François Jérôme is a catalysis specialist at the forefront of developments in sustainable chemistry, where using biomass is a strategic focus. His work is based on the use of physical agents (electric fields, shock waves, ultrasound waves) to trigger reactions that transform plant sugar into chemicals: surfactants, solvents, monomers, and more – and in doing so, avoids relying on chemical activation. To accelerate the introduction of innovative products to the market, François Jérôme has been working with the Solvay Group since 2014, and also with SMEs such as ARD, the FCBA and Seprosys. As a sign of how robust the connection with Solvay is, since 2019, his team has been the "mirror site" for the international CNRS-Solvay Catalysis Laboratory, located in Shanghai (China). As he puts it, "To develop sustainable chemistry we must build strong links between scientists, the chemical industry and society". To contribute to that, François Jérôme created the CNRS research federation "Increase" in 2015. It brings together eight laboratories and many manufacturers. François Jérôme also initiated the International Symposium on Green Chemistry, which has become an international conference of note.