



South Pole Group Case Study

Partnering for premium carbon credits: How South Pole Group's tailor-made solutions meet the needs of carbon retailers

The context

The demand for carbon offsets is on the rise and the market is currently dominated by high number of different carbon credit providers. Retailers are keen to find a trustworthy and reliable partner who can satisfy their needs by delivering highly sophisticated products. Nonetheless there are only a handful of carbon providers who have longstanding experience in developing emissions reduction projects on the ground, can offer a wide and diversified project portfolio, and can provide marketing material and compelling stories that go beyond GHG reductions.

About the clients



Groenbalans (www.groenbalans.nl/en/) is a Dutch company that helps companies with implementing their sustainability strategy, with the end goal of realising a carbon neutral enterprise according to a three phase objective: reducing emissions, implementing renewable energy solutions and carbon offsetting. Groenbalans has greatly benefitted from South Pole Group's tailor-made solutions and marketing-communications support.



Planetair (www.planetair.ca) is a Canada-based outfit launched by the UNISFÉRA International Centre, an international and independent not-for-profit strategic advisory firm and think tank focused on governance, sustainability, corporate responsibility and international development. Planetair enables individuals, businesses and organizations to determine opportunities to reduce and offset their



climate impact through carbon credits. By partnering with South Pole Group, Planetair was able to access a portfolio of high-quality carbon credits and offer its clients the best climate-solutions currently available.



ECODES (Fundacion Ecologia y Desarrollo, www.ecodes.org)

is an independent Spanish non-profit acting in favor of a green, responsible and inclusive economy. In 2005 ECODES launched the initiative 'CeroCO2'- the first of its kind in Spain - to help companies and citizens to calculate, reduce and offset their carbon footprint. Furthermore, ECODES analyses the climate policies of Spanish and Portuguese companies reporting to CDP and informs consumers about companies climate policies. Working with South Pole Group, ECODES has been able to access a varied portfolio of high quality offset projects to both reduce GHG emissions and improve the conditions of local communities.

The challenge

Competitive pricing and a wide selection of solutions

Groenbalans was looking for a portfolio of carbon offset projects that was competitively priced and broad enough to comply with their customers' needs. In addition to carbon offset projects, Groenbalans wanted to be able to provide alternative solutions in case customers needed several sustainable projects to choose from. Groenbalans was looking for a service provider who was quick to react to any project-related inquiries with adequate support.

A good reputation and a rigorous approach

For Planetair, it was important to choose a partner who had a very good reputation and a rigorous approach to carbon offsetting. Planetair did not want a partner whose reputation might jeopardise theirs. Moreover, Planetair was looking for a provider who they could truly partner with for the long-term.

Robust validation and co-benefits

ECODES wanted to work with a partner who was able to provide a selection of projects from various geographical locations while meeting the requirements of rigorous standards such as The Gold Standard, VCS and Social Carbon. The organisation additionally sought out a provider who would make the purchasing of credits easy for a small retailer. Another crucial factor for ECODES was the ability of the projects to not only reduce GHG emissions, but also improve the social conditions of local communities and protect biodiversity.



The process

Groenbalans filtered through several other providers after finally selecting South Pole Group. The cooperation between the two companies started in 2007 and the working relationship has only strengthened over the years.

Planetair conducted a market survey to identify potential providers or partners. The Company short-listed three contenders and opted for the South Pole Group after further analysis. Planetair was convinced of their choice following very positive meetings with South Pole Group's managers and staff and started their relationship with South Pole Group in 2013.

ECODES conducted market research on other providers and compared alternative solutions before sealing the working relationship with South Pole Group in 2007. Hence ECODES has worked with South Pole Group for nearly the entire lifespan of CeroCO2, which was launched in 2005.

The solution

The carbon credit partners purchased carbon credits from various emission reduction projects developed by South Pole Group. These included, among others, certified Gold Standard projects in the area of cookstoves, water-filters, wind, small hydro and biomass in both Asia and Africa. All of the carbon credits are issued and retired in a transparent manner on the public emissions registries.



South Pole Group's solution delivered the following key benefits for its carbon credit partners

- 1 **Access to a varied portfolio of high-quality offsets** with a large choice of technologies, locations and carbon standards.
- 2 **Assistance with all necessary information related to the transacted carbon credits.**
- 3 **Marketing and communications support** in the form of communicating positive impacts, stories and various co-benefits of projects.
- 4 **Transactional efficiency:** Short response time, efficient delivery and invoicing processes.
- 5 **Reputation consolidation:** Building relationships of trust over the long term.

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, 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 55,000 hectares of forest from deforestation, about the size more than 77,000 soccer pitches.

Added value

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

Satisfaction / quote

"Our level of satisfaction with South Pole Group is high because of the content provided (project availability, information on website and newsletters, market development information, climate initiatives taken etc), but also due to their effective and responsive way of communicating with us. South Pole Group is more than a carbon credit provider: They have a much broader role in the global discussion on climate change."

Peter Bleeker

Director, Groenbalans

"We are very happy with our relationship with South Pole Group. South Pole Group's staff are client-oriented, rigorous and a pleasure to work with. Moreover, our partnership with South Pole Group is a strong selling point when developing new business."

Marc Paquin

CEO and Lead Consultant, Planetair

"South Pole Group has been with ECODES for more or less the entire life of CeroCO2 since its inception in 2005. During these years we built a great relationship of trust. For us, South Pole Group is not only a provider - it is a partner who can help us to offer our clients the best options to offset emissions and combat climate change. Moreover, we have had the opportunity to work with different people from the team and the professional and personal exchanges with all of them have been excellent.."

Cecilia Foronda Diez,

Director Climate Change, Energy and Water, ECODES