INNOVO IS MOBILIZING FORCES TO SAVE THE GLOBAL ENVIRONMENT

Southern2023, temperatures in the Catalonia region in southern Europe peaked at 45.3 degrees Centigrade - a record high. The heat wave continued for weeks and brought a slate of environmental problems to the area, including drought conditions, wildfires, and crop losses. Far from isolated, this ominous marker of the rapid warming of the globe was part of a summer of record high temperatures registered in far-flung corners of the world, from Death Valley in the US state of Arizona to northwest China. In these cases, too, drought and other signs of environmental degradation occurred.

Around the time that temperature spikes were bringing these locales to their environmental breaking points, executives from the UK-headquartered company INNOVO Profitable Net Zero were leaning into negotiations with a $20 billion international chemical manufacturer on a plan to dramatically reduce the carbon emissions footprint of its operations across four continents.

The two events – record-high warming in Catalonia and elsewhere– and INNOVO's efforts to craft an agreement for CO_2 emissions reductions were related. The mission

of INNOVO is to get as many entities as possible – corporations, municipalities, and other institutions - to adopt clean technologies that will help them slash their CO_2 emissions.

For the past dozen years, under the direction of Founder and Chairman Martin Kelly, the executives at INNOVO have been working towards the goal of getting industries and governments to do their part to halve global carbon emissions by 2030. The motivation behind the mission is nothing short of salvaging what's left of the globe's precious environment.

That motivation, in turn, drives INNOVO to forge agreements with the chemicals company and others. If

the company -- and thousands of industries worldwide – work towards a plan for Net Zero carbon emissions, the natural environment of Catalonia – and just about everywhere else – can be protected from the most dire calamities, at least for a while.

Kelly readily acknowledges that helping to save the planet is a lofty goal. “Still, the objective – salvaging whatever we can of the earth’s environment – is a worthy one and more urgent than ever,” Kelly said in an interview. “If we’re going to get there, or anywhere close to it, the only path is significantly reducing carbon emissions.”

Daunting annual emissions of gases

A few basic statistics should help illustrate just how uphill forging that path is for INNOVO. Around 56 billion tons of CO_2 or greenhouse gas emissions are generated yearly. Of that figure, eight billion tons of those emissions are generated from fossil fuel power plants, twelve billion tons from hard-to-abate industrial processes, twenty billion tons from transportation and logistics, and two billion tons from waste incineration.

For the past few years, INNOVO has partnered with various research companies and institutions that have produced technologies designed to reduce a strong

percentage of those tons of emissions. The most promising of the technologies is a mega complex that converts CO_2 emissions from fossil fuel-burning plants to algae-based biofertilizers. Another cutting-edge technology takes waste and extracts pure materials from it to produce valuable materials such as graphene that can be sold in the marketplace. A third example of the new technologies is designed to enhance the growth of newly grown trees so that they absorb carbon at four times the rate of existing trees. There are dozens of other technologies in INNOVO's portfolio. **LINK here to slides on the technologies:**

https://innovo-network.com/technologies

In the past twelve to eighteen months, companies in the U.S., Europe, and India have adopted some of the technologies and put them into commercial use.

So far, the results have been promising. Some – such as the plant that transforms CO_2 emissions to algae fertilizer – are viewed by climate change specialists as game changers in the bid to reduce greenhouse gases.

In the past year, Kelly and other INNOVO executives have intensified their efforts to persuade corporations and national and municipal governments to use the technologies and introduce them throughout their supply

chains. “I do not doubt that if all of the technologies are adapted on a grand scale internationally, the goal of a 50 percent reduction in carbons by 2030 is achievable,” Kelly explained.

European Corporations Committed to Net Zero Emissions

In most cases, the will among corporate leaders to achieve emissions reductions is strong. In a 2021 report on corporate commitment to climate change in Europe, the information group Accenture Europe found that a third of major corporations in Europe had committed to reaching Net Zero carbon emission targets by 2050.

But the way for those companies to best achieve the reductions is proving more complex. The report said that only five percent of the companies surveyed are on target to reach their emission reduction plans by 2050. If the companies are to reach their goals in the next 25 years, the majority would have to at least double their investments in clean technologies over the next decade.

