

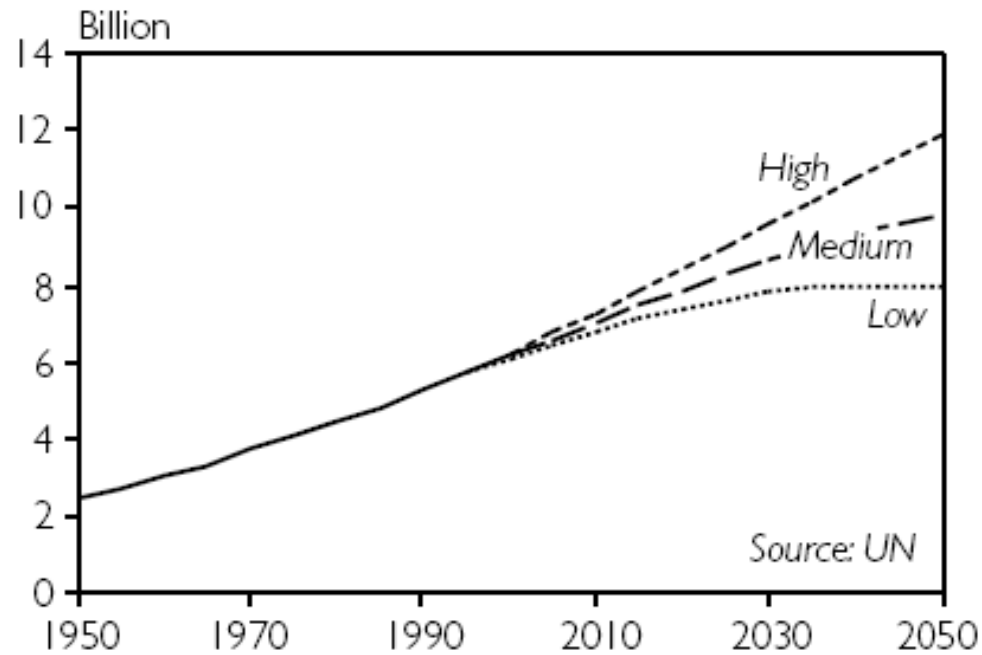
# Footprinting – an Environmental and Commercial Opportunity

UNIDO Congress  
November 26th 2008



# Survival of the Fittest

- Survival of the one, who can best manage tomorrow's challenges
  - Maintain soil fertility
  - Increase and stabilize yields
  - Reduce usage of natural resources, especially water



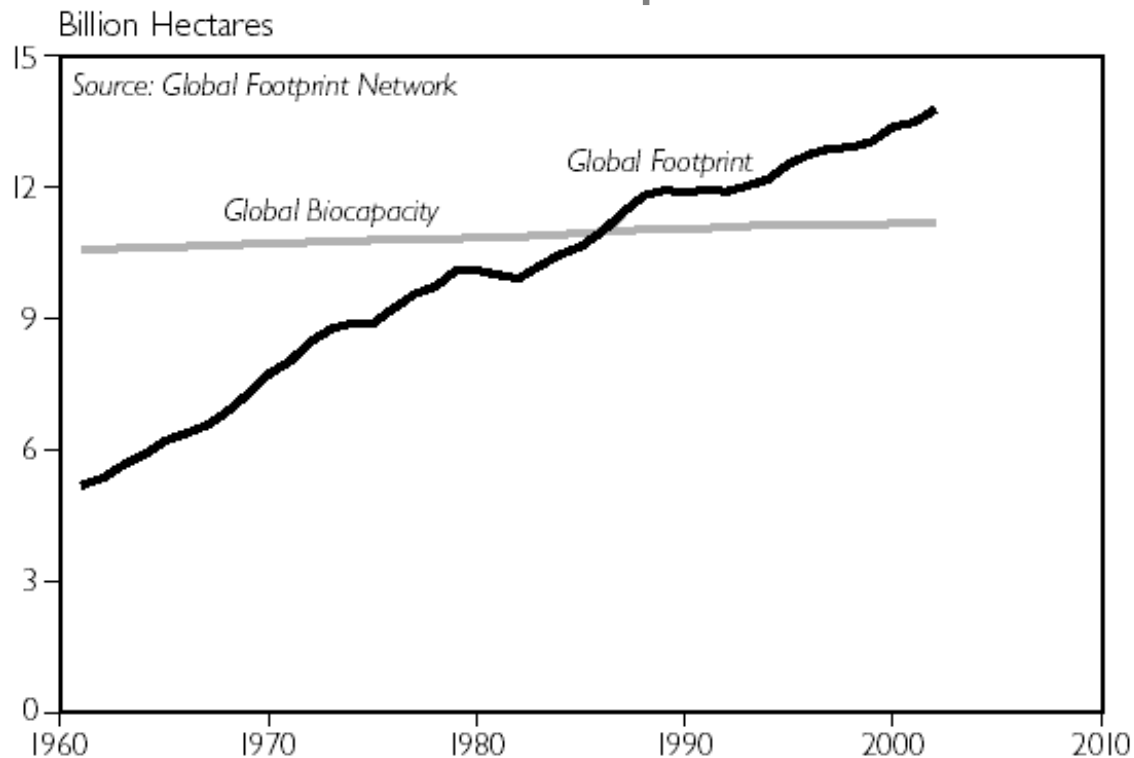
Total World Population, 1950-98  
with Projections to 2050



