

# **INNOVO: Leading the fight to slash CO<sub>2</sub> emissions**

It's four in the afternoon, and Martin Kelly has just started his eighth virtual meeting of the day. Chairman and Founder of INNOVO Profitable Net Zero, Kelly has also made six calls and perused a sheaf of corporate portfolios. The efforts have all focused on finding a solution to one question: how can more companies be convinced to adopt clean technologies that will cut CO<sub>2</sub> emissions and commit to putting them into commercial use?

For an executive whose outreach is global, Kelly works from an unlikely base of operations- a small town near Oxford, England. One recent day started with a Zoom meeting with a senior executive at an industrial company in India. Next came a check-in with INNOVO's CEO, based in Dubai. There were sessions with a philanthropist in New York and members of INNOVO's team in London and Los Angeles.

This is a close-up look at INNOVO Profitable Net Zero, a company devoted to bringing about a 50 percent reduction in CO<sub>2</sub> emissions by 2030. This article offers provides details about how the company, and its leaders are going about

pursuing their objective. At a time when many global citizens and companies are aware of the dangers of increasing levels of CO<sub>2</sub> emissions but unsure what they can do to stop the rise, this profile may provide instruction or inspiration.

As he leans into negotiations and conversations, statistics on emissions and other technical issues of climate change quickly come off the top of Kelly's head. No small wonder. He has been pushing for CO<sub>2</sub> emission reductions since starting INNOVO twelve years ago. For month after month, he has worked at it, monitoring the development of greenhouse gas-cutting technologies and trying to impact the mindset of corporate leaders and others in the pursuit of slashing emissions.

Kelly's constant networking also serves another key purpose: building teams. Attracting and motivating talent, one of his superpowers, has been crucial to driving the company's mission and growth.

## **Changing Priorities**

For Kelly, leading INNOVO has involved a constant juggling of priorities. In the early years, the company's primary focus was to push the development of technologies designed to reduce greenhouse gas emissions significantly. Several technologies that can substantially impact global CO<sub>2</sub> emissions have moved from

laboratories to commercial use in the past eighteen months. [Technologies](#)  
[\(innovo-network.com\)](#)

As a result, INNOVO has re-doubled its efforts to negotiate agreements with corporations to use the technologies in their operations and those of their suppliers.

Along the way, Kelly and Rene de Murard, CEO of INNOVO, have significantly extended the company. It currently has an active team of more than 20 members but can draw on many of the 300+ executives who have helped develop the company over the 12 years since inception. Among the stalwarts in leadership positions: de Murard, who served as Chief Talent Officer before becoming CEO; Gary Hopcroft, the Chief Financial Officer; and Mark West, the Chief Marketing and Development Officer.

Kelly and de Murard have also built a supervisory board that includes **Mark Spelman, the former Global Head of Strategy at Accenture and** currently a member of the World Economic Forum.

Until recently, INNOVO has kept a low profile in its operations mainly to prevent other companies from copying the ecosystem that it has built. The company is now actively raising its public profile.

After a long run of trials and setbacks, INNOVO has clocked some notable results in the past year. The most noteworthy achievement is the signing of several major agreements with multibillion-dollar companies to work with INNOVO to halve their greenhouse gas emissions by 2030.

INNOVO executives penned the latest accord with a \$20 billion international chemical manufacturer in mid-September. It has also been negotiating with 15 multi-\$billion organizations on four continents about deploying 100 percent waste recycling centers.

### **Praise for the Technologies**

Corporate executives working with INNOVO praise the company for its novel methods for cutting CO<sub>2</sub> emissions.

Dalmia Bharat Limited, a major India-based cement manufacturer, has introduced a pilot program using the technology that converts CO<sub>2</sub> emissions into algae-based fertilizer. The company is working with INNOVO to scale the use of the technology.

“I think this technology is different,” said Arvind Bodhanker, Executive Director of ESG at Dalmia, in an interview. “The application of the product is for agricultural use right now. That is timely because the soil is getting degraded because of the chemical fertilizers. So, if we have something biologically produced, that will be helpful. I'm very optimistic. We want CO<sub>2</sub> to be captured in millions of tons. If it is scaled properly, we think this technology will help get us there.”

