



South Pole Group

Maximise the returns on your sustainability investments through engaging storytelling

Let Us Help Tell Your Story...

The results of your sustainability efforts are something you don't want to keep secret. The compelling story of your corporate achievements to protect resources, lower greenhouse gases and reduce your carbon footprint has tangible brand enhancement value. According to a Nielsen 2014 survey, "55% of online consumers across 60 countries are willing to pay more for products and services from companies committed to positive social and environmental impact."

You don't need a survey to tell you about the many ways your sustainability commitment can enhance the overall perception of your brand and value of your products and services. What you may need however are marketing communications tools and assistance to make sure you're getting maximum value out of your story.

... in Ways With Impact

The secret is transparency. Everyone who touches your brand wants to be a part of the story. As customers, they support it. As vendors they supply it. As management and staff, they play a role in implementing it. You maximise the brand value of your efforts by making sure you don't miss a single communication touch point in spreading the word. You're telling the world your brand walks the talk in a way in ways the whole world understands.

Early Stakeholder Buy-In Improves Long Term Success

The more engaged and enthused key stakeholders are in the early stages, the more onboard they'll be down the line. Leverage their feedback and use it to build your future sustainability strategy. Ways South Pole Group can help include:



"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

Make Your Commitment to Sustainability Come Through Loud & Clear!

Increase visibility and maximise the return on your investments with comprehensive marketing and communications support from South Pole Group.

- Projects you choose come alive through exciting stories
- Colourful photos and images are provided to bring stories to life
- Quantified facts are used to validate the positive impact your commitment has on communities
- Use emotional, exciting and vivid, real-life testimonials to enhance credibility
- Linking the benefits of projects with core business objectives
- Certified evidence of how your efforts meet national and international standards

Tailor-Made Marketing Communications Strategies

All messages are crafted to the voice, tone, character and style of your brand. The marketing and communications support we provide seamlessly feeds right into your overall sustainability objectives. Just as your brand was the driving force behind the initiative, we make sure it receives the credit due among stakeholders.



Our services

Creation of an internal & external communications strategy

Production of easily digestible material to make projects come alive

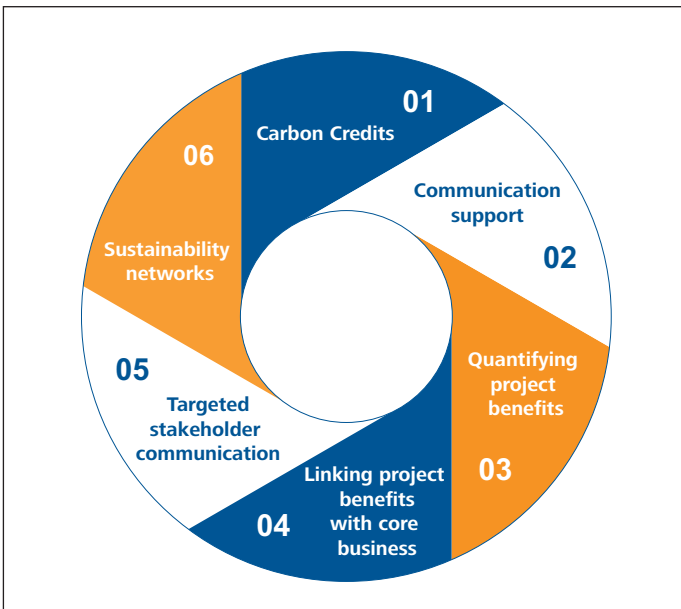
- Fact sheets
- Infographics
- Photos
- Videos
- Quotes and statements from the ground
- Case studies



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



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, projects and products worldwide. We have screened USD 50 bn+ of investments for their climate impact and we have developed 270+ projects in renewables, energy efficiency, 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 Portugal. We have enabled the production of 35,000 GWh of renewable energy (more than the annual electricity consumption of Denmark), and mobilised over USD 6 bn for clean energy investments in emerging markets. We have protected or restored over 250,000 km² of land, about as much as the total land mass of the UK. In total, our projects have helped create almost 20,000 jobs in developing countries and we 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.

Wear Your SPG Penguin Labels Proudly

You'll receive official South Pole Group Penguin Labels indicating the solutions you've adopted as a part of your business practices. You have an open license to feature them anywhere your brand appears; on websites, business cards, letterheads, vehicles, in advertising, etc.

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.