

NEWSLETTER JANUARY 2024

The Net-Zero Transition: What it would cost, what it could bring



McKinsey's report

(<https://www.mckinsey.com/capabilities/sustainability/our-insights/the-net-zero-transition-what-it-would-cost-what-it-could-bring>)

underscores the significant challenges in achieving global net-zero emissions, highlighting the persistent issue of greenhouse gas emissions without adequate counterbalancing removals. The risks of catastrophic climate impacts remain, even if commitments are met.

McKinsey specifically assesses the required investments in three major industries: steel, necessitating \$4.4 trillion over 30 years for decarbonization; cement, potentially facing a 45% cost increase by 2050; and fossil fuels, requiring \$1.8 trillion in upfront investments.

INNOVO's transformative solution addresses these challenges by strategically evaluating major emitters and integrating disruptive, clean, and profitable technologies that enable the profitable removal of CO₂ from these industries.

This approach mitigates short-term risks and ensures a sustainable and economically viable transition to net-zero. In aligning with environmental goals and emphasizing profitability, INNOVO presents an innovative path forward, showcasing the potential for economic success in sustainability efforts.

The Roadmap developed by INNOVO offers a comprehensive strategy for tackling intricate challenges, including technology deployment, supply chain complexities, funding sources, and societal adjustments. This facilitates a balanced consideration of short-term risks and long-term consequences in the pursuit of net-zero emissions.

INNOVO's CEO, nominated by MEA Markets for CEO of the Year 2023 in Environmental Solutions

Rene de Murard has been nominated for this prestigious nomination by [#MEAMarkets](#). Recognized in the category of Environmental Solutions, Rene stands out as a contender for the Middle East CEO of the Year 2023. This acknowledgment underscores INNOVO's commitment to pioneering environmental solutions and leadership excellence. Grateful for the recognition, we look forward to continuing our journey towards sustainable innovations and making a positive impact in the Middle East and beyond.

[🌐 #LeadershipExcellence #EnvironmentalInnovation #MEAwards2023](#)

Chief Sustainability Officers: It's not too late to be part of the first "Dialogue and Action on Sustainability"

In conjunction with INNOVO, the first Vanguard (<https://www.thevanguardnetwork.com/>) "Dialogue and Action on Sustainability" will begin on January 30, 2024, at 2pm ET.

This initiative fills a critical need, bringing together top leaders across sectors to compare experiences, discuss potential approaches to key challenges, and identify action steps.

Sign up here <https://lnkd.in/eEinbQnp>

Interesting reading:

The Top CO2 Emitting Plants in California

The San Francisco Journal has just published a full list of the top 200+ CO2 emitting plants in California.

[Three of California's biggest climate polluters are in the Bay Area \(sfchronicle.com\)](https://www.sfchronicle.com/climate/article/three-of-california-s-biggest-climate-polluters-are-in-the-bay-area-17672727)

Scientists convert CO2 into clean long lasting fuel

<https://www.tomorrowstoday.com/innovation/scientists-convert-co2-into-clean-long-lasting-fuel/>