



Carbon Heroes launches personalised QR codes and landing pages

Carbon Heroes is an innovative platform that recognises and celebrates organisations committed to calculating and understanding their carbon emissions within the Confronting Climate Change (CCC) Initiative. CCC is a carbon footprinting project developed to support the South African fruit and wine sectors through identifying and responding to the risks and opportunities associated with carbon emissions. The CCC Initiative includes an online carbon-footprinting platform; a series of regular industry engagement workshops; a range of commodity-specific industry benchmark reports; and up-to-date and relevant energy and emissions-related news and information. By joining Carbon Heroes, you can showcase your dedication to sustainability and carbon emission reductions. This opportunity is provided at no additional cost to those who complete their carbon footprint calculation using the CCC carbon calculator. The platform currently provides recognition to all organisations that have calculated their carbon footprint and had the dataset sense checked against industry norms and values and graded by the CCC team for either one year or three years. In the future we hope to expand these awards to include recognition for setting carbon reduction targets, achieving these targets and more.

The process of becoming a Carbon Hero is simple yet impactful and involves the following steps:

1. Measure your inputs: Start by quantifying your carbon-related inputs, such as fuel, electricity, fertilisers, and other relevant factors.
2. Register on the Confronting Climate Change (CCC) online portal: Visit www.climatefruitandwine.co.za and register an account to get started.
3. Enter your data on the CCC carbon footprint calculator: Support is offered each step of the way by the CCC team. Email: support@bluenorth.co.za or phone 063 688 5593.
4. Purchase a license: Obtain a license that allows you to generate a detailed carbon footprint report.
5. Request sense checking: Notify the CCC team that your data is ready to be sense-checked.
6. Become a Carbon Hero: Once your data has undergone thorough sense checking, you will receive a B-grading and earn a spot on the esteemed Carbon Heroes website.

In 2021 Blue North Sustainability launched the Carbon Heroes recognition platform. The primary goal was to recognise and honour the meticulous efforts of CCC's B-graded license holders in calculating their carbon footprint. Due to the increase in the amount of Carbon Heroes and the interest shown in the platform, we decided to further expand the platform. In May 2023 personalised QR codes and landing pages were added to Carbon Heroes so that organisations can use the platform to tell their sustainability story in a transparent and credible way. Let's delve into what this re-launch entails:

1. Personalised QR code: Each Carbon Hero is now equipped with a unique QR code linked to their individual profile on the Carbon Heroes website. This QR code serves as a seamless gateway for customers and clients to discover and engage with Carbon Heroes' sustainability initiatives, carbon reduction endeavours, and connect through social media and other marketing channels. Display the QR code on

your website, marketing materials, and social media profiles to maximise exposure.

2. **Carbon Heroes QR code guidelines:** To assist Carbon Heroes in harnessing the full potential of the platform, a comprehensive guide has been created. This resource empowers heroes to effectively utilise the QR codes and optimise their online presence.
3. **Individual landing page:** In the re-launch, every Carbon Hero is granted their own dedicated landing page on the Carbon Heroes website. This personalised page showcases their unique story, achievements, and multimedia content related to their sustainability journey. Not only does this landing page raise awareness about the hero's environmental efforts, but it also serves as a platform for connecting with like-minded individuals and organisations.

The re-launch of Carbon Heroes introduces an array of features that empower farms and businesses to amplify their sustainability efforts and connect with climate conscious consumers. The personalised landing pages and QR codes provide an avenue for Carbon Heroes to showcase their achievements, share their stories, and foster meaningful connections. By utilising the enhanced Carbon Heroes platform, these farms demonstrate their dedication to transparently addressing their carbon footprints and contributing to a greener future. Through the Carbon Heroes initiative, farms and businesses gain recognition for their sustainability practices, fostering consumer trust and loyalty while collectively driving positive change.

Let's explore how two businesses, Unifrutti Blyderivier Farms and Villiera Wines, showcase the new features and offerings, emphasising their commitment to sustainability and environmental stewardship.

Unifrutti Blyderivier Farms stands as a testament to the innovative strides made in the re-launch. The farm's individual landing page serves as a comprehensive showcase of their sustainability initiatives, accomplishments, and multimedia content, highlighting their dedication to measuring their carbon footprint. On their page, visitors can explore Unifrutti Blyderivier Farm's sustainability story, learning about their commitment to environmentally responsible practices and the steps taken to minimise their impact on the planet. With a personalised QR code provided, customers and clients can easily access the farm's profile, delve into their carbon reduction efforts, and engage with them through various marketing channels.

Villiera Wines embodies the essence of sustainable viticulture. Their individual landing page on the revamped Carbon Heroes website serves as a testament to their unwavering commitment to reducing carbon emissions and preserving the natural environment. By visiting Villiera Wines' page, users are immersed in their sustainability journey, gaining insights into the vineyard's eco-friendly practices, and their biodiversity conservation efforts. The landing page acts as a hub for sharing multimedia content, allowing visitors to engage with captivating visuals and informative resources. Furthermore, Villiera Wines' personalised QR code facilitates seamless access to their profile, enabling customers to delve deeper into their sustainable winemaking practices and connect with them through various online platforms.



UNIFRUTTI SA: BLYDERIVIER FARMS A CARBON HERO

The CCC carbon calculator is a valuable tool that enables us to assess our performance and identify areas for improvement. At Blyderivier Farms, we recognise the significance of monitoring our carbon emissions and we are constantly exploring opportunities for increased efficiency.



Waste is separated and recycled

Grape waste is composted. Vegetable matter and other plant waste is eaten by wild animals in the Villiera Wildlife Sanctuary. Only a small amount of waste goes to landfill.



Soil health promoted through wild plants

To build soil organic content in vineyards, indigenous grasses and natural weeds grow as mulch and vineyards are not cultivated. Villiera only fertilises according to soil analysis.



Wildlife sanctuary

With two neighbours, 220 ha have been set aside for wildlife; over 100 000 indigenous trees planted; boundary fences planted with Acacias to act as natural biodiversity corridors.

Carbon Heroes welcomes individuals and organisations to participate in this ground-breaking initiative. Measuring your carbon footprint is the first step to a greener and more sustainable future. Embark on your journey as an environmental champion and discover more about Carbon Heroes at www.carbonheroes.co.za.



Disclaimer: Carbon Heroes is a recognition platform built on the ethos of transparency and trust. While only emissions datasets graded by Blue North qualify for the platform, we do not independently verify all the information our Heroes choose to display. By signing up to the platform each Carbon Hero acknowledges that they are responsible for the information they share and that, by sharing their sustainability credentials, their information is in the public domain and open to be scrutinised. We welcome such scrutiny. We have a clear set of guidelines for the use of the platform and the qualification for the various digital awards and reserve the right to revoke the use of the platform where it is found these guidelines are not being followed and/or the information posted is misaligned with the stated ethos. We thank all our Carbon Heroes for helping us maintain the integrity of the Carbon Heroes platform and our efforts to promote greater transparency and sustainability. ■