INNOVO Net Zero, Nil Capex for the Chemicals Industry

Commercial, Financial, and Strategic Impact Analysis
on the Industry, the First Mover and Followers

An Open Strategic Briefing for PR Agencies

1. EXECUTIVE SUMMARY

The Opportunity

The global chemicals and petrochemicals industry produces approximately 1.5 billion tons of CO_2 annually, is the largest industrial energy consumer worldwide, and accounts for roughly 6% of all human-caused greenhouse gas emissions. The sector's emissions stem from two intertwined sources: the enormous energy required for chemical reactions (process heat, steam cracking at 850°C+) and the use of fossil fuels as both a feedstock and fuel. With 95% of all manufactured products relying on chemicals, the sector is deeply embedded in every global supply chain, making its decarbonization both critical and exceptionally complex.

INNOVO's Smoke2Value bio-farm technology offers the chemicals industry a transformational solution: elimination of CO_2 emissions at nil capital expenditure to the producer. Each $400M bio-farm, financed, built, and operated entirely by INNOVO, digests 600,000 tons of CO_2 annually. A major chemical complex can deploy multiple bio-farms across its facility footprint to achieve complete emissions elimination. The technology has been validated through $16 billion in offtake contracts held by INNOVO's technology partner, following due diligence by five of the world's top 10 oil and gas majors.

Commercial Impacts

INNOVO's nil capex model eliminates the chemicals industry's most pressing commercial risks in a single deployment:

Regulatory compliance at zero cost: The EU CBAM is expected to expand to cover chemicals and plastics by the end of the decade. European chemical companies already face the world's strictest GHG regulations and highest carbon costs under the EU ETS (€70–€100/ton, projected €150–€200 by 2030). A chemical producer co-locating INNOVO bio-farms achieves zero-emission production status and eliminates current and future carbon costs entirely—a critical advantage as regulations tighten globally.

Carbon cost elimination: For a major chemical complex emitting 1–2 million tons of CO_2 annually, EU ETS costs currently run to €80M–€200M per year and are rising. INNOVO's total estimate of the global chemicals industry's market size exposed to decarbonization is $2.7 trillion. Multiple bio-farms co-located across a chemical complex can eliminate the entire emissions footprint at nil capex.

Premium pricing and market share: Low-carbon chemicals command growing premiums: recycled plastics achieve 60%+ premiums over virgin material. Corporate Scope 3 procurement mandates from automotive, packaging, and consumer goods companies are creating systematic demand for zero-emission chemical feedstocks. The first producer to offer verified zero-emission base chemicals (ethylene, propylene, ammonia, methanol) captures these contracts while competitors invest billions in unproven alternatives.

Customer and supply chain retention: The chemicals industry sits at the center of virtually every manufacturing supply chain. As downstream customers (automotive, electronics, FMCG, pharmaceuticals) face IFRS S2 and CSRD disclosure requirements, they will require zero-emission inputs. Chemical producers unable to offer low-carbon products risk losing major customer contracts worth hundreds of millions. INNOVO enables producers to meet these requirements immediately.

Financial Impacts

The financial case is compelling at every level:

KEY METRIC	VALUE
Global chemicals industry CO_2 emissions	**~1.5 billion tons per year**
Chemicals sector market size	**$2.7 trillion**
Capital expenditure to chemicals producer	**$0 (Nil Capex)**
INNOVO bio-farm investment per site	**$400M–$800M (100% INNOVO-financed)**
CO_2 digested per $400M bio-farm annually	**600,000 tons**
EU ETS savings per 1M ton CO_2 complex	**€80M–€100M/year (current); €150M–€200M/year (2030)**
Multi-facility deployment (6 bio-farms)	**Up to 3.6M tons CO_2 digested annually**
US 45Q Production Tax Credits per bio-farm (12 years)	**$612M ($51M per year)**
Bio-farm profitability	**58% IRR / 2.6-year payback**

First-mover deal: INNOVO grants first-mover status to an industry leader in return for either (a) the sale of $300M of US 45Q Tax Credits for $200M cash, generating $100M immediate profit, or (b) generation of $200M cash from $300M in Australian CO_2 tax mitigation obligations. A major chemical complex deploying multiple bio-farms amplifies these benefits across its entire facility footprint.

