of enormous value, but that doesn't mean that there are not more to be found," said Professor Chris Schofield, IOI Director of Chemistry.

Scientists have found meropenem's effectiveness can be restored by combining it with another antibiotic and an inhibitor to stop the bacteria breaking down the antibiotic before it has time to work.

Professor Schofield has also been leading a team undertaking ground-breaking synthetic organic chemistry, creating novel compounds they hope to progress through to early-stage clinical trials. Early in vivo work is very encouraging.

"This sort of early pre-clinical work is vital if we are to discover a successor to the dwindling stable of effective antibiotics," said Mr Sweetnam.

Finding new antibiotics is a long, arduous and expensive journey. It can cost up to $1 billion and take up to 10 years to complete all the safety trials before coming to the market.

With no guaranteed revenue stream at the end of the process, it is perhaps no surprise that almost all the big pharmaceutical companies have ditched this vital area of research in favour of other more lucrative areas, such as lifestyle drugs to tackle, for example, obesity.

And therein lies the problem. There is simply no financial incentive to work on antibiotics.

"You may have a very effective antibiotic, but you don't actually want it to be used extensively because then the resistance will inevitably arise," said Dr Farley.

He said AMR, which killed 1.27 million people in 2019, which is more than HIV or malaria, was a complex issue, akin to the challenge of climate change.

"It's only by working with industry and government and policy makers that we can tackle this together," he said.

INEOS is working alongside the IOI team to bring its business acumen and experience to this huge challenge.

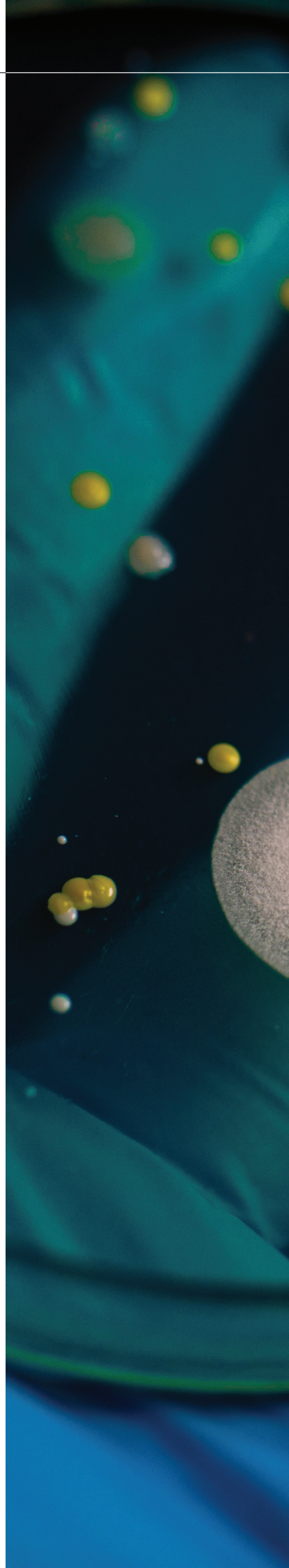
"Receiving such an unprecedentedly large gift was wonderful, but, in my opinion, the help and guidance from INEOS in this advisory role is what makes this all the more special," said Mr Sweetnam.

In September, leaders from government, industry, financial institutions and scientific organisations will meet in New York to discuss the looming threat AMR poses to global health and food security.

"This presents a timely opportunity for global leaders to unite to overcome one of the biggest health challenges facing our society today," said Mr Sweetnam.

INEOS OXFORD INSTITUTE

UNIVERSITY OF OXFORD







10 million

By 2050, 10 million people could die every year from drug-resistant infections

40 years

Due to a lack of investment in research, the world has not discovered a new class of antibiotics for almost 40 years

£100 million

INEOS' £100 million gift to Oxford University has helped researchers at the institute to start compiling a global database

INEOSOXFORD.OX.AC.UK



SIX RIVERS AFRICA

SIX RIVERS ICELAND

THESIXRIVERSFOUNDATION.COM

Iceland and Tanzania may be poles apart geographically, but INEOS' involvement in both countries is the same: conservation. In Iceland, the Six Rivers Foundation's aim is to reverse the decline of the wild Atlantic salmon. In Tanzania, it's to understand and protect the unmapped wetlands and former hunting areas.

