

 **Measure...**

Collect data and information and describe processes.

 **Analyse...**

Identify main carbon and cost drivers and calculate the carbon footprint along the value chain within defined boundaries.

 **Improve...**

Make a plan to decrease carbon consumption, implement actions to save costs and become more environmentally friendly.

 **Communicate...**

Communicate your improvements to your stakeholders, increase transparency, and enter in a dialogue with key stakeholder to open further potentials to decrease carbon consumption.

*...Be a leader, not a follower!*



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CARBON  
FOOTPRINT  
CENTER

## BACKGROUND

Over the past few years, interest in global warming and climate change has grown exponentially. People have realized that it is time to act to meet these challenges and to help mitigate climate change. The carbon footprint serves to assess the impact of a business, organization or product on climate change.

## MISSION & VISION

Our Carbon Footprint Center identifies sources of greenhouse gas emissions and calculates the amount of such gases emitted in the operation in the value chain of our clients.

We want to become a leading expert for carbon footprint assessment helping companies and organizations to become environmentally friendly and increase their competitiveness.

## WHO WE ARE

The Carbon Footprint Center was set up by Heliopolis University for Sustainable Development and the Academy of Scientific Research and Technology. Our team is active in the Egyptian market for carbon footprinting and carbon credit generation via CO2 emission reduction projects since 2008.



## MEETING YOUR GOALS

-  Increasing the competitiveness of Egyptian products, especially for agricultural export products.
-  Saving operational costs, especially related to energy.
-  Boosting the image of our clients and their products.
-  Responding to changing consumer expectations.
-  Demonstrating leadership in the field of environmental and corporate social



The Carbon Footprint Team

## WHAT WE OFFER

### Carbon Footprint Assessing

We calculate the carbon footprint of your company, organization or product according to the latest standards and certification.



### Benchmarking and Comprehensive Reporting

We benchmark your CO<sub>2</sub>-performance against local and international reference data and compile a comprehensive report for your communication. The report includes detailed recommendations for improvements that can be done.

### Emission Offsetting

Knowing in detail how much emission a product, a company, or an event causes offers the customer the possibility to market the product, company, or event as 'climate neutral'. Using the unique TUV-Nord 'carbon neutral label' we offer you the ecological and commercial opportunity to mitigate climate change and meet raising consumer expectations.