



CARBON ACCOUNTING QUANTIFY YOUR IMPACT

CARBON ACCOUNTING:

CARBON FOOTPRINTS TYPICALLY INCLUDE **CARBON DIOXIDE (CO₂)**, **METHANE (CH₄)** **NITROUS OXIDE (N₂O)** EMISSIONS AND ARE EXPRESSED IN **TONNES OF CO₂ EQUIVALENT (TCE)**



TYPICAL EMISSION SOURCES AT THE CORPORATE LEVEL:



REFRIGERATION



COMPANY
FLEET



COOKING GAS



ELECTRICITY AND
WATER
CONSUMPTION



GENERATORS



BUSINESS
TRAVEL



OFFICE
COMMUTE



PAPER



LANDFILLED
WASTE

HOW CAN CARBON ACCOUNTING HELP YOU?

IDENTIFY EMISSIONS
HOTSPOTS AND
PRIORITIZE REDUCTION
OPPORTUNITIES

SET EFFICIENCY OR
EMISSION REDUCTION
TARGETS

MEASURE, MONITOR AND
REPORT EMISSIONS
PERFORMANCE OVER TIME

GUIDE INVESTMENT
AND PROCUREMENT
DECISIONS BASED ON
OPERATIONAL RISKS
AND OPPORTUNITIES

PARTICIPATE IN
VOLUNTARY REPORTING
PROGRAMS

IMPROVE CORPORATE
REPUTATION AND
ACCOUNTABILITY (CSR)

MEET INFORMATION
NEEDS OF
STAKEHOLDERS



CONTACT ME AT
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04-322-9854 FOR MORE DETAILS.

WHAT CAN DUBAI CARBON DO FOR YOU?



CALCULATE YOUR CARBON FOOTPRINT IN
COMPLIANCE WITH INTERNATIONAL STANDARDS



SELECT A CALCULATION APPROACH USING
REALTIME EMISSION FACTORS AND PARAMETERS



DISCLOSE THE CARBON FOOTPRINT IN ANY
PREFERRED FORMAT, ENSURING TRANSPARENCY
IN THE DATA REPORTED



PROVIDE AN ACTION PLAN LISTING OPPORTUNITIES
TO REDUCE EMISSIONS AND SAVE ENERGY
AND MONEY



A FULL-DAY TRAINING ON CORPORATE CARBON
FOOTPRINTS AND YOUR IMPACT



ARRANGE VERIFICATION OF THE CORPORATE
CARBON FOOTPRINT WITH LEADING THIRD-PARTY
EXTERNAL AUDITORS



SUSTAINABILITY STRATEGY CREATE AN IMPACT

SUSTAINABILITY STRATEGY:

A SUSTAINABILITY STRATEGY IS AN INSTRUMENT FOR ORGANISATIONS TO UNDERSTAND AND IMPROVE THEIR ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACTS CAUSED BY THEIR EVERYDAY ACTIVITIES.

IT PROVIDES AN AGREED UPON FRAMEWORK TO EFFICIENTLY UTILIZE RESOURCES, CREATE A POSITIVE IMPACT, MONITOR PROGRESS AND COMMUNICATE RESULTS TO KEY STAKEHOLDERS. IT ALSO SERVES AS A ROADMAP TO IMPROVEMENT IN ALL OF THE IDENTIFIED AREAS OF IMPORTANCE.



ASSESS



PLAN



BENCHMARK



MONITOR



SET TARGETS
AND KPIs



ACHIEVE

HOW CAN A SUSTAINABILITY STRATEGY HELP YOU?

ASSESS AND
BENCHMARK
SUSTAINABILITY
PERFORMANCE

IMPROVE
EFFICIENCY AND
REDUCE COSTS

SET CLEAR
TARGETS AND
PLANS

ATTRACT
CAPITAL FROM
INVESTORS

MITIGATE OR
REVERSE NEGATIVE
ENVIRONMENTAL
AND SOCIAL
IMPACTS.

INCREASE
STAKEHOLDER
ENGAGEMENT

ENCOURAGE
INNOVATION

EMPHASIZE THE
LINK BETWEEN
FINANCIAL AND
NON-FINANCIAL
PERFORMANCE

INFLUENCE LONG
TERM VISION
AND STRATEGY



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WHAT CAN **DUBAI CARBON** DO FOR YOU?



