

~WIND~OF
~CHANGE

STRATEGIC
ENVIRONMENTAL
CONSULTANCY

Our services

LEADERSHIP

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Magdalena Maleeva

CEO and Co-Founder

Climate activist,
Founder of Gorichka,
Ex-Professional tennis
player



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Board of Directors

Transforming the Education
sector in Bulgaria, CEO
Center for Creative Training



Lubomir Nokov

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Co-founder and CEO
Harmonica Foods



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Board of Directors

Forestry Expert, Politician



Martin Zaimov

Board of Directors

Politician, banker, electric
vehicles ambassador and
expert

OUR TEAM



Gergana Berova
Project Manager

Certified Climate Fresk
Facilitator



Thomas Zaimov
Project Manager

Certified Climate Fresk
Facilitator
Carbon Calculation Expert
Construction Engineer

OUR SERVICES



- 1. Team building workshops** to explain climate change
- 2. Carbon emissions calculation**
- 3. Low carbon strategy**
- 4. Engineering Solutions**

1. THE CLIMATE FRESK WORKSHOP



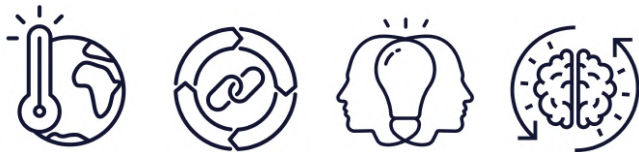
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→ A **scientific, collaborative and creative** workshop designed to raise awareness about climate change in a fun way

→ A **set of 42 cards**, each representing a component of climate change

→ Use the group's **collective intelligence** to link **the causes and consequences** of climate change

→ Engage employees to **take action**



*Global warming , how does it work ? First option: **read the IPCC report**. Guaranteed result , but 2000 pages to go through! Second option: **play the Climate Fresk**. This game allows you to understand the main mechanisms at work in this eminently complex issue. Just try it!*

JEAN-MARC JANCOVICI
Member of the **French High Council for the Climate**

A TEAM-BUILDING EXPERIENCE



- Understand climate issues through scientific data
- Creating links and cohesion among employees
- Drawing strategic axes and impact roadmaps



- Train employees on a shared set of skills
- Teams capacity building in collective intelligence
- Support impactful entrepreneurship

THEY DID THE CLIMATE FRESH WITH US



МИНИСТЕРСТВО НА
ОКОЛНАТА СРЕДА И ВОДИТЕ



SHARED MOMENTS



2. CALCULATING CARBON EMISSIONS

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Step 1: Designating a project manager and setting objectives

Step 2: Scope of work

Step 3: Data collection

Step 4: Action Plan

Step 5: Final Report



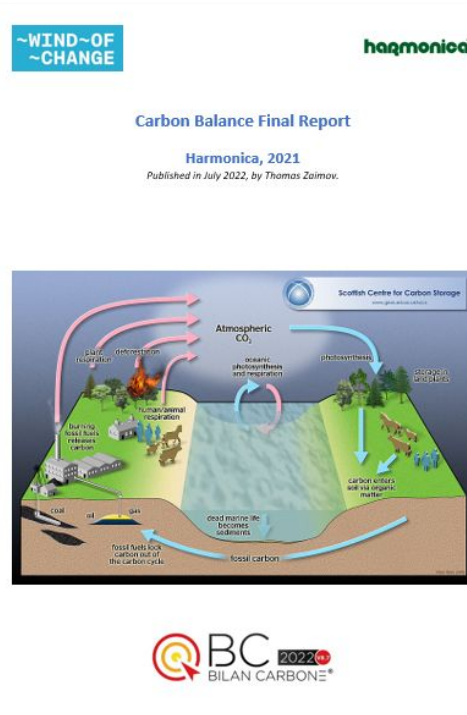
→ Methodology from the French Agency for Ecological Transition.



→ Report with precise methodology, choices and results.



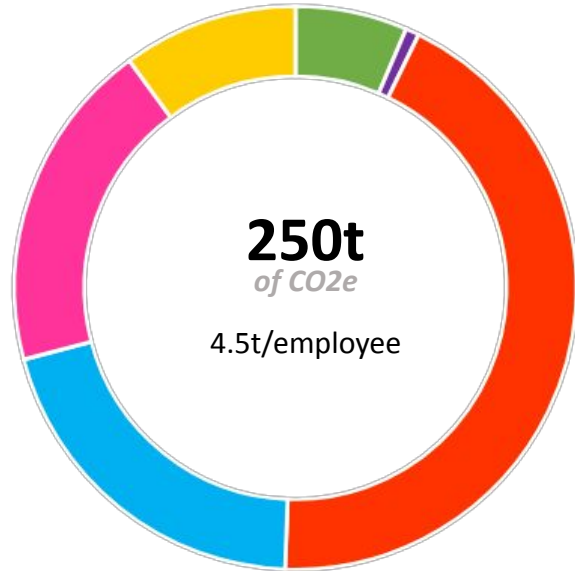
→ Regulations compliance : GHG Protocol, ISO 14069, CDP 2018 and French reporting regulation.



