

23 September 2020

Online press conference with 70 international journalists

# The launch of the Renewable Carbon Initiative

Christopher vom Berg, Sustainability nova-Institute Michael Carus, CEO nova-Institute







Today's agenda

- Introduction to renewable carbon and the Renewable Carbon Initiative
- Short statements from several members of the Advisory Board
- Q & A







# European Commission president **Ursula von der Leyen**, 16 September 2020

# European Green Deal – reducing emissions by at least 55% by 2030

The President revealed that the European Commission is proposing to increase the 2030 target for emissions reduction from 40% to at least 55%. This will put the EU on track for climate neutrality by 2050 and for meeting its Paris Agreement obligations.

Source: https://ec.europa.eu/commission/presscorner/detail/en/ip\_20\_1657





# 80% of the greenhouse gas emissions are directly related to additional **fossil carbon from the ground**.

In the energy sector **decarbonisation** and **renewable energies** are the key.





Industry has to go beyond using renewable energy.

All fossil carbon use has to end, as the carbon contained in the molecules of chemicals and plastics is prone to end up in the atmosphere sooner or later.

Only a **full phase-out of fossil carbon** will help to prevent a further increase in  $CO_2$  concentrations.

The equivalent to decarbonisation in the energy sector is a **transition to renewable carbon in the chemical and material industries**.



## **Renewable Carbon is the Key**





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## **RENEWABLE CARBON**

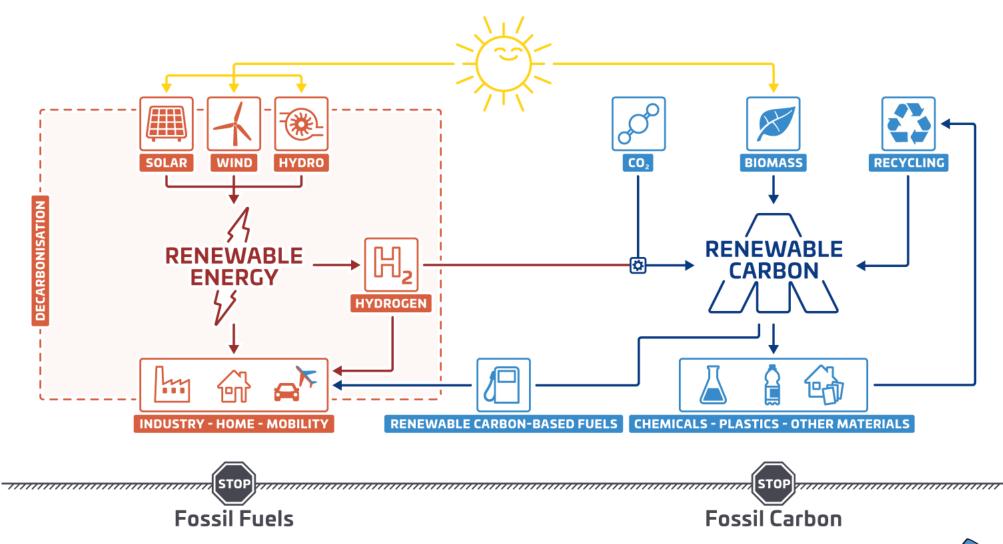
entails all carbon sources that avoid or substitute the use of any additional fossil carbon from the geosphere. Renewable carbon can come from the atmosphere, biosphere or technosphere – but not from the geosphere. Renewable carbon circulates between biosphere, atmosphere or technosphere, creating a carbon circular economy.

Fossil carbon shall be completely substituted by renewable carbon, which is carbon from alternative sources: biomass, CO<sub>2</sub> and recycling. This is the only way for chemicals and plastics to become sustainable, climate-friendly and part of the circular economy – part of the future!