Read more about how INEOS is making a difference – and helping locals in both countries to build a sustainable tourism industry ➤

SIX RIVERS AFRICA



01



02



03



04

01. Conservationists regularly track the animals to better understand where they go

02. The new runway was built with funds provided by INEOS Chairman Sir Jim Ratcliffe

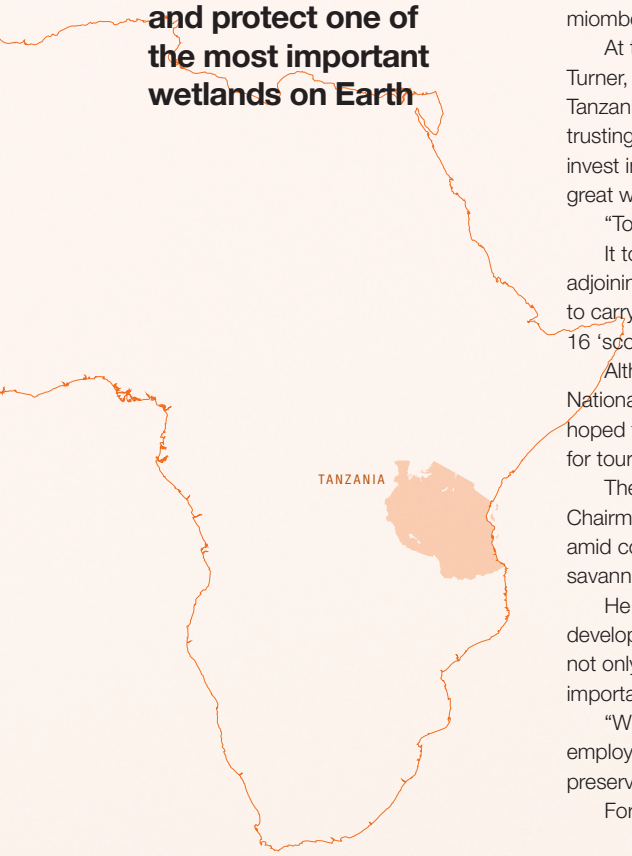
03. The Usangu wetlands are the source of the Great Ruaha River and a haven for many species of wildlife

04. Scouts patrol the wetland from the air



Out of Africa comes hope

New runway is built to help scouts patrol and protect one of the most important wetlands on Earth



FROM the air, it may get lost in the vast landscape. But from the ground, building a runway in one of the remotest parts of Africa is not only a significant achievement, but also hugely important. For it will mean light aircraft can regularly patrol the Usangu wetlands – the source of the Great Ruaha River and a haven for many species of wildlife.

"This will be an absolute game-changer for the protection of the wetland," said Brandon Kemp, CEO of Six Rivers Africa. "Usangu is a sensitive area and needs as much help as it can get."

The Ihefu swamp lies at the heart of the wetlands in Usangu, a vast, unspoilt wilderness in southern Tanzania. It is home to elephants, buffalo, lions, leopards, wild dogs and tiger fish – and the only way into the park used to be on foot.

In 2019, a road was carved through the dense miombo woodland; now there's the airstrip at Ikoga.

At the opening of the new 1.4km runway, Glenn Turner, Chairman of Six Rivers Africa, thanked the Tanzanian government and the people of Tanzania for trusting the INEOS-backed, not-for-profit organisation to invest in projects that will help to protect some of Africa's great wild places.

"Together we can make them better," he said.

It took six months to build the new runway and adjoining protection base where locals will be trained to carry out research and anti-poaching patrols. The 16 'scouts' will also live there.

Although it is currently being used by the Tanzanian National Park Authority and the Six Rivers team, it is hoped that one day the runway will help to make it easier for tourists wanting to reach this remote corner of Africa.

The runway was built with funds provided by INEOS Chairman Sir Jim Ratcliffe, who founded Six Rivers Africa amid concerns about the decimation of the African savanna.

He has spent a lot of time in Africa and believes developing sustainable tourism in southern Tanzania will not only increase awareness of the region's beauty and importance, but also create lasting jobs for local people.

"When a local community benefits from high-quality employment from tourism, poaching flips to protection to preserve those jobs," he said.

For the past nine years Six Rivers Africa has been working closely with Asilia Africa, one of the country's leading safari companies.

The latest camp to open was in Usangu, where tourists have helped to carry out research and track the wildlife.

