

# Megatrends supporting Neste Oil's cleaner traffic strategy

A number of global developments, or megatrends, are expected to shape the future business environment in which oil refining and marketing companies operate. Many of these trends are already beginning to offer Neste Oil new opportunities. Through its cleaner traffic strategy, Neste Oil can make its own contribution to developments and help build a future that has less impact on the environment.

## Megatrends supporting the strategy implementation

### Growing environmental awareness among consumers

Climate change is forcing consumers and producers to become more critical of what they consume and become more environmentally aware. A growing number of consumers want products to be produced both ethically and sustainably. People who enjoy a high standard of living have the opportunity to choose products that have a smaller environmental footprint, even when these products cost more. Questions related to the sustainability of the raw materials used in producing biofuels, for example, are attracting more and more interest from customers.



### Energy security

Society is heavily dependent on energy; we travel, produce, and consume more than ever before. Increasing energy consumption is placing growing pressure on energy resources, and countries worldwide are looking for new ways to secure their future access to sufficient supplies of energy. As a result, the proportion of all forms of renewable energy that society uses is likely to grow. Biofuels offer a number of solutions for improving energy security in this respect.



### Increased demand for energy

Population growth and higher standards of living are contributing to higher demand for energy in developing countries. Millions of people are leaving rural areas for the cities, where their new lifestyles use more energy. The ageing population in the developed world is also posing new types of challenges for society and service providers, and leading to changes in the type of mobility and services that people need.



### Technological developments

Technology will play a key role in enabling new energy sources and production technologies to be exploited. New oil discoveries will extend the world's energy supply, while new process technologies will open up a broader range of feedstocks for producing renewable fuels. New engine technology, for its part, will make vehicles more energy-efficient and new ICT technology will enhance control systems and services. Although new innovations are needed, the development potential of existing technology should not be underestimated.



**Unsustainable demand for natural resources and climate change**



Society consumes one and half times as many natural resources as the world produces today – and means that we need to be able to use existing resources as efficiently as possible and develop new types of energy with a smaller environmental footprint. New biofuel technologies enable a broader range of raw materials that is increasingly based on the use of waste and residues.