Total first-mover annual benefit per facility: €200M–€500M+ per year for a major chemical complex, comprising EU ETS elimination across multiple process units, premium pricing on zero-emission chemicals, customer retention, and 45Q tax credit profits. Over 10 years, a single major complex creates €2B–€5B+ in value at zero capital expenditure.

Follower penalty: Once the first mover is announced, all competitors become followers. They lose the premium pricing window (2–4 years), receive less favorable 45Q terms, face customer attrition from Scope 3-conscious buyers, and bear ongoing escalating carbon costs across their multi-facility operations.

Strategic Communications Opportunities for PR Agencies

A PR agency that successfully introduces a major chemicals producer to INNOVO and wins the resulting global communications mandate secures a transformational opportunity:

Category-defining global campaign: The announcement that a major chemicals producer has achieved net zero at nil capex intersects climate policy, plastics sustainability, automotive and consumer supply chains, and corporate ESG. The story touches every sector that uses chemicals—which is virtually every sector. The agency leads global launch, ongoing milestone communications, executive positioning, and investor/ESG messaging.

Revenue potential: INNOVO proposes a 3-way partnership model (Chemicals Producer × INNOVO × PR Agency) with communications costs funded from the value INNOVO creates. Indicative: $5M–$15M annual retainer, $20M–$50M+ campaign budgets over three years.

Agency positioning: This campaign establishes the agency as the definitive global leader in energy transition and industrial decarbonization communications—a positioning that generates business development leverage across every heavy-emitting sector. Work of this magnitude (genuine environmental impact combined with commercial transformation) wins major industry awards and defines agency reputations.

Dual-Track engagement model:

INNOVO operates a Dual-Track PR engagement model.

Track 1 (Paid Mandate): For agencies with no existing client conflicts, the agency wins a mandate from both the chemicals industry leader and INNOVO, covering the full global communications campaign.

Track 2 (Strategic Briefing): For agencies with existing retained relationships in the chemicals sector, the agency wins the mandate from its existing client only, avoiding any conflict of interest with INNOVO.

All information is in the public domain, and there is no requirement to notify INNOVO before approaching any client or media contact.

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2. THE CHEMICALS INDUSTRY'S DECARBONIZATION CRISIS

2.1 Scale of the Problem

The global chemicals and petrochemicals industry is the largest industrial energy consumer in the world and produces approximately 1.5 billion tons of CO_2 annually, accounting for roughly 6% of global greenhouse gas emissions. The sector encompasses a vast range of products—from base chemicals (ethylene, propylene, ammonia, methanol) that are building blocks for virtually all manufactured goods, to specialty chemicals, polymers, and fertilizers. With 95% of all manufactured products relying on chemicals, the industry is woven into every global supply chain.

More than 70% of the world's top 100 chemical producers have committed to carbon neutrality by 2050, yet a 2024 study by Planet Tracker found that only 2 of 7 major chemical companies are on track to meet their targets. The remaining five—including BASF, Dow, and LyondellBasell—face enormous gaps between their ambitions and their current trajectories. Ammonia production alone accounts for approximately 45% of the chemical sector's direct emissions.

2.2 The Decarbonization Challenge

Chemical manufacturing is uniquely challenging to decarbonize because it requires both enormous quantities of energy and uses fossil fuels as feedstock (raw material). Steam crackers, which break down petroleum into olefins and aromatics, operate at approximately 850°C and are the backbone of the petrochemical industry. Process emissions from hydrogen production via steam methane reforming (SMR) are particularly intense, with a carbon intensity of approximately 12.4 kg CO_2e per kg of hydrogen produced. Approximately 60% of the required process heat in the sector is below 150°C (addressable through electrification), but the remaining 40% requires extreme temperatures that cannot easily be electrified.

The sector's dual dependence on fossil fuels—both as energy source and as the carbon-containing feedstock from which chemicals are made—means it cannot fully decarbonize in the way that some sectors can. As the Royal Society noted in 2024, most chemicals inherently contain carbon atoms essential to the material's structure. This makes the chemicals industry's emissions challenge fundamentally different from steel, cement, or aluminum, and requires novel approaches that can address emissions at source without disrupting the underlying chemistry.

