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*nova-Institut GmbH (www.nova-institute.eu)*

## PRESS RELEASE

### Introducing the nova-Institute's unique group of biopolymer experts: A new level of market and trend reporting

From renewable carbon solutions to mass balance and attribution, from basic building blocks to advanced polymers, and from the bustling markets of Asia to the innovative landscapes of North America, the nova-Institute is proud to present its extraordinary group of biopolymer experts. With unparalleled global expertise and in-depth knowledge, this unique team is driving the transformation to a fossil-free future for the chemicals and materials industry with its market and trend reports. Embrace the dawn of a new sustainable era driven by visionary pioneers at the forefront of green innovation.

**Hürth, 8 October 2024:** The nova-Institute's world-renowned market and trend reports are produced by nova scientists in collaboration with leading international experts and are among the most reliable and respected sources on the market.

The nova reports dive deep into feedstocks for the chemical industry from biomass over CO<sub>2</sub> to chemical recycling. They provide a comprehensive overview of bio- and CO<sub>2</sub>-based building blocks and polymers, the advanced recycling landscape, as well as specific renewable building blocks as naphtha, comprehensive analyses of the Chinese bio-based and biodegradability landscape, as well as guidelines, standards and labels for bio-based products. All commercial reports from nova-Institute are available at <https://renewable-carbon.eu/commercial-reports>.

The nova Biopolymer Expert Group has been active for many years, concentrating its expertise mainly in the annual report "Bio-based Building Blocks and Polymers – Global Capacities, Production and Trends", but has also previously and more recently demonstrated in-depth knowledge of specific topics such as [bio-based building blocks](#), [PHAs](#), the [bio-based and biodegradable plastics industries in China](#) and [alternative naphtha](#). In addition to the published reports, the group is ready to produce customised reports for its clients.

Keeping pace with the ever-evolving chemical and materials industries requires expanded and revised knowledge and expertise. To meet this demand, the nova-Institute has expanded the current Biopolymer Expert Group and is pleased to introduce its twelve members – old and new – in alphabetical order for the first time.

**Tanver Ali, Independent Consultant (UK)**, graduated in chemistry and business management with global experience specialising in engineered polymers and bio-based performance chemicals in downstream market sectors. 25 years of strategic business development working for international organisations in China, EU and North America. Since 2017, focused on bio-based monomers and polymers with emphasis on sustainable, renewable and circular product and application development.

**Lars Börger, Re+Spire Beratung (DE)**, studied chemistry and general management in Bielefeld, Marburg and St. Gallen and holds a PhD in Material Science from the Max Planck Institute for Colloids and Interface Science. He worked with BASF for 17 years in Germany and China in the field of polymer research, specialty chemicals and biopolymers in leading positions, including initiating the first lead for mass balancing and global responsibility for the biopolymers business, before joining Neste to build up the renewable and circular feedstock business for the chemical industry. He founded Neste Germany, is a book author and has been a board member of European Bioplastics and the Renewable Carbon Initiative.

**Michael Carus, nova-Institute and Renewable Carbon Initiative (DE)**, is a physicist and one of Europe's leading experts, market researchers and policy advisors on the renewable carbon economy - including bio-based, CO<sub>2</sub>-based and recycling. In late 1994, together with five other scientists, he founded the private and independent nova-Institute for Ecology and Innovation. From the beginning, Carus has been involved in the company as an owner and one of the two managing directors. Today, the nova-Institute employs nearly 50 scientists from a wide range of disciplines, covering markets, technologies, sustainability, communication and policy. In 2020, Carus founded the Renewable Carbon Initiative (RCI), which today has almost 70 members from the chemical and materials industries.

**Doris de Guzman, Green D Market Analytics (US)**, is the sole proprietor of Green D Market Analytics LLC, an independent international consulting firm dedicated to the global renewable chemicals market. Doris began her journey as a market editor and has since distinguished herself as a key figure in advancing the renewable chemicals industry globally in her position as an industry consultant. Her expertise encompasses a wide range of sustainable materials, including renewable chemicals and plastics. She is also the principal and author of the Green Chemicals Blog, a prominent information platform founded in 2007, renowned for its insightful news and analysis on the bio-based chemicals market.

**Matthew Hartley, EH Consultants (TH)**, has over a decade of experience as an independent consultant in the chemicals and energy sectors, supporting and managing projects across a range of value chains, from building blocks such as olefins and specialties to algae, renewable diesel and biogas projects. Matthew specialises in technology evaluation and other aspects of decision making and strategic planning. He holds a PhD in Chemical Engineering from Imperial College London.