**#renewablecarbon** 

## www.renewable-carbon-initiative.com

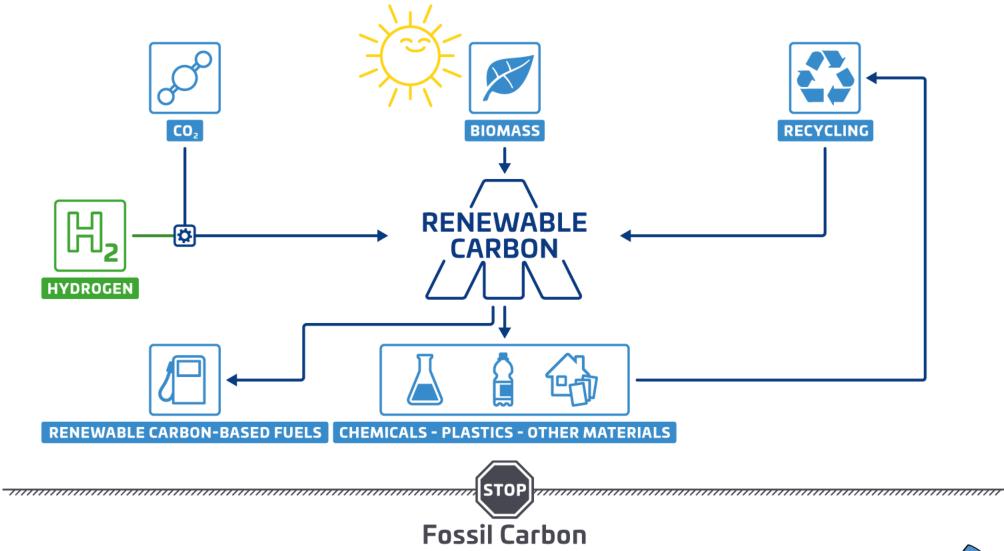
# **Renewable Energy and Renewable Carbon** for a Sustainable Future



noval-Institute.eu | 2020

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# **Renewable Carbon**





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# THE RENEWABLE CARBON INITIATIVE

lead by nova-Institute is launched in September 2020.

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.

The Renewable Carbon Initiative addresses the core problem of climate change, which is extracting and using additional fossil carbon from the ground that will eventually end up in the atmosphere. Companies are encouraged to focus on phasing out fossil resources and to use renewable carbon instead.

The initiative wants to drive this message, initiating further actions by bringing stakeholders together, providing information and shaping policy to strive for a climate-neutral circular economy.

## www.renewable-carbon-initiative.com

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# **BOARD MEMBERS OF THE INITIATIVE**



More than 100 personal supporters from the industrial and research sectors back the initiative! Please join the initiative as member, partner or personal supporter.

## www.renewable-carbon-initiative.com

#### PERSONAL SUPPORTERS





## **NOVA** Institute More information

#### Available at <u>www.renewable-carbon-initiative.com</u>

- Press releases
- Infographics
- Board member information
- Background paper on renewable carbon
- List of personal supporters
- Membership application

#### **Coming soon**

- Cartoon
- FAQ
- Webinar, 27 October 2020

For press and related inquiries, please contact linda.engel@nova-institut.de

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Download here infographics, posters and supporting documents with background information. Learn more about the concept of renewable carbon and its implications. Use our materials free for press purposes and non-commerical use by naming the source.



BOARD MEMBERS OF THE RENEWABLE CARBON INITIATIVE

Graphic



RENEWABLE CARBON INITIATIVE (RCI) LOGO

Graphic



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RENEWABLE CARBON - KEY TO A SUSTAINABLE AND FUTURE-ORIENTED CHEMICAL AND PLASTIC INDUSTRY

nova-Paper #12, published 2020-09-21



INITIAL SUPPORTERS

Graphic



RENEWABLE CARBON

Infographic



RENEWABLE ENERGY AND RENEWABLE CARBON FOR A SUSTAINABLE FUTURE

Infographic

# nova-Institut GmbH – SME

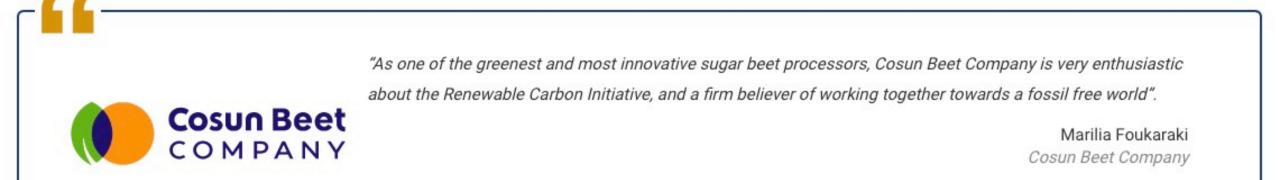
private and independent research institute interdisciplinary, international team

### renewable carbon strategies

- nova-Institute is a private and independent research institute, founded in 1994
- Research and consultancy with a focus on the transition of the chemical and material industry to renewable carbon
- Future challenges, environmental benefits and successful strategies to substitute fossil carbon with biomass, direct CO<sub>2</sub> utilisation and recycling
- Unique understanding to support the transition of business into a climate neutral future.
- Our subjects: feedstock, technologies and markets, economy and policy, sustainability, communication and strategy development
- nova-Institute has 35 employees and an annual turnover of more than 3 million €.



# ABSENT



# ABSENT



"Renewable Carbon is the key to sustainable chemistry. By establishing it as a strategic foundation of our business, we can succeed in reducing our own environmental impact and, more importantly, that of our customers too."