REVIEW YOUR CURRENT STRATEGY AND PERFORM A GAP ANALYSIS AGAINST INTERNATIONAL INDUSTRY BEST PRACTICES



CONDUCT TRAINING AND BUILDING CAPACITY WITHIN YOUR TEAM



ENGAGE YOUR STAKEHOLDERS AND CONDUCT MATERIALITY ASSESSMENTS TO ESTABLISH TOPICS OF KEY IMPORTANCE TO YOUR DIFFERENT STAKEHOLDER GROUPS



DEVELOP A CUSTOM MATURITY MODEL FOR YOUR ORGANIZATION



DEVELOP A COMPREHENSIVE SUSTAINABILITY STRATEGY IN ACCORDANCE WITH GLOBAL STANDARDS



DEVELOP A 1-5 YEAR SUSTAINABILITY ROADMAP WITH KPIS AND ACHIEVEMENT MILESTONES TO GUIDE YOUR ORGANIZATION'S LONG TERM STRATEGY



SUSTAINABILITY REPORTING

RECORD YOUR IMPACT

SUSTAINABILITY REPORTING:

A SUSTAINABILITY REPORT IS A REPORT PUBLISHED BY A COMPANY OR ORGANIZATION ABOUT THE ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACTS CAUSED BY ITS EVERYDAY ACTIVITIES. IT DEMONSTRATES THE LINK BETWEEN AN ORGANIZATION'S STRATEGY AND ITS COMMITMENT TO A SUSTAINABLE GLOBAL ECONOMY.

MEASURE



ECONOMIC



SOCIAL



ENVIRONMENTAL

UNDERSTAND AND COMMUNICATE



GOVERNANCE
PERFORMANCE

SET GOALS



MANAGE CHANGE MORE EFFECTIVELY



HOW CAN A SUSTAINABILITY REPORT HELP YOU?

MITIGATE OR REVERSE
NEGATIVE
ENVIRONMENTAL AND
SOCIAL IMPACTS

STREAMLINE
MANAGEMENT
PROCESSES, REDUCE
COSTS AND IMPROVE
EFFICIENCY

INFLUENCE LONG TERM
VISION AND STRATEGY

INCREASE STAKEHOLDER
ENGAGEMENT

EMPHASIZE THE LINK
BETWEEN FINANCIAL
AND NON-FINANCIAL
PERFORMANCE

BENCHMARK AND ASSESS SUSTAINABILITY PERFORMANCE
INTERNALLY, AND BETWEEN ENTITIES AND SECTORS

IMPROVE REPUTATION
AND TRUST

ATTRACT CAPITAL FROM
INVESTORS

PROVIDE COMPETITIVE
ADVANTAGE AND
DIFFERENTIATION

WHAT CAN **DUBAI CARBON** DO FOR YOU?



REVIEW YOUR CURRENT STRATEGY AND PERFORM A GAP ANALYSIS AGAINST INTERNATIONAL INDUSTRY BEST PRACTICES



RAISE AWARENESS AND CONDUCT TRAINING FOR YOUR TEAM TO UNDERSTAND THE REPORTING PROCESS AND WHAT IS EXPECTED OF THEM



ENGAGE YOUR STAKEHOLDERS AND CONDUCT MATERIALITY ASSESSMENTS TO ESTABLISH TOPICS OF KEY IMPORTANCE TO YOUR DIFFERENT STAKEHOLDER GROUPS



ASSIST IN THE COLLECTION OF THE RELEVANT AND REQUIRED DATA FROM THE DIFFERENT DEPARTMENTS WITHIN YOUR ORGANIZATION



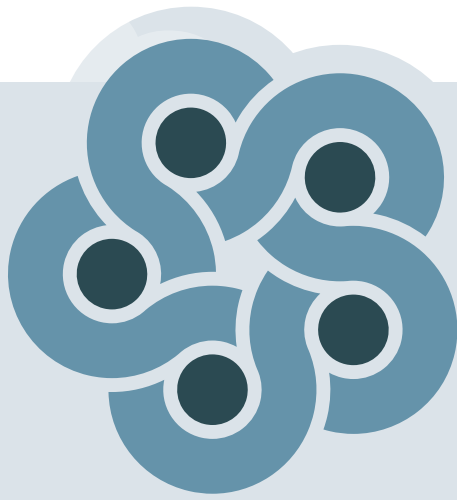
DEVELOP A COMPREHENSIVE SUSTAINABILITY REPORT IN ACCORDANCE WITH THE GLOBAL REPORTING INITIATIVE (GRI) STANDARD



PRODUCE A BEAUTIFULLY DESIGNED SUSTAINABILITY REPORT FOR YOUR ORGANIZATION



CONTACT ME AT
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RENEWABLE ENERGY CERTIFICATES MANAGE YOUR IMPACT

I-REC IS A GLOBAL STANDARD BEING INTRODUCED IN A GROWING NUMBER OF COUNTRIES IN ASIA, AFRICA, THE MIDDLE EAST AND LATIN AMERICA WHERE NO SIMILAR SCHEME EXISTS. IT IS AN EFFECTIVE AND RECOGNISED TOOL TO DOCUMENT YOUR REDUCED GREENHOUSE GAS EMISSIONS AND IMPROVE YOUR SUSTAINABILITY RATING.