The camp's other purpose was to help discourage poaching. And it seems to be working.

"Since it opened, instances of illegal poaching have fallen dramatically," said Glenn. "There are now herds of hundreds of buffalo and sable, as well as scores of elephant with calves, returning to these iconic wetlands."

But that's not all.

Prides of lions have also moved into the wetlands, as have leopards and hyenas.

Chris Fallows, a professional wildlife photographer, spent some time at the Usangu Expedition Camp late last year and was amazed at what had been achieved by the team.

"Everyone involved in the project has been astounded that change has taken place so quickly, and the overriding feeling is that the recovery potential is immense," he said. ➤

2019

A road was carved through the dense miombo woodland. Previously the only way into the Ruaha National Park was on foot

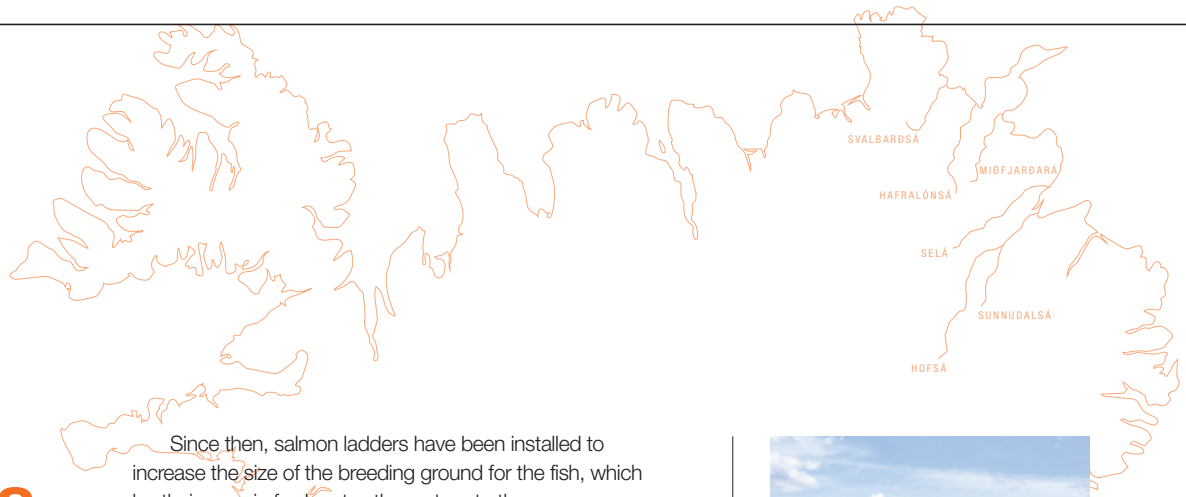
6 months

It took six months to build the new runway and adjoining protection base where locals will be trained to carry out research and anti-poaching patrols

9 years

Six Rivers Africa has been working closely with Asilia Africa, one of the country's leading safari companies, for the past nine years





Iceland builds on solid foundations

Conservation efforts stepped up to help ease plight of endangered Icelandic salmon

INVESTMENT continues to flow into Iceland to help reverse the dramatic decline in numbers of North Atlantic salmon. Six Rivers Iceland is planning to open more world-class fishing lodges along rivers in North East Iceland to help raise vital funds for its ongoing research and conservation.

"Fishing has been affected in recent years due to the war in Ukraine, recessions in some countries and the fact that the Americans are half afraid since the Sundhnúkur eruption," said Gísli Ásgeirsson, CEO of Six Rivers Iceland. "But the more fishing licences we can sell, the more income we can generate which all flows back into our research."

A new top-end fishing lodge has now opened about 2km upstream from the old lodge at Miðfjarðará river, which winds its way though spectacular, unspoilt scenery.

"This is a part of Iceland that is really very remote even by our standards," said Glenn Turner, Chairman of Six Rivers Iceland.

Further lodges are planned at Hafralónsá and Hofsá. The current Hofsá Lodge was built in the 1970s with the then Prince Charles, now King Charles, one of its earliest, regular guests. The Prince of Wales pool on the Hofsá river remains one of the world's most iconic fishing spots.

Once built, all the lodges will also be available when the three-month fishing season ends.

"We think they might appeal to those who perhaps want to go kayaking, skiing, whale watching or mountain biking," said Gísli.

