



About the Company

Elysium is an Israeli company that develops, trades and invests in the global market for certified and voluntary greenhouse gas emission reduction credits. Elysium enables its clients to reap additional economic rewards for investment in clean-tech projects, energy conservation and managing of environmental hazards. The revenue generated from trading in greenhouse gas emission reduction credits alone could range between tens of thousands of dollars per year for small projects and millions of dollars per year for large projects – significant income for a wide variety of ventures.

The company's professional staff has incomparable experience in areas of expertise such as energy, environmental quality and specifically greenhouse gas emissions, including advising the Israeli Ministry of Environment and the United Nations division in charge of the Convention on Climate Change (UNFCCC regulates the international trade of greenhouse gas emission reductions). To assist its clients with the trade of greenhouse gas emission reductions, the company maintains contact with potential buyers from Europe and North America. Our clients in Israel and abroad include industrial plants, agricultural corporations, kibbutzim, mining and quarrying companies, energy companies, and waste management facilities.

The Elysium Team

Yitzhak Goren

Mr. Goren is a partner at Elysium. He is an environmental management expert and former Executive Director of the Israeli Ministry of the Environment. He currently consults for leading international corporations.

Dr. Noam Gressel

Dr. Gressel is a managing partner at Elysium. He is an environmental management specialist and has been involved in various aspects of greenhouse gas emissions for over ten years. He served as a consultant for the Inter-ministerial Commission on Climate Change in Israel and the UNFCCC.

Dr. Gressel is the founder and CEO of Assif-Strategies and a venture partner at Greylock Partners, a leading American venture capital firm with offices in Israel.

Dr. Gressel earned his B.Sc. at the Faculty of Agriculture at the Hebrew University in Israel and his Ph.D. at the Department of Environmental Science, Policy & Management at the University of California at Berkeley.

Ofer Ben-Dov, MES

Mr. Ben-Dov is CTO of Elysium and is an energy and environment specialist with vast experience in feasibility studies, environmental business strategies and management systems, renewable energy, and greenhouse gas reductions. He has a graduate degree in Business Strategies for Renewable Energy and a diploma in Business & Environment from York University, Canada. His research on renewable energy business strategies earned him the prestigious International e7 Sustainable Energy Development Scholarship. Previously, he served as campaign director for Greenpeace Mediterranean in Israel and was a founding member of The Natural Step in Israel.

Elisheva Blum

Ms. Blum is a project manager at Elysium and is a sustainability specialist with over five years of experience in Natural Capitalism, Eco-efficient Design, and ISO14001. Ms. Blum led an Eco-Design team and sustainability group at a large multi-national high-tech company. She completed a B.S.E. in Mechanical Engineering at the University of Michigan and a MBA from Tel Aviv University and Northwestern's Kellogg School of Management

Ohad Agranat, M.Sc

Mr. Agranat is a project manager at Elysium and is an ecology and biotechnology specialist. Mr. Agranat has vast experience in organic chemistry and microbiology. He conducted research on inorganic carbon capture by microorganisms and was part of a research group focusing on organic pigment production from microalgae by the utilization of CO₂. He earned a masters degree in Microalgal Biotechnology at the Albert Katz International School for Desert Studies of the Ben-Gurion University of the Negev.

Amitai Wolt

Mr. Wolt is in charge of climate change project development for Elysium. He completed a magna cum laude degree in International Relations and Middle Eastern Studies and was a Neubauer Scholar at Tufts University in Boston, Massachusetts. Amitai is pursuing a M.Sc. in Urban and Regional Planning with a sustainable development focus at the Technion Israel Institute of Technology.

Services

Emission Reduction Project Development

CDM and JI Project Development

Elysium develops emission reduction credits under the Kyoto Protocol's *Clean Development Mechanism* in the developing world and under the *Joint Implementation* mechanism in developed countries.

Elysium manages the development lifecycle from origination and feasibility study to issued credits and trading.

Voluntary Emission Reduction Projects

In cases where Kyoto mechanisms aren't appropriate, Elysium pursues voluntary emission reduction projects that are held to the same standards as CDM/JI projects. These projects can receive one of several voluntary certifications including VCS, VER+, Gold-Standard and other leading certifications.

Carbon Market Services

Elysium provides financial consulting services related to emission reduction projects including feasibility studies, co-investment opportunities, identification of potential buyers and sellers and other carbon trading opportunities.

Elysium works with potential buyers and sellers of emission reduction credits to finance emission reduction projects.

Corporate Carbon Services

Elysium offers a complete carbon management solution for companies. Our corporate clients benefit from a one-stop source for all services related to taking advantage of opportunities, mitigating risks, and formulating strategies to deal with anthropogenic climate change.

Carbon Policy

The considerations related to climate change require long term strategic planning to be in a position to take advantage of opportunities and guard against inherent risks.

Elysium develops climate change policy and strategy solutions for companies empowering them to navigate the carbon markets successfully.

Carbon Assessment

Elysium's carbon assessment services include quantifiable tools including: carbon inventories, product foot-printing and labeling, benchmarking, market analysis and carbon risk assessments.

The Kyoto Protocol

The United Nations Framework Convention on Climate Change was signed in 1992 in Rio de Janeiro, Brazil. The Convention's goal is to reduce the anticipated damage to global climatic systems. In order to turn the Convention into an effective environmental and economical means, an addendum to the Convention was adopted in 1997, known as the Kyoto Protocol, which entered into force in 2005. Within the framework of the Protocol, as part of the global effort to fight global warming, mechanisms were determined for the trade of certified greenhouse gas emission reduction credits. This market is among the fastest growing markets worldwide.

GHG covered under the Kyoto Protocol

Equivalent Value of CO ₂	
1	CO ₂
21	CH ₄
310	N ₂ O
23,900	SF ₆
140-11,700	HFCs
6,500 – 9,200	PFCs

The carbon market

In 2006 more than 1.6 billion tons of CO₂ were traded in the various carbon trading mechanisms with a value exceeding 30 billion dollars. 2007 figures suggest that the market almost doubled over the past year to a value of 59 billion dollars. Forecasts indicate that by 2010, the emission trading market will exceed trillions of dollars.

Israel

Elysium was founded in Israel where most of its staff resides. Thus, it is also the site of its first projects. Within the framework of the Kyoto Protocol, Israel is defined as a developing country. Therefore, the relevant framework for trading carbon in Israel is the Clean Development Mechanism (CDM), in which agents from developed countries purchase emission credits from projects developed in developing countries. Elysium assists in realizing the economical potential of this trade for companies in Israel and abroad, and provides a range of services required for this purpose including: identifying business opportunities, feasibility analysis, certification, and trade of emission reduction credits.

From pollution and expenses to reduction and income - How does it work?

- Entities in developed countries are required by law to meet emission reduction quotas.
- Entities in developing countries act to reduce emission of greenhouse gases.
- Emission reduction credits rights can be purchased by investing in the project ahead of registration, or by purchasing the reduction credits after they are issued.
- The monetary value of emission reduction credits depends on the stage of the project in the registration process, project characteristics and the price of a ton of CO_{2e} on the open market.



- The trade in emission reduction credits is enabled after project documents are prepared, submitted and registered by the United Nations. At the final stage CER's, Certified Emissions Reductions, are issued by the UNFCCC to the registered project participants.

Elysium serves as a professional umbrella for project development, trade and investment in the global carbon market.

Elysium leads its clients through the maze of validating and registering potential projects, as well as assisting with successful transactions of emission reduction credits.