2.3 Escalating Carbon Costs

The financial pressure on chemicals producers is intensifying rapidly through multiple regulatory mechanisms:

EU Emissions Trading System (EU ETS): EU ETS prices of €70–€100 per ton (rising to €150–€200 by 2030) create enormous annual liabilities for European chemical producers. BASF's Ludwigshafen complex alone—the world's largest integrated chemical site—emits millions of tons of CO_2 annually. Across the European chemicals sector, aggregate ETS exposure runs to billions of euros per year.

EU Carbon Border Adjustment Mechanism (CBAM): The EU CBAM currently covers six sectors but is expected to expand to chemicals and plastics by the end of the decade, in line with the European Commission's stated goal of covering all EU ETS sectors under CBAM. This will impose carbon tariffs on chemical imports, fundamentally reshaping global competitiveness. The UK CBAM (from 2027) is also expected to expand its scope. Chemical producers that achieve zero-emission production ahead of CBAM expansion gain a decisive first-mover advantage.

Emerging global carbon pricing: Carbon pricing is expanding globally: China is expanding its ETS; India, Turkey, and Brazil are developing their own systems. For chemical producers operating across multiple jurisdictions, the cumulative regulatory burden is intensifying on every front.

2.4 Total Industry Exposure

INNOVO estimates the global chemicals industry's market size at $2.7 trillion, with INNOVO's addressable portion at 20–30% (large chemical complexes in suitable geographies), representing $60B+ in revenue potential over 10 years. The industry faces hundreds of billions in cumulative decarbonization costs under existing approaches.

2.5 Failure of Existing Solutions

Despite massive R&D investment, no proven pathway exists to fully decarbonize large-scale chemical production at a commercially viable cost. Electric steam crackers are at the demonstration stage (BASF/Sabic/Linde pilot in Ludwigshafen). Green hydrogen remains 2–3x more expensive than grey hydrogen. CCS is available for high-purity CO_2 streams (hydrogen SMR) but is economically challenged for dilute combustion emissions. Alternative bio-based and recycled feedstocks face supply constraints and cannot meet the scale of global demand. An Accenture study found that 81% of heavy industry leaders expect it will be at least 20 years before they have access to sufficient zero-carbon electricity.

