



MCi Carbon and its CEO Marcus Dawes honored with the 2023 Wholistic World Innovation Trophy

Barcelona/Brussels, November 11, 20223: Canberra based carbon reduction company, **MCi Carbon** and its cofounder and CEO, **Marcus Dawes**, is honored with the 2023 Wholistic World Innovation Trophy. The exclusive global award celebrating technological and social innovation used to sustainably improve our societies was presented last night to the laureate for the third time, this year during the DEXT Force Festival in Barcelona on November 10th. Hosted at the conference venue of the amazing of Casa Llotja del Mar in Barcelona, the laureate and the newly created art piece by the internationally renowned Belgian-German artist, **Ulrike Bolenz** were presented to the public.

The statement of the **Jury Board** is as follows: “MCi Carbon (MCi at that time) was established in 2013 as a joint venture between Canberra-based GreenMag Group (cofounded by Marcus Dawe and John Beever in 2007), Newcastle University and Orica. In addition to capturing and storing carbon, they convert the gas that is created in this process into solid materials. Their technique has the potential to scale up and make a significant contribution to reducing global carbon emissions. That’s why the Trophy’s jury board unanimously decided in their final 2023 meeting to award the 2023 Wholistic World Innovation Trophy to this company and its cofounder and CEO Marcus Dawe.”

Marcus Dawes says: “It’s a tremendous accolade to be awarded the Wholistic World Innovation Trophy. I’m extremely appreciative given that the journey I’ve been on for the last 16 years with MCI Carbon has been a tremendous journey with my people. I’m very lucky to have such a team around me.”

Dieter Brockmeyer, cofounder and director of Innovation of the Diplomatic World Institute and initiator and curator of the Trophy says: It’s the third time that we have the honour to announce a Trophy laureate, and quality of nominees and the winner keeps increasing. Thanks again to our outstanding jury board who once more did an outstanding job.”

More info:

www.diplomatic-world-institute.com/en/wwit

<https://festival.dexthub.com/>

<https://www.mineralcarbonation.com/>

www.ulrike-bolenz.eu