Costs of new technologies

INNOVO's leaders are sober about the hurdles it will take to convince a groundswell of corporations to start using the new technologies. "'I'm talking to a company who want to reduce their carbon footprint," said Rene de

Murard, CEO of INNOVO, in an interview. “But it takes time and a lot of energy to get them to adopt any technology or change. In the end, it’s all about change management. And that is never easy in corporations.” The cost of investments in clean technologies is one major issue for companies. INNOVO estimates that it will take $36 trillion to build bio-refineries to convert the 12 billion tons of emissions from hard--
to abate industrial processes. According to models, all technologies, including bio-refineries, will be profitable for investors and for the companies deploying them.

INNOVO is currently in talks about adopting the technologies with nearly seventy companies – based in different parts of the world – including China, India, the US, and Europe. Their industries range from oil and gas conglomerates to manufacturers of consumer goods, steel, and other materials.

INNOVO executives are making a particular pitch to companies in India. And for good reason. That East Asian country is set to be one of the world's top three carbon emitters in the next 20 years. A dozen of India's biggest CO-2 emitting facilities in heavy industries such as cement, steel, chemicals, building materials, metals, oil and gas have expressed some interest in using the carbon-reducing technologies in INNOVO's portfolio.

At the last count, INNOVO was also negotiating with 27 organizations in four continents to invest $ 54 billion in deploying twenty-seven 100% waste recycling centers.

New agreements between INNOVO and corporate partners are coming on every month. In mid-September, INNOVO clenched a deal with the chemicals giant they started negotiating with in the summer of 2023. The company has asked not to be publicly identified. But it is now committed to achieving Net Zero emissions.

The plan to reduce the corporation's carbon footprint is only the beginning of the hard push to achieve Net Zero emissions.

Major corporations, by the estimate of Accenture, are only directly responsible for an average of thirteen percent of emissions. Their suppliers and end users emit the rest.

The manufacturers must also work with their suppliers to reduce their emissions.

The profile of the chemical company INNOVO has recently begun working with is a good case study. It

maintains manufacturing facilities on four continents. INNOVO is preparing proposals for the company to use several carbon-reducing technologies, including large-scale CO_2 algae and waste recycling plants. The company also has 10,000 suppliers worldwide, and it has introduced INNOVO to the first of these suppliers from various industries, including oil and gas and transport. INNOVO has already offered relevant, profitable, clean technologies to each company's suppliers to fulfil the Stage 3 reduction requirements.

From the perspective of environmentalist advocates, these kinds of carbon reductions are sorely needed. They often point out that climate change – with all the dramatic natural disasters it brings -has already created a ticking clock for significant scale cutbacks in emissions. There is no better dramatization of that ticking clock than the alarming rate of weather-related events that are occurring around the globe. The summer of 2023 alone brought a rush of such incidents.

In June, an unrelenting series of rainstorms, hail torrents, and tornadoes hit the state of Texas. The following month brought the heaviest flooding in one hundred and forty years, drenched Beijing and other parts of

northeast China. In September, a brutal typhoon-like storm flooded Libya and killed more than 5,000 people. Massive degradation of the environment followed each of these events. In some cases, flooding resulted in the loss of agricultural land. In others, heat zapped the regions of water. In Canada, California, and elsewhere, fires destroyed significant forests.

Kelly is clear that slowing greenhouse gas emissions that are driving these kinds of catastrophes will take buy-in from many more participants than INNOVO. His goal is to help create a vast international ecosystem of corporations, companies, investors, and government entities that can work in tandem to achieve net zero profitable carbon reductions.

Kelly is convinced that such a global effort can come together and prevail in the race to salvage the environment. “We're just a small pebble at the top of a mountain,” Kelly said. “But it is entirely imaginable to see the capital and the talent getting behind this to make it happen. What is needed is trillions of dollars, the collective will of people, and the commercial momentum. It can be done. It must be done.”

Written by: Gary Lee

Gary Lee is a prominent environmental journalist who has served as National Environment Correspondent for The Washington Post and Time Magazine. - Gary Lee (journalist) - Wikipedia. He has been nominated twice for a Pulitzer Prize. Lee has been on the Advisory Board of the Society of Environmental Journalists.

Gary Lee volunteered to write several articles on INNOVO and Climate Change issues because of their importance. In appreciation of this contribution, INNOVO is remunerating him.