3. INNOVO'S SOLUTION: NET ZERO, NIL CAPEX

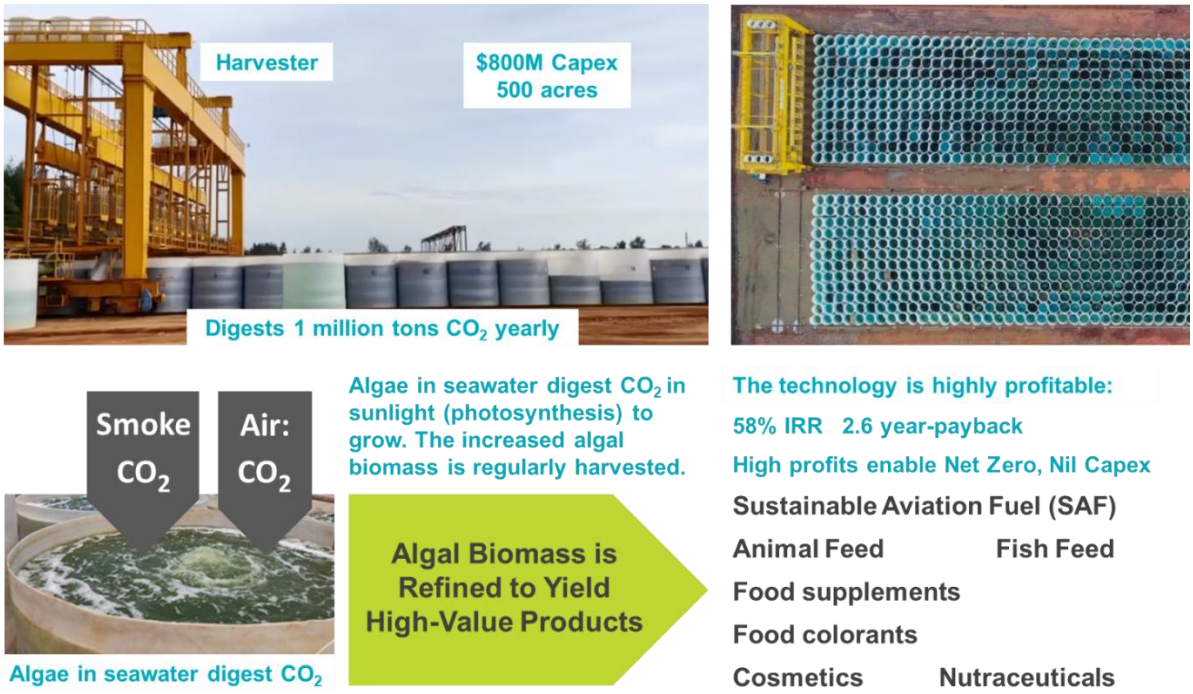
3.1 Smoke2Value Technology Overview

1.1 How It Works: Smoke2Value Technology Proven at Industrial Scale

Webpage and short video: Smoke2Value
Algae in the oceans grow by digesting half of the planet's CO_2 using sunlight and photosynthesis. Microalgae have been profitably grown in shallow ponds for decades by hundreds of small companies to produce a range of natural products, including animal feed, fish feed, food supplements, cosmetics and nutraceuticals.

A revolutionary version of this clean technology has now been proven at an industrial scale. Using thousands of 2.4-meter high tanks and a harvester, it produces 127 times more algal biomass than shallow ponds.

Smoke2Value Technology Proven at Industrial Scale



There are 250,000 tanks on a 500-acre bio-farm. The algae grow in bright sunlight through photosynthesis, just like they do in the sea. The algal biomass is harvested by the yellow overhead harvester and then sent for fractionation and refining to yield numerous products for different markets. Half of the crude algal oil output is destined for sustainable aviation fuel feedstock.

1.2 $16B Offtake Contracts from 5 Oil & Gas Majors Including Shell, Chevron & BP

Five of the world's top 10 oil & gas companies, including BP, Chevron, and Shell each performed 2 years' due diligence on the technology. Between them, they then placed $16 billion in three offtake contracts for the crude algal oil feedstock for sustainable aviation fuel. An INNOVO Smoke2Value bio-farm is to be collocated on a net zero, nil capex basis adjacent to the oil refinery of an oil & gas major to profitably digest all its emissions.

Crucially, removing the CO_2 from the generator's smoke enables that generator to produce electricity with zero net emissions. The generator itself is unchanged: it is the adjacent bio-farm that transforms its output from a climate liability into a source of clean energy.

1.3 Comparison with Other Renewable Energy Sources

Metric	Smoke2Value Bio-farm	Solar	Wind	Nuclear
IRR	**58%**	8%	5%	5%
Payback	**2.6 years**	10 years	8 years	17 years
Power cost (DC)	**$48–109/MWh**	$55–140/MWh	N/A	$63–132/MWh
CO_2 digestion	**600,000 T/yr**	None	None	None
On-demand power	**Yes**	No	Partial	Yes
Capex to emitter	**Nil**	High	High	High

Solar plus storage costs $55–140 per MWh without investment tax credits.[12] Bio-farms deliver 22% cheaper clean power than solar and 39% cheaper than nuclear, with full CO_2 digestion and on-demand baseload generation that solar and wind cannot match.

1.4 High Profitability Enables Offer of Net Zero, Nil Capex to Emitters

The high profitability of Smoke2Value bio-farms enables INNOVO to co-locate it operations adjacent to heavy-emitters on a Net Zero, Nil Capex basis. This accelerates the deployment of the technology.