THEY HAVE PUT THEIR TRUST IN US



Carbon Balance® for Office, Warehouse & Packaging
GHG emissions by category, in %



44% Packaging

20% Freight

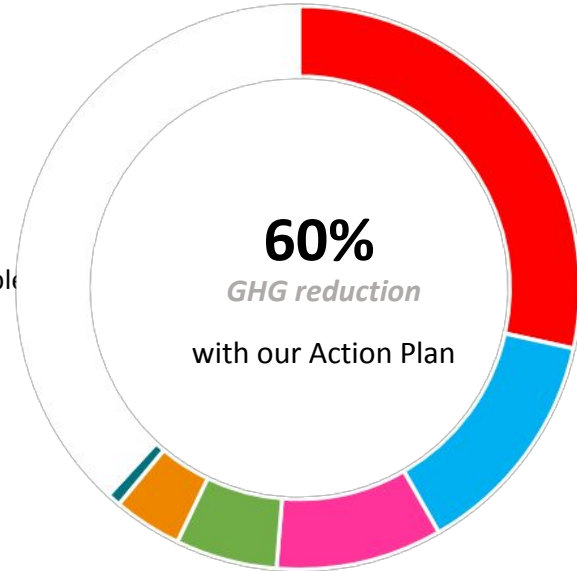
19% Transporting people

10% Capital goods

6% Energy

<1% Non-Energy

Action Plan for Office, Warehouse & Packaging
GHG reduction by action, in %



WHY CALCULATE YOUR CARBON BALANCE



- Start understanding your environmental impact
- **Create a low-carbon strategy for your company**
- Assess your vulnerability to fossil fuels prices/carbon tax
- Prepare for upcoming challenges/regulations



- Train employee(s) to master your carbon footprint
- Improve your brand image & attract new talents
- Increase your resilience and avoid important losses



3. LOW-CARBON STRATEGY

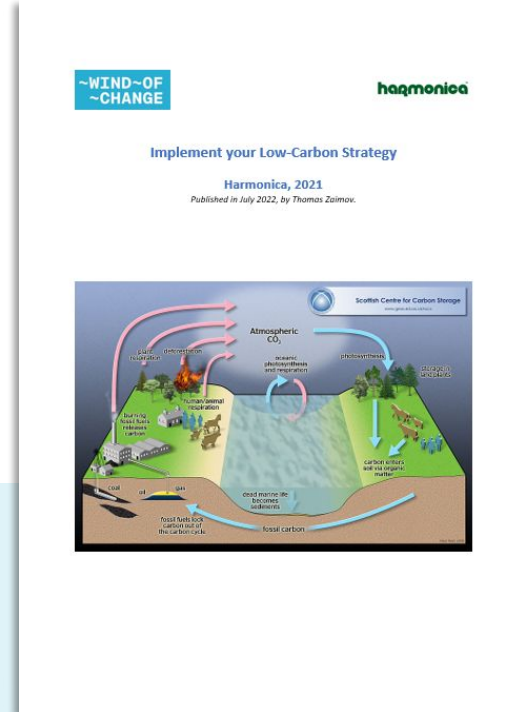


→ After a Carbon Balance, you have **an Action Plan to implement.**

→ Wind of Change is specialised in **standardized actions for companies**, like going to renewable electricity, electric vehicles.

→ We calculate **the financial and carbon impact** of such Actions to implement. Then, we create a **clear timetable** for the implementation of the Action Plan.

→ This way, you get **a ready to be applied Action Plan**, where all you have to do is decide when to implement it. .



LOW-CARBON STRATEGY

European Green Deal



→ EU Carbon neutral by 2050

→ Fit to 55: reduction of 55% of Greenhouse Gases emissions by 2030, in 8 years.

European companies will need to:

- Calculate their standardized carbon footprint
- Implement an action plan quickly

Better start now so that **change is chosen and planned rather than imposed and destructive.**

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The infographic is titled "DELIVERING THE EUROPEAN GREEN DEAL" and "THE DECISIVE DECADE". It features the European Commission logo and the date "July 2021". A central text box states: "The EU will reduce its net greenhouse gas emissions by at least 55% by 2030, compared to 1990 levels, as agreed in the EU Climate Law. On 14 July 2021, the Commission presented proposals to deliver these targets and make the European Green Deal a reality." The infographic is organized into a central "2030 CLIMATE TARGETS" hub, surrounded by various policy areas: Social Climate Fund, Carbon Border Adjustment Mechanism, Energy Taxation Directive, Energy Efficiency Directive, Renewable Energy Directive, FuelEU Maritime Initiative, RefuelEU Aviation Initiative, Alternative Fuels Infrastructure Regulation, CO2 emissions standards for cars and vans, Effort Sharing Regulation, EU Forest Strategy, Land Use, Forestry and Agriculture Regulation, EU Emissions Trading System for power, industry, maritime & aviation, Emissions trading for road transport and buildings, and Energy Taxation Directive. The bottom of the infographic includes copyright information: "© European Union, 2021. Most of the documents in this report are under copyright with the European Commission. Reproduction is permitted for any use or distribution of extracts that are not covered by the EU. Permission may need to be sought directly from the respective right holders. All images © European Union, unless otherwise stated."

4. ENGINEERING SOLUTIONS

We help **new start-ups or SMEs** related to the biggest challenge of humanity, namely creating a sustainable way of living with:

- an access to **our broad network**
- an access to **funds**
- an access to **the Bulgarian market**, to make studies or begin selling
- **marketing/strategy/design thinking trainings**

→ Our goal is to ensure that your ideas get the visibility they deserve.

If you are interested in presenting your company, in order to think about entering the Bulgarian market, **contact us**

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*We believe in the need to **come together to find solutions** to create a society that respects the planet we have the luxury to live on. We believe in **the urgency of the situation** and the need to rapidly promote tomorrow's solution, in relation to **the energy, food, climate and resources crises that lies ahead of us.***

Wind of Change team

ABOUT WIND OF CHANGE



Wind Of Change

We are a strategic consultancy that guides businesses, institutions and investors through the risks, the opportunities and the transformations leading to the new low carbon economy.

What we do:

- Climate Change workshops
- Carbon calculation and reporting
- Engineering solutions
- Company transformation strategy

Reach out:



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