

NORA

AND HER FLYPHONE

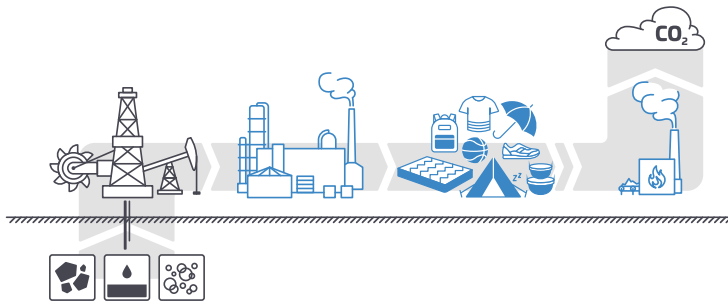
ON RENEWABLE CARBON

Text: Michael Carus and Christopher vom Berg
Graphics: Aaron Wilde and Pia Witt

“ There are so many things to buy! All these items that make our lives simple and comfortable ... FlyPhone, can you guess what they are made of? ”



” I have no idea. ”



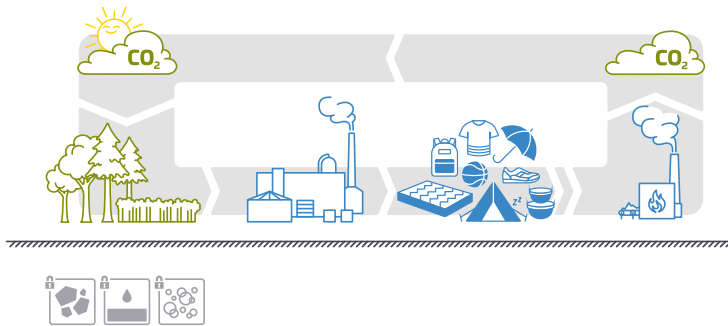
“ Almost all chemicals and materials are made of carbon! Currently, we take the required carbon out of the ground - from fossil sources like **coal**, **crude oil** and **natural gas**. Most of the carbon ends up as CO₂ in the atmosphere. Are fossil sources really a good idea, then? ”

” Woah, so I'm also made from fossil carbon. ”



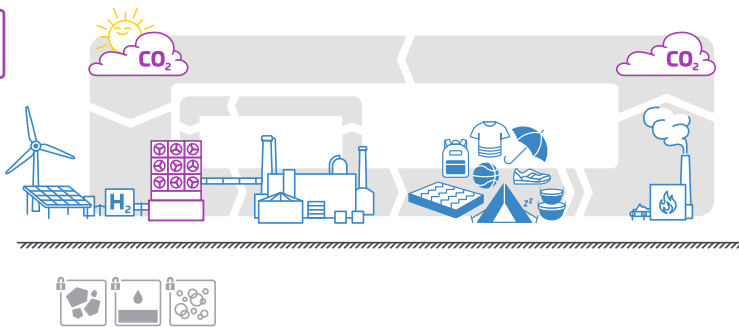
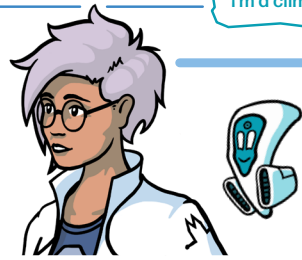
“ Additional CO₂ in our atmosphere accelerates global warming. This needs to stop! Are there other carbon sources than fossils? ”

” I'm a climate sinner! ”



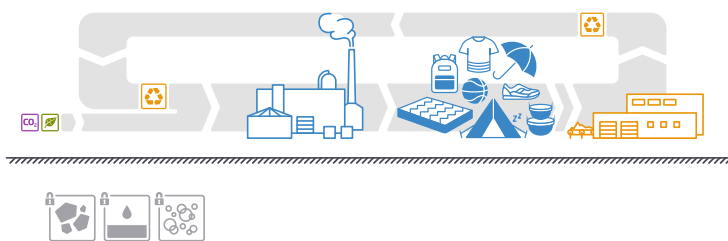
“ Actually, there are three different possibilities. First, there is biogenic carbon from **biomass**. Plants and trees take the carbon out of atmospheric CO₂ and become bio-based products. ”

” Plants are my heroes! ”



“ Through advanced technology, you can also capture and use CO₂ from industrial emissions or capture it straight from the atmosphere. This is energy-intensive and requires the help of renewable energies - but it works! ”