[2] Energy Analytics: Electric Rates – data center power sourcing

For the chemicals industry specifically, INNOVO deploys multiple bio-farms co-located across a chemical complex, addressing emissions from multiple process units simultaneously: steam crackers, hydrogen production, process heat generation, and on-site power. This multi-facility deployment model enables complex-wide emissions elimination in a single integrated program. A major chemical complex generating 2–3 million tons of CO_2 annually would deploy 4–6 bio-farms, each digesting 600,000 tons per year, eliminating the entire facility's emissions footprint at nil capex.

3.2 Zero Capex Business Model

The INNOVO value proposition to chemicals producers is straightforward:

WHAT INNOVO INVESTS	WHAT THE CHEMICALS PRODUCER PROVIDES
$400M–$800M per bio-farm (100% financed by INNOVO)	Access to CO_2 emissions from the chemical plant, steam crackers, and associated process units
Engineering, construction, and commissioning	Site access for bio-farm co-location (approx. 205 acres per $400M farm)
Ongoing operations and maintenance	Basic utilities (seawater access, grid connection)
Technology risk (INNOVO bears 100%)	**$0 capital expenditure**

3.3 Revenue Model

INNOVO's bio-farms generate approximately $200 profit per ton of CO_2 digested through the sale of high-value commercial products: crude algal oil (SAF feedstock at $1,100/ton), crude algal cake (animal feed at $250/ton), omega-3 oils ($80,000/ton), and US 45Q Production Tax Credits ($612M per bio-farm over 12 years). The technology has been validated through $16 billion in offtake contracts held by INNOVO's technology partner, following due diligence by five of the world's top 10 oil and gas majors. With a project IRR of 58% and a payback period of 2.6 years, INNOVO's bio-farms are seven times more profitable than solar energy.

4. COMMERCIAL IMPACT ON THE CHEMICALS INDUSTRY

4.1 Immediate Regulatory Compliance

CBAM Elimination: While chemicals are not yet in the CBAM definitive scope, the European Commission has stated its goal of covering all EU ETS sectors, with chemicals expected by the end of the decade. Chemical producers that achieve zero-emission production ahead of CBAM expansion gain a decisive competitive advantage. When CBAM does extend to chemicals, carbon tariffs on imports will fundamentally reshape global trade flows, disadvantaging high-emission producers.

EU ETS Cost Elimination: For a major European chemical complex emitting 1–2 million tons of CO_2 annually, EU ETS costs currently range from €80M to €200M per year at €80–€100/ton. As prices rise to €150–€200 by 2030, annual exposure could reach €150M–€400M per complex. Multiple bio-farms eliminate this liability entirely.

IFRS S2 and CSRD Compliance: Zero-emission chemicals production dramatically simplifies climate-related financial disclosures under IFRS S2 and the EU Corporate Sustainability Reporting Directive, reducing transition risk exposure and improving ESG ratings.

4.2 Premium Pricing

Low-carbon and zero-emission chemicals are commanding growing premiums across the value chain. Recycled plastics achieve premiums of up to 60% over virgin material. The WEF Net-Zero Industry Tracker notes that low-CO_2 products are expected to command significant premiums by 2030. For base chemicals (ethylene, propylene, ammonia), verified zero-emission production enables premium pricing from downstream customers with net-zero procurement mandates. For a major producer, these premiums could add hundreds of millions in annual revenue.

4.3 Customer Retention and Market Share

The chemicals industry supplies virtually every manufacturing sector. As downstream customers (automotive OEMs, FMCG companies, pharmaceutical firms, packaging producers) face IFRS S2, CSRD, and Scope 3 disclosure requirements, they will systematically shift procurement to zero-emission chemical suppliers. A chemical producer that cannot offer verified low-carbon products risks losing its most strategically important customer relationships. INNOVO enables producers to retain and grow these relationships at nil capex.

4.4 Stranded Asset Mitigation

Chemical plants represent multi-billion-dollar investments with operational lifespans of 30–50 years. Without a decarbonization pathway, these assets face progressive value erosion as carbon costs escalate and customers shift to lower-emission alternatives. INNOVO's bio-farms extend the economic life of existing chemical complexes by neutralizing their emissions, protecting shareholder value and avoiding the need for the multi-billion-dollar capital investments that alternative decarbonization pathways require.

