

Press release

Renewable Carbon Initiative (RCI)

www.renewable-carbon-initiative.com

2021-05-11



Renewable Carbon Initiative (RCI) publishes comic strip and videos to introduce renewable carbon to all

Nora and her FlyPhone, BioBTX, Stahl and nova-Institute explain the renewable carbon concept in new formats for B2C and B2B

Launched in September 2020, the Renewable Carbon Initiative (RCI) is firing up a flurry of activities, all with two goals: Firstly, to raise awareness of the renewable carbon concept and to anchor it in the political discourse. Secondly, to create new value and supply chains based on renewable carbon, i.e. bio-based, CO₂-based and recycled carbon sources that have one thing in common: Abandonment of fossil carbon.

In the comic “Nora and her FlyPhone on Renewable Carbon”, the concept is vividly illustrated in just a few pictures. The format works perfectly for traditional and social media and resonates with business and public networks.

For all those who want to know more, there is now a glossary of important terms of the renewable carbon concept on the initiative's website (www.renewable-carbon-initiative.com).

A deep dive into the business side offer videos published on YouTube. Here, chemical recycling SME BioBTX (The Netherlands) speciality chemicals leader Stahl (The Netherlands) and private research institute nova-Institute (Germany) give insight into the strategies of the RCI members. The interviews are the first in a series that will allow each member to present their unique take on the matter. More will be available soon at <https://www.youtube.com/channel/UCyYmD4O6aGH5akqpxHzAqxQ/videos>

Disclaimer

RCI members are a diverse group of companies, institutions and associations addressing the challenges of the transition to renewable carbon with different approaches. The opinions expressed in this press release may not necessarily reflect the policies and views of all RCI members. The RCI is not responsible for any use that may be made of the information it contains.

The Renewable Carbon Initiative (RCI) was founded in September 2020 by eleven leading companies from six countries under the leadership of nova-Institute (Germany). The aim of the initiative is to support and speed up the transition from fossil carbon to renewable carbon for all organic chemicals and materials. www.renewable-carbon-initiative.com

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, Chemiepark Knapsack, Industriestraße 300, DE-50354 Hürth (Germany)

Internet: www.nova-institute.eu

Email: contact@nova-institut.de

Phone: +49 (0) 22 33-48 14 40