



South Pole Group

Maximise the returns on your sustainability investments through engaging storytelling

Showcase your sustainability achievements. Captivate your audience through engaging storytelling. Inspire. Build a successful brand that stands the test of time. South Pole Group helps you align your core values with your corporate responsibility objectives.

Sustainability makes business sense

Stakeholders want you to be transparent about your sustainability efforts. They expect you to show how your company manages material environmental and social risks and opportunities.

"55 percent of global online consumers across 60 countries are willing to pay more for products and services from companies that are committed to positive social and environmental impact."

Sustainable Brands Nielsen's 2014 Global Survey on Corporate Social Responsibility

Taking positive action is just the first step: incorporating sustainability into your key communications signals that you are walking the talk. Successful sustainability marketing and communications lets you engage with your audience. Inputs they provide can be very valuable for your long-term course of action.

The road to a convincing sustainability marketing strategy

Talk about your sustainability commitments and engage with your key stakeholders. Leverage their feedback and build your future sustainability strategy.

When it comes to powerful marketing and communication, we offer our expertise along each step of the way:

Approach to sustainability marketing support

- 1 Identification of target audiences
- 2 Analysis of needs of the audiences
- 3 Development of communication strategy
- 4 Selection of appropriate communication channels
- 5 Implementation and monitoring of an effective communication strategy



"We are proud to be working with South Pole Group. Covering six continents, South Pole Group brings both a global perspective, as well as rich local knowledge. It is the ideal partner to support us and the companies we work with to mitigate risks and capitalise on opportunities."

Cate Lamb Head of Water at CDP

South Pole Group ensures that your commitment to sustainability is heard loud and clear. We offer comprehensive marketing and communications support that increases your visibility and maximises the return of your investment in sustainability.

The projects you choose come alive through exciting stories. Use the colourful images and vivid, real-life testimonials we provide for your communication. Showcase the positive impact your sustainability commitment triggers in affected communities on the ground. We devise tailor-made marketing and communications strategies that are closely aligned with your core values and corporate responsibility objectives. You can be sure that we deliver according to the tonality, visual imagery and content you require.





Our services

Creation of an internal & external communications strategy

Production of easily digestible material to make projects come alive

- Fact sheets
- Infographics
- Photos
- Videos
- Quotes and statements from the ground
- Case studies

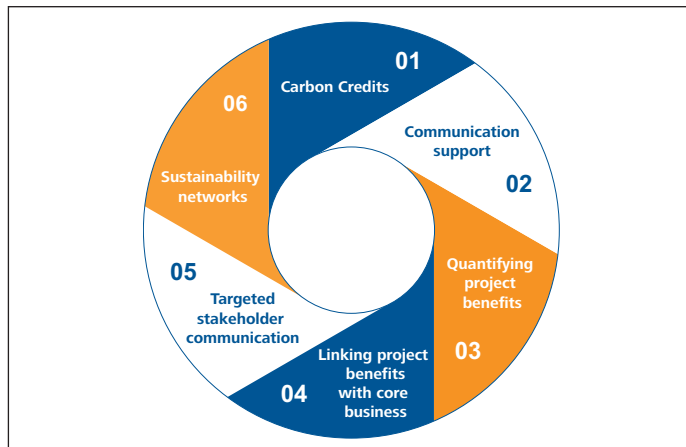


Production and placement of strategic content in key platforms & networks

Production of broader marketing collateral

- Thought leadership articles
- White papers
- Newsletter pieces
- Social media posts
- Blog articles

Our marketing and communications support you seamlessly to reach your offsetting and sustainability objectives:



We provide a set of added values that go beyond the provision of carbon credits. They 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. We make sure that your carbon offsetting commitment ties in seamlessly with what you want to achieve as a business. To further strengthen our support, we help you to devise targeted stakeholder communication strategies and provide privileged access to key sustainability networks and platforms.

In a nutshell

South Pole Group strengthens your brand through tailor-made marketing and communications support. We maximise the return on your sustainability strategy and enable you to be more successful as a company.

Why work with us

Sustainability has its own language. Communications professionals need to become fluent in it. Otherwise, key messages get lost in a sea of meaningless words. We help you separate the grain from the chaff. Benefit from our robust in-house expertise in sustainability-related marketing, communication and design. Spread your key messages through our extensive online and offline networks and tap into our broad geographical reach.

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 CO₂ have been saved, almost as much as the annual CO₂ 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.