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|  | Your organisation | Your role |
| Title | Carbon Enterprise Ltd. (CEL) | CEO |
| Description | * Carbon services firm based in Capital City. * Helps landowners develop and certify their operations under the national Carbon Trading Programme (CTP) in order to earn and sell carbon credits for carbon units stored (through, e.g., growing trees). * Brokers sale of certified carbon credits to high carbon-emitting companies who are subject to emissions reductions targets under the CTP. | * You lead CEL’s investment planning and strategy development. You’re also responsible for stakeholder and investor procurement and engagement. * You are based in Capital City but regularly travel across the country to meet with CEL’s clients and investors. |
| Goals | * Maximise the value of forest and farm operations for landowners while tackling global climate change. * Become a national leader in the new green economy by encouraging reduced greenhouse gas emissions, more green technologies, more jobs, and sustainable economic growth. | * Grow CEL’s profitability through increased landowner and investor participation. * Expand CEL’s reach into underutilised regions and land-use operations. |
| Values | * Win-win solutions. * Future-focused. * Stewardship of land and people. |  |
| Relationships | * Business relationships with landowners (including forest and farm operators), high carbon-emitting companies, and investors. * Liaison with the central government around CTP requirements. | You have recently begun to more aggressively pursue potential new clients and investors to help advance CEL’s position in the emerging green economy. |
| Resources | * CEL enjoys growing annual profits with a current portfolio of over 40,000 hectares of owned or leased permanent carbon forests. * CEL is prepared to invest up to $2 million to help expand the business. |  |
| You are here because … | The marginal, erosion-prone land in County Catchment represents an untapped business opportunity for carbon emission reduction through growing trees (including native trees). | You’re on the lookout for new CEL clients, investors, and opportunities. You see exciting potential in Eastern Region and County Catchment’s pastoral, erosion-prone land base. |