

EIT InnoEnergy backs data-powered offsetting start-up Carbon Centrum

The company's platform allows businesses to manage Scope 3 emissions by tracking employee carbon footprints

Oslo, Norway, 15 February 2024 – Today, [EIT InnoEnergy](#), the innovation engine for sustainable energy supported by the European Institute of Innovation & Technology (EIT), a body of the European Union (EU), announces its investment in [Carbon Centrum](#), an innovative start-up for the energy transition. Carbon Centrum's innovative platform, available for corporate clients across sectors, autonomously tracks individual CO2 footprints, creating the first-ever Carbon ID with data-backed offsets, to support companies in achieving sustainability targets.

Backed by EIT InnoEnergy, Carbon Centrum's 'CarbonID' program is tailor-made to meet companies' unique needs by offering real-time Scope 3 measurements and comprehensive offset strategies. The cutting-edge platform allows for a meaningful change in businesses' environmental impact by tracking employees' carbon footprints. The primary focus is on companies with sustainability strategies, encompassing – but not limited to – the Mobility, Energy, and Retail sectors, boasting over 500 employees.

Cagri Selcuklu, CEO of Carbon Centrum said: “Carbon Centrum is the brainchild of a dynamic team of serial entrepreneurs with a proven track record and a wealth of experience in the startup landscape. Joining the EIT InnoEnergy portfolio, as well as previous engagements from leading investors, underlines the industry's recognition of our commitment to sustainability. We have proven the ability to swiftly build a trial product and soon starting our first pilot projects in the first quarter of 2024.”

Pioneering a unique approach to offsetting emissions, Carbon Centrum utilises companies' internal resources by engaging with employees. Much like a fitness app, team members can track their emissions via activities in mobility, shopping and energy categories, which are automatically converted into footprints. With CarbonID, users can adopt eco-friendly habits, reduce emissions, choose challenges, compete with their peers, and start projects with others, while also receiving benefits. Companies may also purchase actual offsets towards net zero, providing visibility and prediction into employee and customer demands.

Marcin Wasilewski, CEO of EIT InnoEnergy, Central Europe added: “EIT InnoEnergy is not only Europe's top investor, but also a wide ecosystem of companies, including the Mobility, Energy, and Clean technologies sectors. We are excited to welcome Carbon Centrum to our portfolio and are thrilled to offer our engagement and advisory. The team will also have unique access to a network of highly sustainable companies wishing to create a win-win scenario for their business, their team members, and the planet.”

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About EIT InnoEnergy

[EIT InnoEnergy](#) operates at the centre of the energy transition and is the leading innovation engine in sustainable energy. It brings the technology, business model innovation and skills required to accelerate the green deal, progress towards Europe's decarbonisation and re-industrialisation goals, whilst also improving energy security.

[Ranked as the most active investor in the energy sector in 2022 by Pitchbook, named in 2023 as one of Europe's top 10 most active deeptech investors by Sifted](#), and [recognised in 2022 as Europe's leading impact investor in cleantech by Startup Genome](#), InnoEnergy backs innovations across a range of areas. These include energy storage, transport and mobility, renewables, energy efficiency, hard to abate industries, smart grids and sustainable buildings and cities.

InnoEnergy has a portfolio of more than 200 companies, which are estimated to generate €110 billion in revenue and save 2.1G tonnes of CO₂e accumulatively by 2030. Collectively, these companies have raised more than €9.7 billion in investment to date.

InnoEnergy is the driving force behind three strategic European initiatives which include the [European Battery Alliance](#) (EBA), [the European Green Hydrogen Acceleration Center](#) (EGHAC) and the [European Solar Photovoltaic Industry Alliance](#) (ESIA).

InnoEnergy was established in 2010 and is supported by the European Institute of Innovation and Technology ([EIT](#)), a body of the European Union. Since its inception, InnoEnergy has screened more than 7,000 start-ups, launched more than 300 products to market and overseen its portfolio companies filing 370+ patents. Today, InnoEnergy has a trusted ecosystem of 1200+ partners and 35 shareholders and a 200+ strong team with offices across Europe and in Boston, US.

www.innoenergy.com

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About Carbon Centrum

Carbon Centrum AS, established in Oslo, July 2023, is a dynamic startup in the energy transition sector, dedicated to driving sustainable solutions for businesses and individuals worldwide. Through innovative technologies and strategic collaborations, Carbon Centrum empowers organizations to measure and mitigate their environmental impact through their employees and customers, paving the way for a greener future.

With a mission to create carbon-neutral future, Carbon Centrum offers solutions for real-time Scope 3 emissions tracking. By providing comprehensive tools and resources, Carbon Centrum aims to revolutionize the way organizations approach sustainability, fostering a greener and more resilient planet by involving the consumers into the equation.

www.carboncentrum.com

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