

INNOVO PROVES ACHIEVING NET ZERO CAN BE PROFITABLE

As industries worldwide seek ways to cut their carbon footprints, the most significant challenge they cite is the cost of pivoting to clean energy. To be sure, the global price tag of switching from fossil fuels to clean energy sources is daunting. And reports of the enormous figures some megacompanies pay to reduce their carbon footprint – such as the \$20 million that the Microsoft Corporation, the U.S. technology giant, is said to be spending – can be intimidating for smaller companies. Even with sharp falls in the costs of wind power and

other sources of energy, many industries are reluctant to make the investment.

But the price companies pay to cut their emissions can don't have to be exorbitant and can be profitable if they make smart choices about the clean energy technologies they adopt, according to executives at the INNOVO Profitable Net Zero. The global firm headquartered in the UK has a mission to forge partnerships between companies that want to cut CO₂ emissions and companies offering profitable technologies designed to reduce emissions.

In the international group of enterprises that seek to help companies reduce their carbon footprints, INNOVO is unique in its emphasis on promoting profitable solutions to CO₂ reductions by employing technologies that can save on costs and add to the revenues of the companies that use them.

A Wide Range of Profitable Technologies

INNOVO has dozens of clean technologies in its portfolio.

One of the brightest of them focuses on recycling waste and capturing graphene, hydrogen, oxygen, nitrogen, pure metals, and other products.

Another technology accelerates the growth of new trees up to five times the regular rate so that they absorb a much higher rate of carbons.

CLICK here for articles on the technologies: [Technologies \(innovo-network.com\)](https://www.innovo-network.com/technologies)

Different independent companies have developed and own the technologies. When a corporation signs on to work with INNOVO to reduce their CO₂ emissions, INNOVO executives recommend the specific tools that best suit the company's circumstances, timeline for cutting emissions, and budget.

“The company is based on the principle that any plan to reduce CO₂ emission has to be profitable for all parties involved,” said Martin Kelly, INNOVO’s Founder and Chairman. “That means for the technology provider, the company seeking to cut emissions, and for us as the party that brings them together.”

“We never present a technology that is not profitable,” said INNOVO CEO Rene de Murard. “And we make sure that they are clean and reduce the carbon footprint. Of course, before recommending a technology, we do our due diligence to ensure it meets those criteria.”

A High Return On Investment

.The return on investment that corporations reap depends on various factors, including which technology they choose to help reduce CO₂ emissions, the scale of their investment, and their time span for reaching emission reduction goals.

One case in which the return on investment starts almost immediately is an additive for large diesel users like trucks, heavy machinery, trains. The cost of the additive is about 1-2% of their total fuel cost, they reap the benefits of 6-9% better fuel efficiency while at the same time reducing their Soot emissions by over 50%, CO₂ by

about 20% and NOx by about 10%. These benefits are realized with the very first usage.

The technology that takes CO₂ emissions and transforms them into algae biofertilizers that can be sold for use in agriculture would require a much longer timeline for ROI. But it would also bring far greater profits.

INNOVO has models for dramatically scaling up this technology that projects high profits for absorbing very large volumes of CO₂.

Another example of a carbon-reducing tool is a spray put on the back of air conditioning. Depending on the price

of the electricity where the product is applied, the return on investment can take as little as six months.

The technology that takes waste and draws essential materials from it is potentially one of the most profitable. Models already put in commercial use have extracted graphene in the process among other products, for example. Graphene is a pure form of carbon, a 'super-material' projected to become increasingly valuable. By all reports, graphene is stronger than steel, conducts electricity better than copper, and is flexible and transparent. The potential applications are vast, from electronics and energy storage to medical

devices and 3-D batteries. Investors are betting on its value to skyrocket.

Profitable Clean Energy For Suppliers

INNOVO offers profit-making technologies not only for the primary enterprise seeking to cut carbons but also for their suppliers.

If, for example, a soda manufacturer signs an agreement with INNOVO, it will offer technologies to the company and its suppliers, such as bottle makers and transport companies used to deliver the products.

When INNOVO enters negotiations with potential partners, they are prepared for skepticism about how profitable the technologies are.

“A big part of our work is making the executives at companies aware that we are serious about offering effective, dependable, clean, and profitable technologies.

In the first conversation, there will probably be some doubts on their part. We are prepared to invest in a dialogue with them. Because we are independent from our technology providers, it makes us much more reliable than if it is directly the technology provider making the pitch. As a company, our reputation rests on

guaranteeing that the technologies deliver on their promise and that using them will not only protect the environment but also bring a profit.”

Written by: Gary Lee

Gary Lee, is a prominent environmental journalist who has served as National Environment Correspondent for The Washington Post and Time Magazine. - [Gary Lee \(journalist\) - Wikipedia](#). He has been nominated twice for a Pulitzer Prize and in 2023 won the Ray Lokey Award, given to the top writer in the state of Oklahoma. Lee has been on the Advisory Board of the Society of Environmental Journalists.

Gary is now working with INNOVO.