INEOS Chairman Sir Jim Ratcliffe, a keen fly fisherman, founded Six Rivers Iceland in 2019 after he learned the iconic fish was endangered.

He discovered Strengur Fishing Club was doing all it could to protect the species, but it needed financial help to do more.

Since then, salmon ladders have been installed to increase the size of the breeding ground for the fish, which lay their eggs in freshwater, then return to the ocean.

Trees have been planted to enrich the soil around the rivers to make the rivers themselves healthier. Smolts have been tagged so scientists can track and monitor their behaviour. And hundreds of thousands of salmon eggs have been planted into the gravel in rivers further upstream to again increase the size of the breeding ground.

"The speed at which the project has expanded is truly impressive," said Glenn.

Since 2019, about 10,000 saplings have been planted each year. By 2023, that number had increased to more than 90,000 saplings with many more planned for this year. By 2028, the aim is to plant one million trees every year.

"Right from the start we hit impressive numbers with our tree plantings, but we always wanted to aim higher," said Glenn. "And this accelerated growth can be attributed to a combination of factors, including thorough planning, clear objectives, and excellent teamwork."

All the data collected by scientists will help researchers and conservationists understand why the Atlantic salmon are declining and what needs to be done to reverse this decline.

Earlier this year several experts from Iceland, the UK and Norway met at Vopnafjörður close to the rivers to discuss their findings and potential threats to the salmon's existence.

"It is important for us to engage with the local community to ensure that they are informed on what we do and why," said Dr Rasmus Lauridsen, chief scientist at Six Rivers Iceland, which once again hosted the event.

He spoke of the potential threat posed by open-pen salmon farms.

"It is hard to say how big a threat open-pen salmon farming is in Iceland, but in Norway it has been established that they have 10% fewer returning adult salmon, purely due to increased sea lice levels caused by the fish farms," he said.

He warned that escaped sea-pen salmon did not have the right genetic make-up for Icelandic rivers.

"When they escape from their pens during the frequent violent storms, they mix and spawn with wild salmon, which dilutes the locally-adapted genes of wild salmon with the genes of farmed salmon which can significantly reduce the fitness of wild populations," he said.

"Farmed salmon are bred for growing fast in a farm where there is no need to be cautious about predators."

The wild Atlantic salmon is an amazingly adaptable fish. It can move from a saltwater environment to freshwater in minutes.

But it is suffering from a combination of overfishing and poaching to warming oceans and rivers.

In the 1980s there were six million wild salmon in the North Atlantic; today there are two million.

The recent rapid increase of non-native pink salmon in the North Atlantic is also a concern to scientists, who fear the Pacific pink salmon could compete more aggressively for food and territory.

But the positive news is that Six Rivers Iceland is now showing a steady halt in the decline of salmon on the rivers it manages.

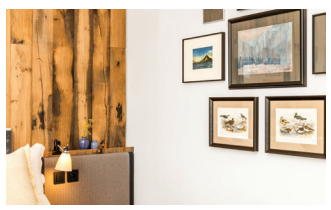


Miðfjarðará Lodge
The lodge at the Miðfjarðará River is a cosy, self-catered cabin and perfect for those wanting to fish one of the best salmon rivers in Iceland









SIX RIVERS ICELAND



2019

Conservationists began planting thousands of trees to enrich the soil around the rivers to make the rivers themselves healthier

2 million

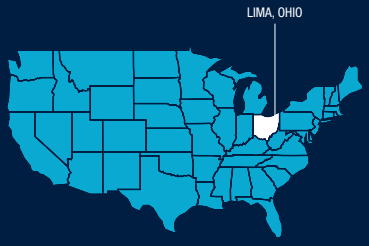
In the 1980s there were six million wild salmon in the North Atlantic; today there are two million

1970s

The Hofsá Lodge was built in the 1970s with the then Prince Charles, now King Charles, one of its earliest, regular guests. The Prince of Wales pool on the Hofsá river remains one of the world's most iconic fishing spots

In their element

How INEOS Nitriles sparked interest in The Daily Mile and brought a community together



2019
The Daily Mile USA was launched in 2019

4304
Schools in USA now take part in The Daily Mile

THEDAILYMILE.CO.UK

A FORMER science teacher is on a mission to get every schoolkid in America running The Daily Mile. Bill Russell, who is programme manager of the INEOS-backed Daily Mile USA, believes it is the best way to improve fitness and creates healthier and happier children. "If teachers and kids feel better physically, they are going to perform better mentally," he said. "We are going to have better teachers and better learners."

