

"Why do sustainable technologies establish themselves so hesitantly?" this question accompanied **Max Roßmann** through his studies of chemical engineering and philosophy in order to be addressed it in his doctoral thesis. In good cooperation with the MWK bioeconomy project, he now works in an interdisciplinary team at the Institute of Technology Assessment and System analysis (ITAS) at the KIT to research and reflect the current developments of the microalgae value-chains. He is convinced that narratives play a neglected key-role for the motivation, orientation, coordination and the social embedding of novel technology.