” So, CO₂ is climate killer and feedstock! ”



“ Finally, it is possible to keep all plastics in a circle, meaning that old plastics become new raw materials. So, the third alternative carbon source is **recycling**. ”

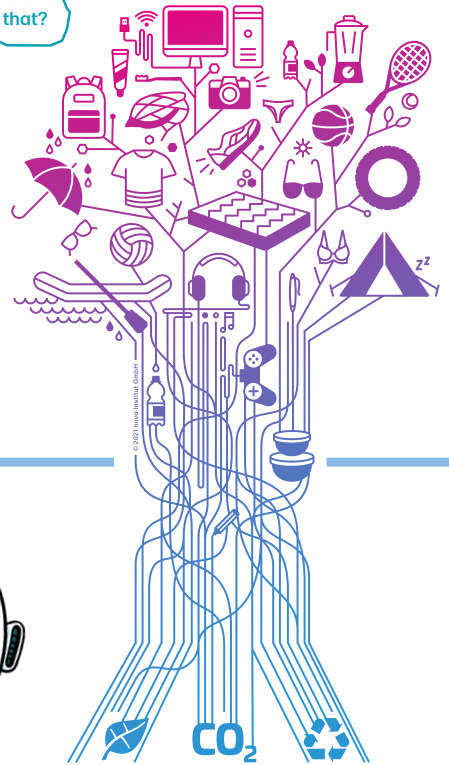
” My future generation will be made of me. Wow! ”

RENEWABLE CARBON



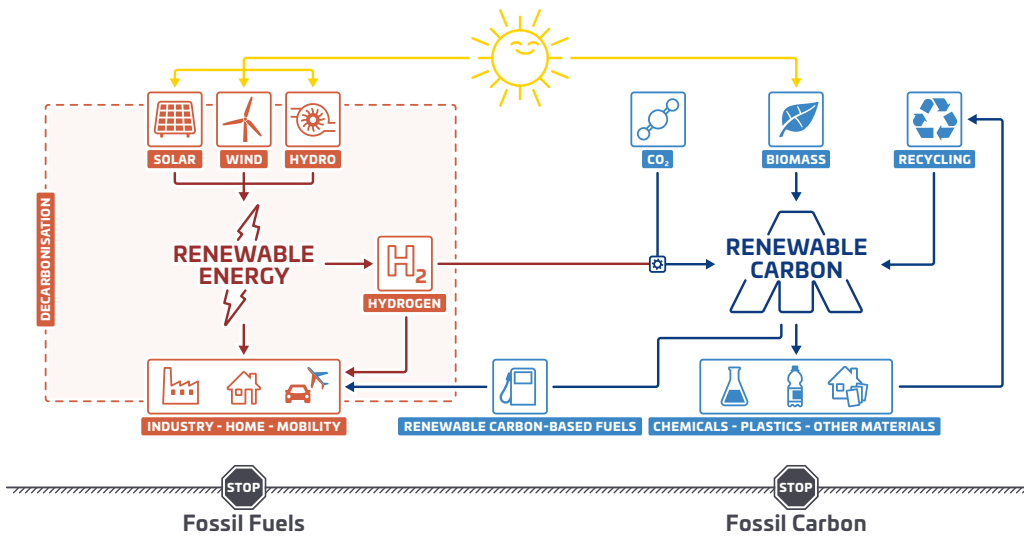
“ The term “Renewable Carbon” unites exactly these three alternative carbon sources under one umbrella. If we want to stop climate change and shift towards sustainability, we will have to replace all fossil carbon with these alternatives. ”

” How cool is that? ”



“ This is what the future material sector might look like! Renewable carbon from biomass, CO2 utilisation and recycling forms a sustainable basis for the highly interlinked production of most materials and products. ”

” The next version of me will be fossil-free! ”



“ And this is our vision for the coming generations: Renewable energy and renewable carbon for a sustainable future! Fossil fuels and fossil carbon would no longer be required and climate change would end. ”

” Even the sun is happy. ”

“ And companies already take action. Industry has to go beyond renewable energy. The members of the Renewable Carbon Initiative (RCI) are pioneers of a sustainable future. Together, they are leading the way towards implementing the raw material shift. ”

” Cool. I wish I could join! ”



MEMBERS OF THE INITIATIVE



PARTNERS OF THE INITIATIVE



... and almost 200 personal supporters

www.renewable-carbon-initiative.com

www.renewable-carbon.eu