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INNOVO Launches Profitable Net Zero Alliance to Accelerate Global Decarbonization at No Cost to Members

London — September 26, 2025 — INNOVO announces the launch of the **INNOVO Profitable Net Zero Alliance**, a global initiative enabling companies with large carbon footprints to reduce their own emissions and those of their suppliers without the need for sizable investment.

The Alliance is designed to finance, build, and operate large-scale CO₂ digestion projects alongside heavy carbon emitters, including data centers and industries such as cement, steel, plastics, chemicals, oil, and gas. By leveraging INNOVO's profitable clean technologies, members can accelerate their progress toward net zero in years rather than decades.

"Many organizations face the challenge of reducing emissions without the capital required for major infrastructure investments," said Martin Kelly, Founder of INNOVO. "The Profitable Net Zero Alliance removes that barrier. By funding and operating these projects ourselves, we allow members to achieve meaningful, measurable sustainability goals at no cost to them."

Membership Benefits

- INNOVO conducts a review of internal and supply chain CO₂ emissions to identify areas with the greatest impact potential.
- A target list of multi-year CO₂ digestion projects is created for INNOVO to finance, build, and operate.
- Members publicly align with an accelerated, profitable sustainability strategy to shareholders, clients, suppliers, and the media.

The Alliance is open to companies worldwide. Membership is free and involves participation in joint sustainability promotion and integration into existing environmental reporting.

For more information on the INNOVO Profitable Net Zero Alliance, please visit

<https://innovo-net-zero.com>

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