**Harald Käß, naroccon Innovation Consulting (DE)**, is a chemist and has dedicated his 30-year working life career to “sustainable chemistry and plastics”, with a full focus on bio-based and circular solutions. In 1999 he founded and chaired until 2009 “European Bioplastics”, the association representing Europe in this industry. Since 1998 he has been a strategic consultant and sparring partner to key players, supporting business development and communications on all levels and in many areas of activity. He works very close to markets and decision-making processes. His experience is valued by well-known plastic producers and users.

**Rick Passenier, GO!PHA (NL/US)**, is a bio- and circular economy innovator with a background in industrial product design. In 2019, he co-founded the non-profit foundation Global Organization for PHA (GO!PHA), which aims to accelerate the adoption of PHAs globally. And, since 2024 he joined the Dutch National Growth Fund Biobased Circular that aims to develop the biobased and biodegradable polyester industry in The Netherlands. Rick holds a bachelor's and master's degree in Industrial Product Design from Delft University of Technology, The Netherlands.

**Narendar Poranki, nova-Institute (DE)**, holds a Bachelor of Technology in Chemical Engineering from Osmania University and a Master of Business Management from the Management Development

Institute, New Delhi. With over a decade of experience in market research, business intelligence, and strategic support, he has worked across diverse sectors such as chemicals & materials, oil and gas, and bio-based products and technologies. Narendar joined nova-Institute's Technology and Markets department in early 2024.

**Pauline Ruiz, nova-Institute (DE)**, is trained as a chemist and holds a Master's degree in Polymer Engineering from the European School of Chemistry, Polymers and Materials Science (France). She collected several years of experience in project management and research and development in various fields including the coating and rubber industries. She joined the nova team in 2020 in the Sustainability department. She is an expert in bio- and CO<sub>2</sub>-based chemicals and polymers and supports the nova team in several projects related to sustainability, life cycle assessment, technology and markets.

**Pia Skoczinski, nova-Institute (DE)**, is trained as a biologist, has several years of research experience in optimisation of microbial cell factories, enzyme engineering and enzyme-catalysed polymerisation. After one-year of postdoctoral research in macromolecular and polymer chemistry, she joined the nova-Institute in 2018 in the Technology and Markets department. Here, she focuses on bio-based building blocks and polymers, industrial biotechnology and carbon capture and utilisation (CCU).

**Gillian Tweddle, Stripe Consulting (BE)**, has worked in the chemical industry for over 30 years with experience covering technical and market aspects. Since 2002, Gillian has worked as a senior consultant on strategic, market and technical assessments and projects for chemicals and value chains covering a wide range of chemical intermediates and specialty chemicals including market histories and forecasts for bio-based and biodegradable polymers. Gillian has been supporting nova's Technology & Markets department as an external expert since mid 2021.

**Ann Zhang, nova-Institute (CN)**, is a senior industry expert for nova-Institute, specialising in the bio-based and renewable carbon economy. She represents nova-Institute in China. Ann has over 20 years of business development experience in China. She began her career in petrochemicals and life sciences industries for a decade, focusing on product development and new business ventures. In 2009, she moved into strategic investment consulting, assisting high-tech companies with their strategic overseas investments in the Chinese and European markets. Since 2016, she has been engaged in sustainable development initiatives, working with international conservation organisations and start-ups. Ann is currently studying in the MSc programme (2022-2024) for Biobased Science at Wageningen University & Research, with a focus on the bio-based and circular economy. She has conducted a market research report on the bio-based plastics industry in China for the nova-Institute.

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**Responsible for the content under German press law (V. i. S. d. P.):**

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**nova-Institut GmbH** has been working in the field of sustainability since the mid-1990s and focuses today primarily on the topic of renewable carbon cycles (recycling, bioeconomy and CO<sub>2</sub> utilisation).

As an independent research institute, **nova** supports in particular customers in chemical, plastics and materials industries with the transformation from fossil to renewable carbon from biomass, direct CO<sub>2</sub> utilisation and recycling.

Both in the accompanying research of international innovation projects and in individual, scientifically based management consulting, a multidisciplinary team of scientists at **nova** deals with the entire range of topics from renewable raw materials, technologies and markets, economics, political framework conditions, life cycle assessments and sustainability to communication, target groups and strategy development.

50 experts from various disciplines are working together on the defossilisation of the industry and for a climate neutral future. More information at: [nova-institute.eu](https://nova-institute.eu) – [renewable-carbon.eu](https://renewable-carbon.eu)

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