**RENEWABLE CARBON INITIATIVE**
INTERVIEW

# CovationBio

**CovationBio was founded in Newark, Delaware, in 2022. CovationBio is a leading global innovator offering a product portfolio of high-performance sustainable solutions.**

The company builds on its rich DuPont legacy of groundbreaking scientific innovation and continues to deliver novel solutions at scale across multiple industries, including apparel, carpeting, cosmetics, food and packaging.

Through product lines such as Sorona®, Susterra® and Zemea®, the mission of CovationBio is to deliver the sustainable building blocks that will enable customers to provide bio-based products accessible to everyone.

## Interview

with **Hao Ding**
**Business & Marketing Manager EMEA**
**CovationBio, Netherlands**

Hao Ding holds an Executive MBA, a Masters in Science and is certified in Business Sustainability Management. He has over 18 years of experience in the chemical, plastics, textile and fashion industries in various roles including R&D, sales & marketing and business management.

He leads the projects on sustainable solutions and on development of high added value solutions. He has expertise in business development and downstream market development and is engaged in and committed to sustainability topics.

**CovationBio offers a broad range of mostly bio-based solutions (including bio-based monomer and polymers) with a focus on high performance and accessability to all.**

***What is CovationBio's perspective on the use of biomass and $CO_2$ in terms of high-performance polymer production?***

CovationBio's mission is creating high-performance polymers and other materials derived from bio-based feedstocks, and our business has a 20-year history of successfully launching bio-based products at a global scale. Incorporation of bio-derived $CO_2$ into products is a necessary step in reducing global greenhouse gas (GHG) emissions by decoupling manufacturing from virgin fossil resources.

***Which main challenges did you identify regarding biomass and $CO_2$-based products as well as recycling strategies?***

Companies incorporating bio-based content into their products face challenges including: securing a reliable and scalable supply of the bio-based raw material; traceability and visibility into the material's supply chain to ensure responsible growth, harvest, and processing; quantification and validation of the environmental and social advantages of the bio-derived products; and easy to understand communication to customers and consumers.

***Where do you see the biggest potential for Renewable Carbon in your future ventures?***

Products are going to contain carbon—that's a given. Since our mission is to decouple production of high-performance materials from fossil feedstocks, we see incorporation of renewable carbon as one step in the solution to address the climate and waste crises.

***What was your motivation to support the transition towards renewable carbon and what are your goals and objectives within the RCI?***

Human-driven climate change is the most pressing issue that all of us face, and the clothing industry contributes up to 10% of global greenhouse gas (GHG) emissions, the pollution driving the climate crisis. The good news? As an industry, we can make a real difference by harnessing our leadership and creativity to take measures that will protect the planet and give hope to populations most vulnerable to climate-related hazards and natural disasters. The mission of the RCI is completely aligned with CovationBio's mission to combat climate change by defossilizing the supply chain. CovationBio has been an active supporter of the Renewable Carbon Initiative since its inception.

***How can the RCI profit from your expertise?***

Our company combines world-class science and engineering expertise to create the sustainable building blocks for customers to make innovative and high-performance, bio-based products accessible globally. As a supplier of bio-based materials solutions, we are an important gateway into a more circular economy. Sustainable supply chains must begin with sustainable materials, and our science allows our customers to end their overreliance on petroleum.