



For Immediate Release

Pioneering Profitable Sustainability: INNOVO's Role in Tackling Scope 3 Emissions

New York, NY – February 20, 2024 -- As the world grapples with climate change, businesses are under increasing pressure to reduce their carbon footprint. However, with Accenture's research indicating that, on average, 87% of an organization's carbon footprint is tied to indirect emissions (Scope 2 & 3), companies face a formidable challenge. These emissions, occurring outside direct control, involve everything from procurement to the end use of sold products.

Enter INNOVO's Profitable Net Zero, an innovative solution designed to address this environmental challenge and turn it into an economic opportunity. Their unique approach marries sustainability with profitability, revolutionizing how businesses think about their carbon emissions.

INNOVO's model leverages cutting-edge technologies and strategic partnerships to target these elusive Scope 3 emissions. By facilitating the transition of supply chains to Net Zero, INNOVO empowers companies to oversee and actively reduce their indirect emissions. Their platform operates on the principle that reducing carbon can synergistically increase profits, redefining the corporate journey towards sustainability.

Through INNOVO, companies can implement clean technologies that not only contribute to the global mission of halving CO2 emissions by 2030 but also enhance operational efficiencies and open up new market opportunities. This approach not only aligns with the overarching goals of the Paris Agreement but also with the practical aspirations of businesses seeking to thrive in a green economy.

The future of corporate sustainability is a balance of environmental ethics and financial acumen. With INNOVO's Profitable Net Zero, businesses have a guide to navigating this new terrain, leading the charge toward a sustainable, profitable future.

For more information on INNOVO's approach and services, visit our website at www.innovo-network.com.

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