Cheap quick-wins can be very expensive



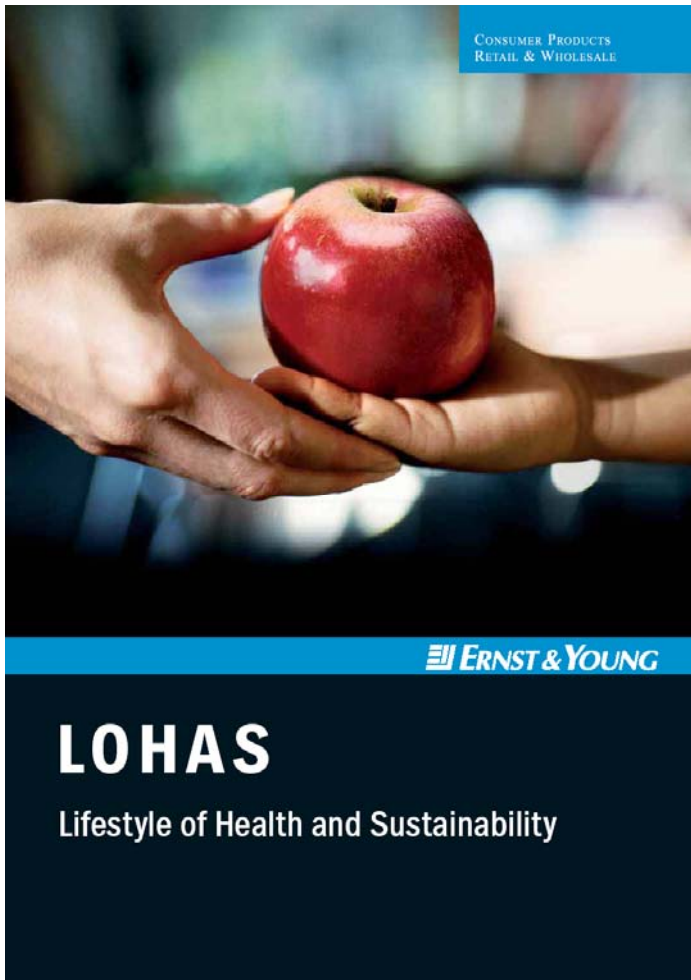
## Our Footprint



**Figure I-4. Global Footprint and Biocapacity, 1961-2002**

- Financial Crisis
  - If you calculate your P&L on the basis of wrong assumptions, it will cost money
  - ...
- Climate Crisis
  - ...
  - We dont know the interest rate of the credit we are currently living on!

