



Carbon Heroes Newsletter

What is Carbon Heroes?
How can you become a Carbon Hero?



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Carbon Heroes is an online recognition platform. The platform celebrates agribusinesses taking part in the Confronting Climate Change (CCC) Initiative for their considerable effort in calculating and understanding their carbon emissions.

Confused? Not to worry! Let's unpack this...

How does it work?

Measure

Start to measure your carbon inputs (e.g. fuel, electricity).

Register

Register on the CCC online portal (climatefruitandwine.co.za).

Enter data

Enter your data in the CCC carbon footprint calculator.

Buy a license

Buy a licence to generate your detailed carbon footprint report.

Let us know

Let us know your data is ready to be checked.

Data Graded

Your data is quality reviewed against expected averages. If your data receives a certain grading you can feature on our Carbon Heroes website.

What are the different gradings?

C

This dataset has not been checked by the CCC team yet (default).

A

This dataset has been audited by the CCC technical team (additional costs involved).

B1

This dataset has been checked and approved by the CCC team, and used in the benchmarks.

B2

This dataset has been checked and approved by the CCC team, but has not been used in the benchmarks.

In order to be eligible to be featured on the Carbon Heroes website, your data will need to receive a **B-grading**.

Becoming a Carbon Hero

After following the above 6 steps you can feature on the Carbon Heroes website.

Once your information has been added to the platform you will receive your own digital Carbon Heroes QR code that can be displayed on your website, products, or other marketing material, linking directly to your profile on the Carbon Heroes website.



With the Carbon Heroes QR code we aim to support a global transition towards sustainable development by recognising and celebrating the positive environmental impact of each Carbon Hero. By having a transparent display of their commitment to reducing emissions, Carbon Heroes demonstrate their dedication to a sustainable future, while building trust in their brand.

As you continue to measure your carbon footprint and renew your CCC license there is the opportunity of increasing your Carbon Heroes award from a 1 Year Award to a 3 Year Award.



You have calculated your carbon footprint and your data has been sense checked against industry norms and values.



You have calculated your carbon footprint for three consecutive years or more and have had your data sense checked.

The Carbon Heroes platform also recognises WWF Conservation Champions.

Recognition to those CCC Carbon Heroes in South Africa's wine industry that are also involved with WWF to tackle environmental risks, protect conservation-worthy land, are superb water stewards, and are implementing energy efficient solutions.

A Basic vs Full Landing Page

The Carbon Heroes platform offers two types of landing pages for each Carbon hero, 'Basic' or 'Full'. This decision is entirely up to you or your agri-business.

The 'Basic' landing page offers a simplistic representation of your agri-business as a Carbon Hero and the 'Full' landing page presents a detailed breakdown of your agri-business and your unique sustainability initiatives.

If you are an existing Carbon Hero and have a 'Basic' landing page please click the button below to contact us if you would like to upgrade to a 'Full' landing page.

[Upgrade here](#)