5. FINANCIAL IMPACT: FIRST MOVER VS. FOLLOWERS

5.1 First-Mover Advantages

The first chemicals producer to partner with INNOVO secures a cascade of compounding financial advantages:

Priority Access to 45Q Tax Credits

In the US, each $400M Smoke2Value bio-farm generates $612M in Section 45Q Production Tax Credits over 12 years. INNOVO grants first-mover status in return for either (a) the sale of $300M of US 45Q Tax Credits for $200M cash, generating $100M immediate profit, or (b) generation of $200M cash from $300M in Australian CO_2 tax mitigation obligations. The first mover gets the best deal; subsequent buyers receive less favorable terms.

Premium Pricing Window

The first chemicals producer to offer genuinely zero-emission base chemicals has a window of 2–4 years before competitors can replicate at scale. During this period, the first mover captures premium supply agreements from automotive, packaging, FMCG, and pharmaceutical companies, locks in long-term customer relationships, and establishes the pricing benchmark for the entire industry.

Category-Defining Narrative

The first mover defines the narrative for the entire chemicals industry. As the company that proved large-scale chemical production can achieve net zero at nil capex, the first mover's brand becomes synonymous with sustainable chemistry. This is particularly powerful in an industry facing intense public scrutiny over plastics, pollution, and climate impact. Every competitor's subsequent announcement is measured against the first mover's benchmark.

Investor and ESG Rating Uplift

Chemical companies face among the most intense ESG scrutiny of any sector. The first mover to demonstrate a credible, zero-capex pathway to net zero will see immediate benefits: lower cost of capital, improved ESG ratings, inclusion in sustainability indices, and enhanced access to sustainability-linked financing. This is transformational for a sector where ESG risk has historically depressed valuations.

5.2 Financial Case Study

FINANCIAL METRIC (1M ton CO_2 complex)	ANNUAL VALUE
EU ETS cost elimination (at €80–€100/ton)	**€80M–€100M**
Future CBAM tariff avoidance (when extended)	**Tens to hundreds of millions**
Premium pricing on zero-emission chemicals	**$100M–$300M**
45Q Tax Credit profit (first-mover, 2 bio-farms)	**~$200M (one-time)**
Customer retention value (Scope 3-driven)	**$100M–$300M**
TOTAL ANNUAL BENEFIT (excl. one-time 45Q)	**€200M–€500M+**
10-YEAR VALUE CREATION (zero capex)	**€2B–€5B+**

5.3 Follower Disadvantages

Once the first mover is announced, all competitors become followers:

- Followers compete in a market the first mover has shaped. Pricing benchmarks, customer expectations, and the industry narrative are set by the first mover.
- Followers lose the premium pricing window. Zero-emission chemicals are no longer novel by the time followers deploy, and pricing premiums erode.
- Followers receive less favorable 45Q Tax Credit terms, especially with multi-facility complexes where the first mover has already secured credits across multiple sites.
- Followers face customer attrition. Automotive, FMCG, and pharmaceutical companies with Scope 3 mandates shift procurement to the first mover during the gap.
- Followers bear ongoing escalating carbon costs across multiple process units, compounding losses with every quarter of delay.

The gap between first mover and followers widens over time. A 2–3 year head start in a rapidly tightening regulatory environment creates compounding advantages that followers may never fully close.

6. STRATEGIC IMPACT ON TARGET CHEMICALS COMPANIES

INNOVO's value proposition is relevant to the major global chemicals producers:

COMPANY	REVENUE	KEY METRIC	STRATEGIC DRIVER
BASF	$70B+	Largest chemical company globally	Ludwigshafen: world's largest integrated site; electric cracker pilot; massive ETS exposure
Dow	$43B+	Major US producer	Strong 45Q eligibility; Baytown carbon reduction project; hydrogen investments
SABIC	$33B+	Saudi petrochemicals leader	Diversifying beyond oil; major EU exporter; CBAM-exposed when chemicals included
LyondellBasell	$33B+	Major olefins producer	European and US operations; off-track on net-zero targets per Planet Tracker
INEOS	$65B+	Largest private chemicals company	Major European footprint; hydrogen investments; diversified portfolio
Mitsubishi Chemical	$28B+	Japan's largest	Advanced materials focus; automotive supply chain dependency driving decarbonization

7. STRATEGIC COMMUNICATIONS OPPORTUNITIES FOR PR AGENCIES

A PR agency that successfully introduces a major chemicals producer to INNOVO and wins the resulting global communications mandate would secure one of the most significant retainer opportunities in the chemicals sector.