RENEWABLE ENERGY CERTIFICATES, ALSO KNOWN AS RECS, REPRESENT THE ENVIRONMENTAL AND OTHER NON-POWER ATTRIBUTES OF ELECTRICITY GENERATION. MANY INDIVIDUALS AND ORGANIZATIONS ARE WILLING TO PAY FOR ELECTRICITY THAT IS PRODUCED ON THEIR BEHALF USING CLEANER, RENEWABLE SOURCES OF GENERATION. THESE BUYERS OFTEN FIND RENEWABLE ELECTRICITY ATTRACTIVE FOR ITS ENVIRONMENTAL AND GREENHOUSE GAS REDUCTION BENEFITS WHEN COMPARED TO CONVENTIONAL FOSSIL FUEL BASED ELECTRICITY GENERATION.

RECS HAVE BECOME AN IMPORTANT CHOICE FOR BUYERS OF GREEN POWER ESPECIALLY AND SERVE AS THE "CURRENCY" FOR RENEWABLE ENERGY MARKETS. THEY ENCOURAGE THE DEVELOPMENT OF A GREEN ELECTRICITY MARKET.

HOW CAN I-RECS HELP YOU?



UTILITIES AND LOAD SERVING ENTITIES

CAN OFFER THEIR RESIDENTIAL AND COMMERCIAL CUSTOMERS GREEN POWER THROUGH VOLUNTARY PROGRAMS.



BUSINESSES AND GOVERNMENT AGENCIES

CAN TAKE RESPONSIBILITY FOR THE ENVIRONMENTAL IMPACT OF THEIR ENERGY USE AND MAKE THEIR OPERATIONS, PRODUCTS, AND SERVICES MORE SUSTAINABLE.



GREEN BUILDING PROFESSIONALS

CAN MITIGATE THE ENVIRONMENTAL IMPACT OF THE ELECTRICITY USED IN THEIR BUILDINGS, HELPING THEM QUALIFY FOR POINTS UNDER THE LEED GREEN POWER CREDIT.



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THE ROLE OF DUBAI CARBON



DUBAI CARBON IS THE LOCAL ISSUER OF I-RECS IN THE UAE, KSA, OMAN, JORDAN AND MOROCCO.



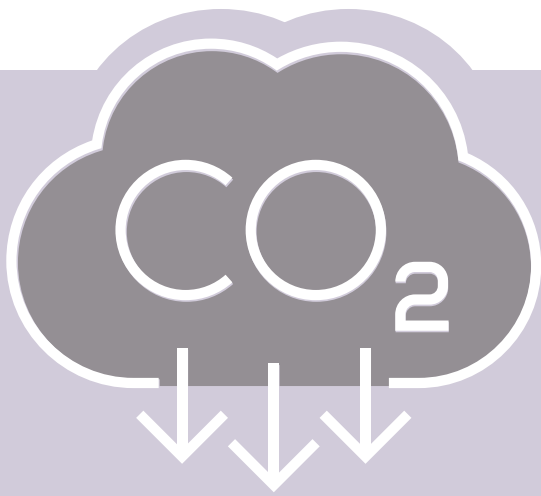
DUBAI CARBON CAN HELP THE REGISTRANT FIND POTENTIAL BUYERS FOR THE ISSUED I-RECS.



I-RECS HELP CONVEY THE ATTRIBUTES OF ELECTRICITY GENERATED FROM RENEWABLE RESOURCES TO CONSUMERS.



BECAUSE RECS ARE MONITORED AND VERIFIED, INDIVIDUAL AND ORGANIZATIONAL BUYERS CAN BUY RECS AND BE CONFIDENT THAT ELECTRICITY GENERATED ON THEIR BEHALF WAS DONE SO WITH RENEWABLE ENERGY RESOURCES.



MARKET-BASED MECHANISMS OFFSET YOUR IMPACT

CARBON OFFSETTING:

REPRESENTS THE COMPENSATION OF GREENHOUSE GAS EMISSIONS THROUGH THE PURCHASE OF CARBON CREDITS THAT ARE GENERATED FROM EMISSION REDUCTION PROJECTS



CLEAN DEVELOPMENT MECHANISM (CDM):

A UNFCCC OFFSETTING SCHEME THAT ALLOWS EMISSION-REDUCTION PROJECTS TO EARN CERTIFIED EMISSION REDUCTION (CER) CREDITS, EACH EQUIVALENT TO ONE TONNE OF CO₂. THESE CERS CAN BE TRADED AND SOLD, AND USED BY INDUSTRIALIZED COUNTRIES TO A MEET A PART OF THEIR EMISSION REDUCTION TARGETS.

