



PRESS RELEASE

A new certificate for the renewable carbon economy: 'OK renewable' from TÜV AUSTRIA

This unique new label shows for the first time the share of fossil carbon in manufacturing and/or in products that has been replaced by biomass, CO₂ and recycling, and expresses it as a single, easy-to-understand product property.

Hürth, 11 December 2025: The concept was developed by the Renewable Carbon Initiative (RCI) and the nova-Institut (Germany) and implemented by TÜV AUSTRIA Belgium. The entire process took three years until the certificate was launched on the market in April 2025. It is now available for products, intermediates and raw materials.

Why this certificate?

The extraction of fossil fuels, such as oil, natural gas and coal, is the primary cause of man-made climate change, accounting for 80–90%. For the energy sector, transitioning from fossil fuels to renewable energies, especially solar and wind power, is the key to achieving climate neutrality (decarbonisation).

However, the situation is more difficult in the chemical and materials sector, as carbon is an indispensable component in many chemicals, plastics, care products and detergents. Decarbonisation is not possible in the chemical sector. There defossilisation is key. Defossilisation initiatives promote the use of renewable carbon from biomass, CO₂-capture, or recycling to reduce the impact on climate change. To achieve this transformation, new political and technical concepts are needed, which are currently being developed in Brussels and several member states. This is precisely where 'OK renewable' comes in. For companies that produce partly bio-based and partly bio-attributed products (Mass Balance and Attribution), 'OK renewable' is a very attractive option, or even the only option, because it is the only certificate that can combine bio-based and bio-attributed shares in one certificate.

"The new 'OK renewable' certificate accurately reflects our defossilisation strategy, giving us the freedom to pursue bio-based and recycling approaches depending on the application, and allowing us to demonstrate this with a single label." –Jan Schoeneboom, BASF

What does the label show?

The new certificate shows the proportion of fossil carbon that has been replaced by biomass, CO₂ or recycling in the process and/or product. A value of 80%, for example, means that 80% of the carbon already comes from renewable sources. It demonstrates the degree of defossilisation achieved.

"The label represents a meaningful advancement in credible transparency by identifying product components no longer derived from fossil carbon. However, establishing recognition and perceived value of the label across the industry will demand sustained and strategic efforts to educate stakeholders and build understanding." – Marjon Stamsnijder, Head of Sustainability, Henkel Consumer Brands



'OK renewable' is a meta-label that builds on existing certificates. Nine leading certifiers are currently acknowledged under 'OK renewable', meaning their certificates are accepted as valid evidence of renewable sourcing under this meta-label. This new certificate makes it easier and more efficient to verify renewable carbon sources (RCS) in products.

Benefits for businesses and customers

The 'OK renewable' label can simplify communication with customers. This means that two labels are no longer required for bio-based and recycled products. If CO₂ is also used in the production process, a total of three labels could be replaced by one label outlining the renewable share in the product, avoiding a double, or triple, verification process. Last but not least, companies build up customer trust by demonstrating their commitment to the transformation towards a climate-friendly industry.

"Because many of IFF 's innovative solutions are made from biobased renewable carbon, we see value for our customers to be able to demonstrate and certify this claim through TÜV AUSTRIA's single RCS certificate and label." – Ana Maria Bravo, IFF

Use 'OK renewable' for your product

Companies that are already using this new certificate are demonstrating their pioneering role in the transition away from fossil carbon. Two products have already been certified, with more on the waiting list. If you are also interested in having your products certified, you can find out more about the label here: <https://okcert.tuvaustria.com/ok-renewable/>

Disclaimer

RCI members are a diverse group of companies addressing the challenges of the transition to renewable carbon with different approaches. The opinions expressed in these publications may not reflect the exact individual policies and views of all RCI members.

About RCI

The Renewable Carbon Initiative (RCI) is a global network of more than 60 prominent companies dedicated to supporting and accelerating the transition from fossil carbon to renewable carbon (bio-based, CO₂-based and recycled) for all organic chemicals and materials. Its work focuses on scientific background reports, position papers, advocacy and networking.

Find all press releases of the Renewable Carbon Initiative (RCI), visuals and more free-for-press purposes at www.renewable-carbon-initiative.com/media/press

Responsible for the content under German press law (V. i. S. d. P.):

Dipl.-Phys. Michael Carus

Renewable Carbon Initiative (RCI) www.renewable-carbon-initiative.com

Offices at nova-Institut für politische und ökologische Innovation GmbH, Leyboldstraße 16, DE-50354 Hürth (Germany)

Internet: www.nova-institute.de

Email: contact@nova-institut.de

Phone: +49 2233 460 14 00