- KMPG, PWC and other accounting firms already include this fact in their assessments
  - If your company doesn't have a corporate implemented sustainability policy encompassing social, environmental and other sustainability factors, your company is ranked as a financial risk, which will make it difficult to attract further loans, credits, investments



## Changing Consumer Expectations

- Beyond a single quality claim
- Consumers base their empowered purchase decision on the products sustainability index and transparency

CLIMATE CHANGE 2007  
SYNTHESIS REPORT



- IPCC
  - 13,5% of worldwide GHG emissions are caused by agriculture (excl. forestry)
  - 7,9% of worldwide GHG emissions are caused by mineral fertilizers
- FAO
  - Climate change mitigation potential from land-use change: 2,27 GtCO<sub>2</sub>e/year

- The challenge:
  - Offer your product “climate-neutral” through
    - A comprehensive and 3rd party certified carbon footprint assessment
    - An attractive and certified offset
- EcoProfit offers as first entity in the Middle East, certified carbon footprint assessments and offsets
  - Certification through UNFCCC accredited DOE's

## Packhouse & Export

- Packing
- Pre-Cooling & Storage
- Manufacturing & Transport of Packaging Materials
- Transport to Harbor



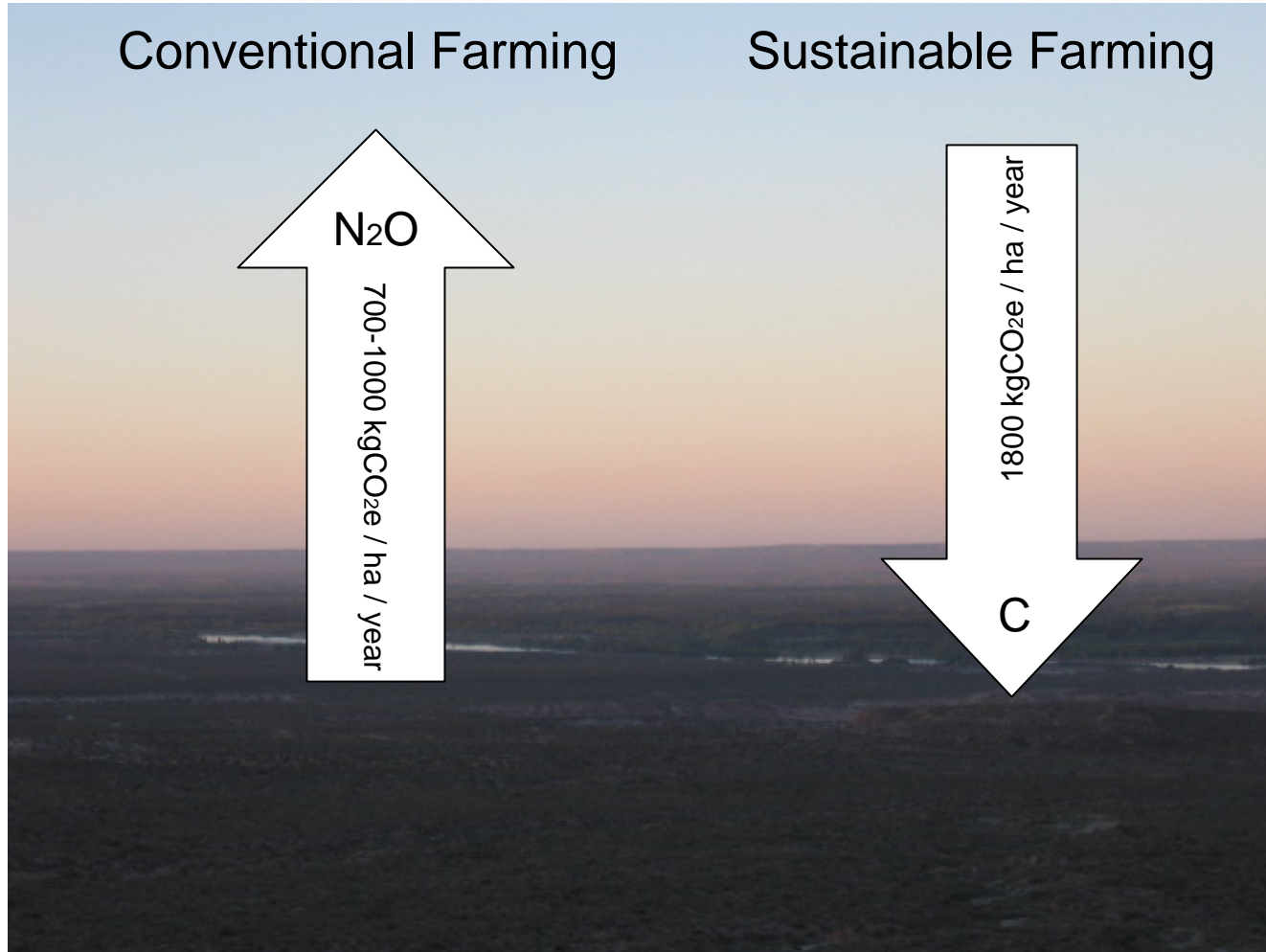
## Farming

- Irrigation
- Tractor & Equipment
- Staff Transport
- Fertilizer Production and Application
- Pest & Disease Control

## Import & Distribution

- Retail Packing
- Cooling & Storage
- Distribution





# A Solution



CERTIFICATION REPORT  
SOIL AND MORE  
INTERNATIONAL BV  
LIBRA/SEKEM COMPOSTING PROJECT

14942 TON CO<sub>2EQ</sub>

CERTIFICATION PERIOD 2007-01-01 – 2007-09-30

Report No: 8000352921-07/149-C08.2

Date: 2007-December-06

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www.tuv-nord.nl  
www.certification.nl

- A winning team so far...
  - Argentina: Apples, Pears
  - Egypt: Cotton, Fruits & Vegetables, Herbs
  - Mexico: Avocados, Grapefruits, Mangos
  - Netherlands: Greenhouse Products
  - New Zealand: Apples, Kiwis
  - South Africa: Grapefruit, Lemons, Oranges
- Natural cosmetics and healthcare products
- Chocolate





- Various Options:
  - Corporate carbon footprint assessment
  - Full product cycle carbon assessment
  - Event carbon footprint assessment



Climate-Neutral  
with

**EcoProfit**

Verified according to  
UNFCCC guidelines



## UNIDO Congress

Egypt, November 26 - 27

Carbon Footprint Assessment Questionnaire

### Section A - Egyptian Participants

Do you live in Cairo?    yes                       no

