



**south pole**  
group

Fact Sheet Sustainability Action

# Deriving maximum value from your carbon offset programme

*When it comes to choosing your carbon offsetting provider, you should look at the whole package. Selecting a supplier that offers more than just selling you CO<sub>2</sub> certificates bears significant advantages for your organisation. South Pole Group's offsetting services go far beyond the mere provision of carbon credits.*

## Challenge

The market for carbon offsetting is competitive, and therefore finding a suitable partner is a challenge. Establishing a lasting relationship with a trustworthy and reliable provider is essential. With the wealth of information at our disposal, South Pole Group is the ideal partner to provide real added value for you. This will help you differentiate yourself from your competitors.

Companies establish climate leadership through measuring, reducing and offsetting carbon. When investing in climate neutrality, one of the first questions to clarify is: which kind of emission reduction project suits your business? Ideally, the project is located in a country where your business operates. It should also be based on a technology related to your core business and your sustainability strategy. Becoming climate neutral today means more than offsetting your corporate carbon footprint. On top of environmental impacts, corporate responsibility, marketing and product management ask for social and economic impacts generated by an emission reduction project. South Pole Group is in the perfect position to respond to this type of requirement.

## Solution

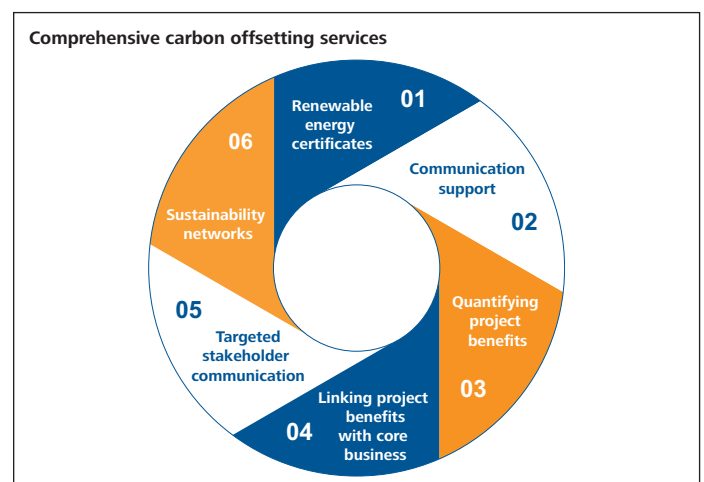
Unlock the communication potential of your investment in climate neutrality. Clearly position yourself as a responsible organisation. Attract new business by understanding and compensating your carbon footprint, and by communicating your engagement in a genuine and transparent manner. As a result, you will exceed your clients' and stakeholders' expectations.

South Pole Group's offer consists of a comprehensive approach that considers carbon credits as a means to an end. They make up the currency in which climate engagements are quantified and lead to meaningful improvements for the environment, global society and local economy. Based on this approach, south pole group offers tailor-made solutions that help you achieve the targets of your climate strategy.

Our starting points are your business and your climate strategy. When assessing your needs, we consider your overall sustainability targets. Based on these parameters, we shortlist projects relevant to your business based on region, technology and impacts generated by a project. South Pole Group then conducts an analysis of your stakeholders' expectations. Ultimately, we will support your commitment with a targeted communication strategy specifically tailored to the needs of your key audiences.



Besides high quality carbon credits our services include reliable communication support, quantification of project benefits based on internationally recognised standards, and effective linking of the benefits of the chosen projects with your core business objective. This makes sure that your carbon offsetting commitment ties in seamlessly with what you want to achieve as a business. Targeted stakeholder communication as well as privileged access to sustainability networks complete our full service approach. Our offer of services is subsumed in the following graphic:



## Your benefits

### 1 Third party verified carbon credits

Every single credit you purchase from us is independently verified according to the most stringent standards such as the Verified Carbon Standard (VCS) and the Gold Standard. This guarantees you full accountability of your carbon offset purchases.

### 2 Full transparency and traceability

Our offsetting services include safeguarding that all the credits are issued on a public registry and managed transparently. With over 10 million carbon credits transacted per year, South Pole Group offers an impeccable registry management.

### 3 Projects developed by South Pole Group itself

As a project developer, South Pole Group is able to source its Emission Reductions (ER) directly from the project, and sell ERs from its own project portfolio. This guarantees that a maximum of your spending goes directly to the project, since there are no intermediaries involved.

### 4 Wide coverage of regions

Our project portfolio includes over 270 projects located on five continents. This allows us to meet your regional preferences. We are able to offer credits from all of the regions your business is active in.

### 5 Diverse range of project types

From wastewater treatment to wind, from cook stoves to forestry, our range of project technologies remains unbeaten.

### 6 Highest quality

We hold the biggest project pipeline of Gold Standard projects. We can offer you carbon credits of the highest quality available.

### 7 Quantifying impacts

Our emissions reduction projects go beyond helping the climate. They do not only save greenhouse gas emissions (GHG); an emissions reduction project also generates an array of impacts in the environmental, social and economic domains, for example job creation, school construction or improvement of living standards. On top of fulfilling the basic criteria for an emissions reduction project, we are able to quantify the triggered impacts of the projects of your choice. Based on this precise methodology, we are able to directly link carbon credits with the key objectives of your sustainability strategy.

### 8 Targeted stakeholder communication

Having identified your stakeholders, we tailor the communication, messaging and employed channels to each different stakeholder group. We ensure that your message reaches the target audience in the most effective way, and that your climate action will be as tangible as possible for your stakeholders.

## Why work with us

### Global team

We are a truly global provider of sustainability solutions and services. Our team is made up of over 130 skilled and enthusiastic professionals from over 20 different countries, based in offices spanning 6 continents.



### Proven impact

Since 2006, we have measured the climate impact of countless companies and products worldwide. We have screened USD 200 bn+ of investments for their climate impact and we have developed 270+ projects in renewables, forestry, agriculture, industry and households. Through our efforts, 50 million tonnes of CO<sub>2</sub> have been saved, almost as much as the annual CO<sub>2</sub> emissions of the country of Portugal. We have enabled the production of 35,000 GWh of renewable energy (more than the annual electricity consumption of the country of Denmark), and mobilised over USD 6 bn for clean energy investments in emerging markets. In total, our projects have helped create almost 20,000 jobs in developing countries; this roughly corresponds to the number of employees of the British Broadcasting Corporation (BBC). We have also saved 17,000+ hectares of forest from deforestation, about the size of 24,000 soccer pitches.

### Added value

We help you grow with groundbreaking solutions that benefit your business, the environment and society.

### In a nutshell

*Carbon offsetting with South Pole Group provides a unique range of services that go beyond the provision of carbon credits. By connecting inherent project benefits to your sustainability strategy, we create true added value for enhancing stakeholder communication and attracting new business.*