



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

PRESS RELEASE

Joint Forces for Renewable Carbon: Lars Börger appointed as new CEO of nova-Institute

In these challenging times for the sustainable transformation of the chemicals and materials sector, collaboration is more necessary than ever. That is why nova-Institute is proud to welcome Dr. Lars Börger as the new Co-CEO alongside with Michael Carus, the current CEO of nova-Institute. As a team, they will join forces to drive progress towards a greener and fossil-free future for these industries.

Hürth, 25 February 2025: Starting 1 March 2025, Lars Börger will join nova-Institute as new CEO. Together with Michael Carus, current CEO of nova-Institute, they will drive sustainable change in the chemical and materials industry forward. With his proven track record in brands' perspectives on renewable carbon and defossilisation, Lars Börger will be the perfect fit to strengthen nova-Institute's position in the market.

nova-Institute has been driving the transition away from fossil resources in the chemicals, plastics and other materials industries for 30 years. Through extensive research and consultancy services for companies, NGOs and policy makers, the institute has produced numerous studies, reports and graphics on renewable carbon and defossilisation. But the chemical sector is facing a new and challenging period. Although alternatives based on biomass, CO₂ use and recycling are well developed, proven and ready for scale-up and implementation, the main work still lies ahead: How to design an appropriate policy framework that allows companies to transform sustainably and to remain competitive? What role can brand owners play in driving demand for new solutions?

*"In these challenging and dynamic times," says physicist **Michael Carus, founder and CEO of nova-Institute**, "I am very happy that Lars Börger, with his profound expertise and network in renewable carbon, will strengthen nova's leadership as new Co-CEO. I am looking forward to a successful cooperation for the sake of a sustainable transformation".*

Lars Börger holds a PhD in Chemistry and an Executive Master in General Management. He worked for BASF (Germany) for almost 20 years, many of them as Head of Global Marketing Biopolymers. For another seven years he worked for Neste (Finland) as Vice President Renewable Polymers & Chemicals, Brand Owner and in the Value Chain Management. He represented Neste in the founding process of the Renewable Carbon Initiative (RCI) and was a member of the RCI Board, as well as a board member of European Bioplastics for several years.

*“nova-Institute is the leading think tank for the circular economy with great impact on industry transformation. Accelerating this transformation is now more important than ever, as the challenges facing the chemical and materials sector continue growing. I look forward to joining the great team of dedicated professionals at nova-Institute and helping to shape a more sustainable future.”, says **Lars Börger**.*

In shared leadership with COO Linda Engel, the two CEOs Lars Börger and Michael Carus will navigate nova-Institute in the future, supporting companies, associations and policy makers with research and consultancy in the fields of Technology & Markets, Sustainability, Economy & Policy and Communications.

*“Throughout its 30 years in business, nova-Institute has always been at the forefront of its field. Our mission is to support companies as a science-based consultancy and to open up new pathways for a sustainable future for the chemical industry. With Lars, we are confident that we will continue to live up to this goal. We have known him for many years as a driving force in the industry and look forward to work with him.”, adds **Linda Engel, COO, nova-Institute**.*

Find all nova press releases, images and more free-for-press material at www.nova-institute.eu/news/pr

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

Dipl.-Phys. Michael Carus (Geschäftsführer)
nova-Institut für politische und ökologische Innovation GmbH

Leyboldstraße 16 Tel: +49 2233 460 14 00
50354 Hürth Fax +49 2233 460 14 01
Germany contact@nova-institut.de

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 CO₂ utilisation/CCU).

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 CO₂ 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 – renewable-carbon.eu

Get the latest news from nova. Subscribe to <https://renewable-carbon.eu/newsletters>