If no, which city do you come from?

How did you come to Cairo?

- Private car   
 Bus   
 Train

### Section B - Non-Egyptian Participants

Where have you been before this congress?

Country:   
 City:

What kind of transportation did you use to come to Cairo?

- |   |                                  |                                |
|---|----------------------------------|--------------------------------|
| Bus <input type="checkbox"/>            | From where? <input type="text"/> | To where? <input type="text"/> |
| Ocean vessel <input type="checkbox"/>   | From where? <input type="text"/> | To where? <input type="text"/> |
| Airplane <input type="checkbox"/>       | From where? <input type="text"/> | To where? <input type="text"/> |
| Economy Class <input type="checkbox"/>  |                                  |                                |
| Business Class <input type="checkbox"/> |                                  |                                |
| First Class <input type="checkbox"/>    |                                  |                                |

Where do you go to after this congress?

Country:   
 City:

What kind of transportation will you use when leaving Cairo?

- |   |                                  |                                |
|---|----------------------------------|--------------------------------|
| Bus <input type="checkbox"/>            | From where? <input type="text"/> | To where? <input type="text"/> |
| Ocean vessel <input type="checkbox"/>   | From where? <input type="text"/> | To where? <input type="text"/> |
| Airplane <input type="checkbox"/>       | From where? <input type="text"/> | To where? <input type="text"/> |
| Economy Class <input type="checkbox"/>  |                                  |                                |
| Business Class <input type="checkbox"/> |                                  |                                |
| First Class <input type="checkbox"/>    |                                  |                                |

**THANK YOU FOR HELPING MAKING THIS EVENT CLIMATE - NEUTRAL!**

Do you want to receive further information about EcoProfit's Footprinting and other carbon services?

Email:  or contact us at:

**Soil & More**  
International

**EcoProfit**



**WELEDA**

**ICA**



It's a Unique Selling Point for  
producers, exporters, distributors and  
countries

It is possible and it is our responsibility  
to capitalize on this potential!

Sukran

Tobias Bandel

EcoProfit/Soil & More International

[www.soilandmore.com](http://www.soilandmore.com)