But he says there is an even more important reason why everyone should take a 15-minute break from the classroom.

"At its core, it is about people," he said. "It's about creating magical moments that allow people to get to know each other better and build trust."

The Daily Mile USA was launched in 2019.

Since then the team has been building bridges – and trust – with schools through attending conferences or online teacher forums.

And more than 4,000 schools in the USA have adopted the simple initiative through that approach.

But for the very first time, an INEOS business in the USA has done its own legwork and established The Daily Mile at schools on its own doorstep.

"They have done such a wonderful job in not only improving the relationship between the kids and teachers, but also between INEOS and the local community," said Kathryn Shuler, Director of the INEOS ICAN Foundation.

She said chemical companies were generally viewed with suspicion in America, but INEOS Nitriles had not only managed to change the public's perception about how it operates, but it had also shown its own employees that it genuinely cared about the community.

"It has really helped to get our name in the community in a positive way, which also helps with recruitment and retention when people know who we are and what we're doing," said HR manager Sara Bassett.

Every school in the Shawnee district in Lima, Ohio, now takes part in The Daily Mile – and every year the four schools use it as a way to bring the community together, with an end-of-year Connection Celebration for teachers, students, members of the school board, parents, INEOS volunteers, the local police, fire department, and National Guard.

This year INEOS Nitriles donated funds to help build a new Daily Mile track, which will be open to all outside school hours.

Elmwood Primary was the first of the four schools in the Shawnee district to introduce The Daily Mile.

Teacher Heather Davis-Kohli's dad, who recently retired from INEOS Nitriles, told her about it after he learned of her early morning running club for her 'hyperactive' students.

"Some of my students just couldn't sit very long, which was a sign they weren't getting enough physical activity, so I thought I would try something new," she said. "And those early morning runs worked. When they came back in after a run, they were different kids."

But she was limited in the number of children she could accept, and she thought the teachers would benefit from movement, too.

Having heard about The Daily Mile, she spoke to both Bill and Sara, who helped to get her headteacher on board.

"Once we had that connection with Heather, it snowballed from her little running club into the entire school doing The Daily Mile in just a few months," said Sara.

Other INEOS sites in the US are now keen to replicate what INEOS Nitriles has achieved.

Sara's advice? Find someone in school with a passion for health, well-being, fitness or running.

"If you do that, their passion will drive the programme," she said.







The Daily Mile is helping teachers too

HARD-WORKED teachers in America are also rediscovering their love of life in the classroom thanks to The Daily Mile. Many have reported feeling energised and better equipped to teach since signing up to the simple initiative that was founded in the UK in 2012 to help children get fitter. “The Daily Mile has helped me both mentally and physically,” said Rhonda Conrad-Jaufre, a teacher at St Michael Special School in New Orleans. “I feel great. It has given me a lot more energy and I have been sleeping a lot better.”

A recent survey of teachers in America found many were considering quitting the profession due to difficulties coping with job-related stress.

The Rand State of the American Teacher survey blamed student behaviour, low salaries and administrative work that needs to be done outside school.

But The Daily Mile has given some an outlet for that stress – and the much-needed break in the school day that they need.

“Teachers feel a lot of pressure today,” said Leigh Daily, Principal at Elmwood Primary School in Lima, Ohio. “But they know that this is the time of their day when they don’t need to talk about data or their lesson plans and they can just go out and get to know and enjoy their kids.”

Bill Russell worked as a teacher, coach and school administrator for many years. He saw many of his colleagues succumb to stress.

“The great teachers are leaving and that worries me because the lines to replace those great teachers are not very long,” he said. “Sometimes there is no line at all.

“But when we don’t have great teachers in front of students, those students suffer.”

Although, he still considers himself to be a teacher, he is now programme manager for The Daily Mile USA – and wants every school in America to adopt it for everyone’s benefit.

“People in education need this right now,” he said. “That’s a little bit of a refresh, a little bit of a boost, and a little bit of energy.”



THE BATTLE BEGINS
29.08.24

INEOS | BRITANNIA
CHALLENGER OF RECORD

37TH AMERICA'S CUP
LOUIS VUITTON