MARKET-BASED MECHANISMS TO OFFSET EMISSIONS:



VERIFIED CARBON STANDARD (VCS):

AN OFFSETTING SCHEME WHEREBY ONE VERIFIED CARBON UNIT (VCU) IS EQUIVALENT TO THE REMOVAL OF 1 TONNE OF CO₂ FROM EMISSION-REDUCTION PROJECTS WITH A SPECIAL FOCUS ON AGRICULTURE, FORESTRY, AND OTHER LAND USE INITIATIVES.



GOLD STANDARD (GS):

AN OFFSETTING SCHEME WHEREBY ONE CARBON CREDIT IS EQUIVALENT TO THE REMOVAL OF 1 TONNE OF CO₂ FROM EMISSION-REDUCTION PROJECTS THAT CONTRIBUTE TO A MINIMUM OF THREE SUSTAINABLE DEVELOPMENT GOALS (SDGS).

HOW CAN CARBON OFFSETTING HELP YOU?

CLAIM 'CARBON NEUTRALITY' THROUGH THE PURCHASE OF EMISSION REDUCTIONS IF THEY ARE EQUAL TO YOUR CARBON FOOTPRINT

CONTRIBUTE TO CLIMATE CHANGE MITIGATION BY MAKING DIRECT INVESTMENTS THAT SUPPORT EMISSION REDUCTION PROJECTS

IMPROVE CORPORATE REPUTATION AND ACCOUNTABILITY (CSR) THROUGH THE CONTRIBUTION TO THE PARIS CLIMATE AGREEMENT

EARN THE CREDIBILITY AND RECOGNITION THAT COMES FROM BEING RESPONSIBLE FOR FULL ENVIRONMENTAL IMPACT OR COSTS TO NATURAL CAPITAL

MAINTAIN ACCOUNTABILITY FOR YOUR ORGANIZATION'S UNAVOIDABLE EMISSIONS AND REDUCE ITS IMPACT ON THE ENVIRONMENT BY HELPING DRIVE THE LOW-CARBON TRANSITION IN A COST-EFFECTIVE WAY

RESPOND TO GROWING DEMAND FROM STAKEHOLDERS, INVESTORS, CLIENTS AND CONSUMERS ON MANAGING AND DISCLOSING THE ORGANIZATION'S COMMITMENT TO SUSTAINABILITY TARGETS

WHAT CAN DUBAI CARBON DO FOR YOU?

 CALCULATE YOUR CARBON FOOTPRINT IN COMPLIANCE WITH THE FOLLOWING INTERNATIONAL STANDARDS IN ORDER TO DETERMINE THE QUANTITY OF CARBON EMISSIONS TO BE OFFSET:

• GREENHOUSE GAS PROTOCOL • ISO 14064-1

 IDENTIFY THE MOST RELEVANT OFFSETTING SCHEME BASED ON YOUR ORGANIZATION'S CARBON FOOTPRINT AND SELECT APPLICABLE EMISSION REDUCTION PROJECTS ACCORDINGLY

 PREPARE ALL THE DOCUMENTS NECESSARY TO COMPLETE THE PURCHASE OF CERS, GS CARBON CREDITS OR VCUS

 PREPARE CONTENT FOR A PRESS RELEASE, AND KEY MESSAGING FOR EXTERNAL COMMUNICATION ON SOCIAL MEDIA PLATFORMS

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04-322-9867 FOR MORE DETAILS.

IF YOUR ORGANIZATION IS PLANNING TO EXECUTE AN EMISSION REDUCTION PROJECT THAT MEETS THAT ELIGIBILITY CRITERIA OF THE OFFSETTING SCHEMES, THEN DUBAI CARBON CAN PREPARE ALL THE NECESSARY DOCUMENTS THAT ARE REQUIRED FOR REGISTRATION SO THAT IT CAN BE ELIGIBLE FOR ACQUIRING TRADABLE CERS, GS CARBON CREDITS AND VCUS. UPON THE SUCCESSFUL REGISTRATION OF THE PROJECT, DUBAI CARBON CAN PREPARE ALL THE DOCUMENTS NECESSARY FOR THE MONITORING AND VERIFICATION OF THE EMISSION REDUCTIONS THROUGHOUT THE CREDITING PERIOD.