



Carbon Layer Foundation Workshop

- Increase** profitability and bottom line
- Identify** additional revenue streams
- Monetize** environmental incentives

PM Session
15th Nov 2009

Capital Club, Gate Village,
Building 3, DIFC



The carbon layer is the process through which companies can immediately avail of funding and incentives earmarked against projects that avoid green house gases emission. Learn how to improve your environmental footprint, reduce operating costs and generate an additional revenue stream from the carbon layer. For companies new to the carbon layer, we provide your senior management team or Board of Directors with a bespoke foundation workshop.

“If one wants to make the most efficient use of the marketplace, then a powerful signal on the use of carbon throughout the economy must be shown.”

Dr. Rajendra Pachauri,
Nobel Price Winner and
Chairman of the Intergovernmental Panel
on Climate Change

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and speak to Lucy, Events Manager
or email her at lucy@istidama.com



As the Kyoto framework approaches its 2012 deadline, there is a time-sensitive element of involvement in this incentivebased framework that could be beneficial to your organization's bottomline.

- The carbon credit industry was \$116 billion in 2008.
- It's bigger than solar and wind combined
- The industry is only four years old and on a steep growth curve
- Projects can achieve a double digit IRR/ROI even from a nil revenue scenario

Despite the global financial turmoil, 2008 was another year of record growth in the carbon markets, with a growth of 81% since the beginning of the year. The carbon industry is expected to quickly reach the threshold 1% of the global GDP in line with the policy developments discussed (global GDP 2008 was US\$ 60 trillion according to IMF). Although we are moving inexorably towards a world in which greenhouse gas emissions will have a cost, the incentives in place have generated a new source of revenues and wealth.

This foundation workshop will explain how to operationally generate and trade Carbon Credits, how to integrate them within a commercial framework, the types of incentives, timeframes and business case to seriously benefit your organization and investments.

Has your organization been able to cash in yet? Join us to find out how...



Ivano's wide-ranging Project Management experience is partly derived from long spells in senior roles at the United Nations (UNOPS), in the Middle East, where he successfully devised and implemented a raft of CSR initiatives. As Chief of the Programme Development Unit, he worked closely with the private sector, meeting the challenge of integrating cost-effective sustainability programmes into multi-layered organizations.

Ivano is also the Senior Fellow with the University of Verona where he acts as the knowledge driver for CSR within the faculty of Development Economy. Ivano also brings broad vision and international experience to the team, derived from Project Management and Administration roles within the Italian Ministry of Foreign Affairs, based in Afghanistan. He was instrumental in the growth of Corporate Social Responsibility & Sustainability awareness. In response to the requirements of ministries, the business community and other stakeholders, he rapidly initiated feasibility studies and research, acting as a focal point and helping to nurture the green shoots of CSR in the region. Earlier in his career, Ivano was Human Development Outreach Officer for UNOPS in Mozambique and involved in the post-conflict rebuilding of infrastructure and Sustainable Human Development (SHD). This brought highly positive benefits, through regional economic development, micro-credit expansion, health and education.

Four easy ways to register ▶

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Delegate (s)

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**Workshop Rate
US\$ 495.00***



Payment Method

- Invoice
- Credit Card
- Cheque

* Client discount available upon request