7.1 The Scale of the Communications Mandate

Category-Defining Global Campaign

The announcement that a major chemicals producer has achieved net zero at nil capex is a story that touches virtually every industry. Because chemicals underpin 95% of manufactured products, this narrative resonates across automotive, packaging, consumer goods, pharmaceuticals, and construction—guaranteeing sustained, cross-sector media coverage.

- Global launch campaign: Coordinated announcement across financial, trade, and mainstream media in multiple markets.
- Ongoing narrative management: Multi-year program covering construction milestones, regulatory approvals, and expansion announcements.
- Executive positioning: CEO thought leadership at COP, World Economic Forum, ICIS conferences, World Petrochemical Conference, and tier-one business media.
- Investor communications: ESG-focused messaging for capital markets, including sustainability-linked bond issuances.
- Government affairs: Positioning the partnership as a model for chemicals industry decarbonization policy.

Revenue Potential

INNOVO proposes a 3-way partnership model (Chemicals Producer × INNOVO × PR Agency) where communications costs are funded from the financial value INNOVO creates. Indicative mandate value: $5M–$15M annual retainer for global communications, with $20M–$50M+ in campaign budgets over the first three years. The agency that proves the model in chemicals gains a strong position to extend the partnership across INNOVO's other target industries.

7.2 Strategic Value Beyond Revenue

Industry Leadership Positioning

The agency that leads this campaign establishes itself as the definitive leader in energy transition and industrial decarbonization communications. This positioning generates business development leverage far beyond the chemicals mandate, opening doors to sustainability-focused work across every heavy-emitting sector.

Award-Winning Work

A campaign combining genuine environmental impact with commercial transformation is precisely the type of work that wins major industry awards (Cannes Lions, PRWeek Awards, SABRE Awards) and defines agency reputations for a generation.

7.3 The Dual-Track Engagement Model

INNOVO operates a Dual-Track PR engagement model designed to align with professional standards and eliminate conflicts of interest:

Track 1 – Paid Mandate: For agencies with no existing client conflicts in the chemicals sector, the agency wins a mandate from both the industry leader partner and INNOVO, covering the full global communications campaign including launch, ongoing narrative management, and executive positioning.

Track 2 – Strategic Briefing: For agencies with existing retained relationships in the chemicals sector, the agency wins the communications mandate from its existing client only. This avoids any conflict of interest with INNOVO. The agency's commercial opportunity comes from the transformational campaign it delivers for its own client.

In both tracks, all information in this briefing is in the public domain. There is no requirement to notify INNOVO before approaching any client or media contact.

8. COMPETITIVE LANDSCAPE: ALTERNATIVE DECARBONIZATION PATHWAYS

Understanding the limitations of alternative approaches reinforces the uniqueness of INNOVO's value proposition:

TECHNOLOGY	CAPEX REQUIRED	KEY LIMITATION	INNOVO ADVANTAGE
Electric steam crackers	Very high; pilot stage	Only addresses cracker emissions (~30%); BASF/Sabic/Linde demo only; requires massive renewable power	Addresses all emissions across entire complex; 18–24 month deployment
Green hydrogen	Very high; 2–3x grey cost	Only addresses hydrogen/process heat; supply-constrained; requires renewable electricity at scale	No fuel switching needed; works with existing infrastructure
CCS (high-purity streams)	$50–$100/ton	Only viable for concentrated CO_2 (SMR); not economic for dilute combustion streams; requires storage	Nil capex; produces revenue; addresses all emission sources
Bio/waste feedstocks	Moderate to high	Cannot meet global demand scale; competes with food/land; limited chemical compatibility	Does not require feedstock change; eliminates emissions at source
Process efficiency / AI	Moderate	Can achieve 20–40% reduction at best; cannot address inherent process emissions	100% emissions elimination; complements efficiency improvements

INNOVO's Smoke2Value bio-farm is the only commercially available technology that addresses 100% of a chemical complex's emissions through a multi-facility deployment model, at nil capital expenditure to the producer, while generating revenue rather than costs. No other approach offers complex-wide decarbonization at zero capex.

