

Goals and challenges of rubber sustainability

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The rubber industry is facing different challenges at the current time. Sustainability is one of the most used terms in every presentation, document, or other communication act. However, what is the factual background and meaning of this expression? What is management, purchasing, marketing, production or development circumstances? How differently can we look at it? Main trends, potential bottlenecks and challenges for future development would be discussed in presentation as well role of industry and research actors.