> John Fletcher Stahl

# ABSENT



"Renewable carbon from sustainable sources will accelerate the transformation of the chemical industry and offer brand owners and material producers exciting new opportunities for improving their environmental performance."

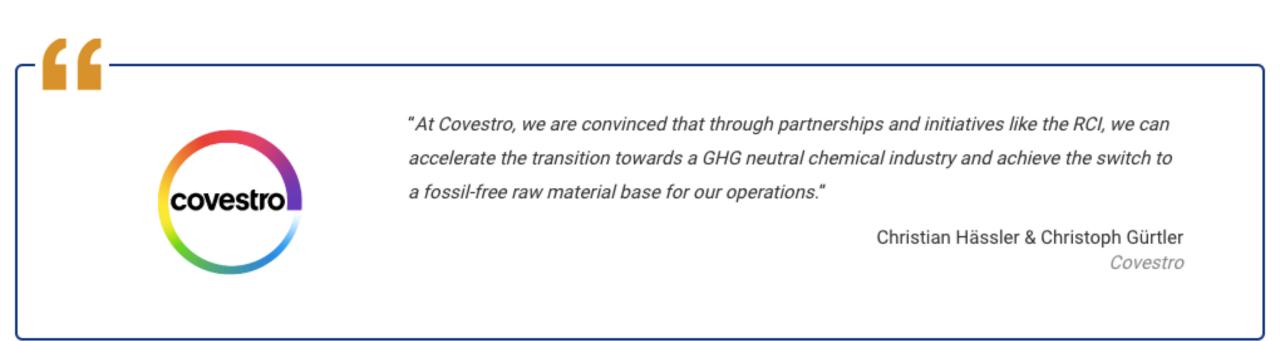
> Okko Ringena UPM

"At Beiersdorf we intend to live up to our responsibility as a global company and make

asignificant contribution towards limiting global warming."

# Beiersdorf

Manuela Köhler & Dorle Bahr Beiersdorf





"We strongly support the Renewable Carbon Initiative as an outstanding enabler to replace all fossil-based material. Proud to be part of it. It is in perfect alignment with our commitment to become climate positive and our engagement for a circular economy."

> Thomas Müller-Kirschbaum Henkel

"We must treat Climate Change as the true crisis it is and accelerate the implementation of all new approaches to support our war on carbon and the RCI embodies this by bringing together all sustainable solutions to reduce, recycled and reuse carbon! "

LanzaTech

Sean Simpson LanzaTech



"Lenzing supports the Renewable Carbon Initiative as it is on the one hand just the right thing to do and on the other fully in line with our corporate strategy – it will be an important nucleus for greening the textile and nonwovens value chains."

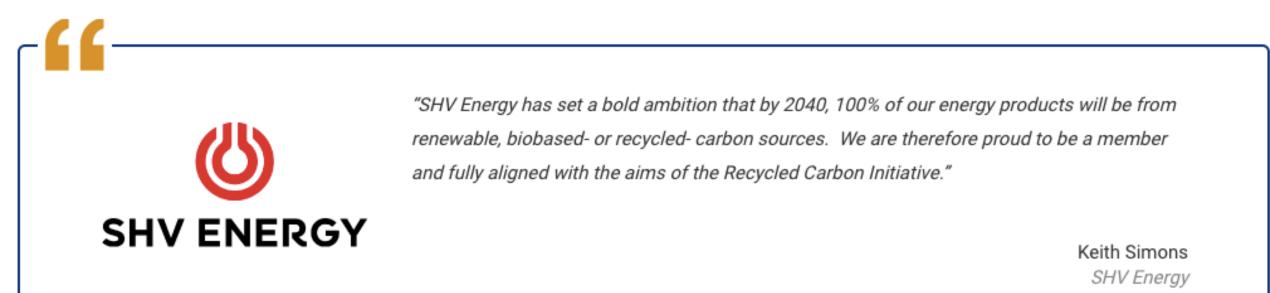
Josef Innerlohinger & Matthias Gluth Lenzing

Innovative by nature

"By becoming a member of the Renewable Carbon Initiative, Neste wishes to promote the concept of replacing virgin fossil oil with renewable and circular carbon solutions in order to accelerate the necessary transformation in the materials business."



Lars Börger Neste





"Unilever is excited to join the Renewable Carbon Initiative, and engage with visionary businesses and innovators who share our desire to eliminate our reliance on fossil fuels, including as a feedstock for chemicals. We ambition to make 100% of the organic chemicals in Unilever's cleaning brands from renewable and recycled carbon sources by 2030."

> Olivier Floch & Alastair Sanderson Unilever





# Q & A

If you want to ask a question:

• Please raise your hand via the respective button





 Moderation will select and unmute you – please introduce yourself briefly and ask your question!



# Thank you for your attention!

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