9. GETTING STARTED

9.1 Engagement Process

INNOVO proposes a straightforward three-phase engagement:

Phase 1 – Executive Briefing (Weeks 1–2): Confidential briefing for the chemicals producer's CEO and senior leadership on the INNOVO value proposition, financial model, and first-mover partnership structure.

Phase 2 – Site Assessment (Weeks 3–5): Technical feasibility assessment of the chemical producer's priority complex(es), including CO_2 concentration and composition across multiple process units (steam crackers, hydrogen plants, boilers), available land for multi-bio-farm co-location, proximity to seawater, and local solar irradiance.

Phase 3 – Commercial Structuring (Weeks 6–8): Negotiation of partnership terms including the 45Q Tax Credit sale structure, emissions elimination timeline, regulatory compliance pathway, and communications launch planning with the PR agency.

9.2 Contact

PR Agency Enquiries: public.relations@innovo-network.com

Website: innovo-net-zero.com/pr-briefing

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10. SOURCES

External Sources

[1] S&P Global, “Decarbonizing Chemicals Part One: Sectorwide Challenges Will Intensify Beyond 2030,” August 2025 (BASF 25% reduction target; Dow investments; 70% of top 100 committed to net zero).

[2] Royal Society, “Chemical Industry Must Defossilise,” May 2024 (6% global CO_2; chemicals inherently contain carbon; need for “green carbon”).

[3] RMI, “Chemistry in Transition: Charting Solutions for a Low-Emissions Chemical Industry,” April 2025 (41% of sites near CO_2 storage; process heat challenge; decarbonization levers analysis).

[4] WEF, “Net-Zero Industry Tracker 2024 – Primary Chemicals,” 2024 (hard-to-abate sector; CCUS expected to account for 18% of emissions reduction).

[5] C&EN / American Chemical Society, “Can Europe’s Chemical Industry Survive Net Zero?” November 2025 (Planet Tracker: only 2 of 7 on track; BASF electric cracker pilot; 81% expect 20+ years for zero-carbon electricity).

[6] Statista, “Chemical Industry Global CO_2 Emissions by Source 2030,” 2024 (ammonia: 45% of sector emissions; primary chemicals = two-thirds of energy consumption).

[7] Science Based Targets initiative, “Chemicals Sector Guidance,” December 2025 (final chemicals sector standard; 95% of manufactured products rely on chemicals).

[8] European Commission, “Carbon Border Adjustment Mechanism,” January 2026 (CBAM expected to expand to chemicals; all EU ETS sectors targeted).

[9] BASF Report 2024 – E1 Climate Change (electric cracker demo; Vattenfall wind farm investment; Scope 3 strategy).

INNOVO Project Knowledge

[10] INNOVO Net Zero Nil Capex for the Oil & Gas Industry v2025-12-19 MK ($2.7T chemicals industry; $200 profit/ton CO_2).

[11] Multi-Industry Data Room Structures v2026-1-14 MK (chemicals sector brief: 1.5 Gt CO_2/year; multi-facility model; 6 bio-farm complex; $60B+ revenue potential).

[12] INNOVO Smoke2Value Biofarm Carbon Accounting Report v2025-12-22 MK (100% Scope 1 neutralization; net carbon negative; scalable and replicable).

[13] About INNOVO & its Smoke2Value Technology v2026-1-2 MK RdM ($16B offtake contracts; product streams).

[14] INNOVO’s Sale of US 45Q Production Tax Credits v2026-1-25 MK ($612M per bio-farm; first-mover deal structure).

[15] Summary of Webpage & Video – Profitable Net Zero Oil & Gas v2026-2-26 MK (first mover vs. follower; Dual-Track PR model).

[16] innovo-net-zero.com (company website; PR briefing page).