



3 QUESTIONS TO

**DR. THORAYA SEADA**

*Carbon Footprint Center (Egypt)*



**WINNER OF THE PRIMA WOMAN  
GREENING FOOD SYSTEMS AWARD**



As director of the **Carbon Footprint Center** at Heliopolis University for Sustainable Development, Dr. Seada received the award for her project “HU Egyptian Women Green Food.”

Her leadership has been instrumental in developing **whole-system carbon credit projects within the Economy of Love (EoL)** framework, particularly benefiting small-holder farmers.

Over the years Dr. Thoraya Seada has built a dedicated team of young women to work on whole system carbon credit projects within the EOL. The initiative has successfully integrated 5,000 smallholder farmers into the global Voluntary Carbon Market, significantly improving their annual income.



# How has the integration of smallholder farmers into the Voluntary Carbon Market improved their livelihoods?

*“Smallholder farmers generate additional income by adopting regenerative agriculture practices that sequester carbon, reduce emissions, and issue carbon credits. These credits, derived from sustainable farming methods, are sold to companies seeking to offset their emissions, creating a reliable revenue stream for farmers.*

*Through the Economy of Love (EoL) Standard, **5,000 farmers have successfully developed carbon certificates**, providing financial incentives that promote long-term sustainability.*

*Additionally, farmers gain access to premium markets for organic and regenerative products as global buyers increasingly prioritize low-carbon, climate-friendly supply chains. This demand not only boosts their income but also strengthens sustainable agricultural value chains.”*





## What role do young women play in your project, and how has their involvement shaped its success?

*“Young women play a pivotal role in the Economy of Love (EoL) project, driving its success across social, economic, and environmental dimensions.*

*Their active engagement enhances the project's impact on regenerative agriculture, carbon markets, and sustainable development.*

*Notably, **80% of the Carbon Footprint Center (CFC) team comprises young women** who lead project development, assessments, capacity-building programs, and monitoring activities.*

*These women spearhead efforts in sustainable agriculture and carbon farming, implementing climate-smart practices, ensuring accurate data collection, and fostering community engagement. Their leadership not only strengthens the credibility of carbon credit systems but also empowers local farmers to adopt resilient, sustainable farming methods.”*







## Can you explain the significance of the Economy of Love (EoL) framework in your carbon credit initiatives?

*“The Economy of Love (EoL) framework plays a vital role in carbon credit initiatives, ensuring that regenerative agriculture and carbon sequestration efforts are not only environmentally effective but also socially responsible and economically viable for smallholder farmers.*

*By integrating four core dimensions—environmental, social, economic, and cultural—the EoL framework ensures that carbon credit projects extend beyond emission reductions to create lasting positive impacts on farming communities.*

*A key aspect of EoL is empowering smallholder farmers to transition to organic and regenerative farming by providing training, resources, and financial incentives.*

*This transition not only enhances soil health, biodiversity, and carbon sequestration but also improves market access, enabling farmers to benefit from premium organic and ethical supply chains.*

*Additionally, the EoL framework strengthens the credibility of carbon credit initiatives through transparent monitoring, fair compensation, and ethical verification standards. By integrating carbon sequestration with sustainable livelihoods, it fosters climate resilience, economic stability, and a just transition for farming communities.”*



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Learn more:

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