Dalmia has long been committed to environmental action, Bodhanker said. The company already has a much lower level of CO<sub>2</sub> emissions than similar companies internationally. It is committed to going the extra mile to further reduce its carbon footprint.

INNOVO's work with Dalmia -- and many other enterprises- has helped pirouette the company to a vital role in the global race to slash CO<sub>2</sub> emissions. It's a great leap forward from 2011 when INNOVO was little more than a desk, a phone, and a noble concept.

To be sure, besides INNOVO, dozens of other organizations and enterprises are also devoted to pushing industries to work towards Net Zero CO<sub>2</sub> emissions. One example is the Accenture Net Zero Accelerator, which promotes the development of cleantech tools. EcoVadis helps identify sustainability methods. Globality offers its clients environmental and sustainability projects by connecting them with the best firms to work with.

Yanbo Du, INNOVO's CEO for North America, feels that all these companies play an important role in the race to cut greenhouse gas emissions.

"What sets INNOVO apart from the other companies," Du explained, "is the comprehensive approach we take to not only to enable the customer to achieve net zero carbon and waste but also do so in a way that improves business performance."

When a company signs on with INNOVO, Du explained, INNOVO takes the lead in finding profitable clean technologies that will help the company dramatically reduce its CO<sub>2</sub> emissions. It will also recommend ways for all a company's suppliers to reduce emissions. This process will help signatories reach the goals at all levels called for in climate change accords.

For CEO de Murard, one key distinguishing feature of INNOVO is that the plans it offers companies to slash emissions are profitable. “Many executives see the importance of reducing emissions as a matter of compliance,” de Murard said. “But when they understand that using clean technologies can be profitable for them, it becomes another conversation.”

“Our approach is oriented to help companies find initiatives that can quickly reduce their carbon footprint, and because we reach out to their suppliers our impact is much greater than just tackling scope 1 emissions,” he added.

“INNOVO is focused on profitable technologies because we know it is the quickest way to get corporations to adopt them.”

All the technologies in INNOVO’s portfolio are designed to yield a monetary return on investment for users. INNOVO estimates that if oil and gas companies employ a methane reduction technology, for example, they will reap a 20 percent increase in revenues with no additional investment in their plants.

### **INNOVO’s Missions**

The rare combination of missions – promoting profitability and environmental protection at once-- is another of the company’s distinguishing characteristics.

Committing to profitability is one of the critical tenets of INNOVO's mission. All members of team INNOVO are vested in the company and are given shares in it. Beyond assuring the profitability of the carbon-cutting technologies for companies that use them, INNOVO seeks to provide fair compensation to its employees and partners.

Kelly acknowledges that INNOVO has so far not succeeded in generating huge revenues and profits. Nonetheless, he said, "We are always thinking about the profitability for every member of our ecosystem. It must be profitable for the technology provider, the commercial partner deploying the technology, and us as a company. We look at profit from a multi-dimensional perspective. It's sustainable profit in the longevity sense of the word, but also in the climate sense of the word."

Besides profitability, a solid commitment to saving the earth's environment is part of the company's mission.



In the past year and a half, in pursuit of building that ecosystem, INNOVO has had two breakthrough moments.

The first came in 2022 when the profitable clean technologies became commercially viable.

The second breakthrough was brought by nature – in the form of a dramatic increase in climate change-related disasters. “The fact that we find a hurricane on our backs, literally and metaphorically, has brought awareness of the global need to address this challenge,” Kelly said. “I mean, as each year, each month has gone by It's, it's become clearer and clearer to the planet that something has to be done. And we're in the position to offer actionable plans.”

As the specter of further weather catastrophes loom, Kelly and his colleagues at INNOVO seek to significantly expand the members in its ecosystem.

The company's current hard drive is to attract funders and collaborators.

“Deploying the profitable clean technologies in our portfolio will require vast amounts of capital. We are looking for financial-based partnerships,” Kelly said.

“We are also recruiting the best talent for this vital mission. INNOVO's foundation of fairness ensures that individuals get a fair share of the value that they create.

Above all, we are seeking partnerships with major organizations that can help commercialize these technologies globally.”

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.