



UCapture harnesses the power of consumers to put the cost of carbon into consumption and drive sustainable development

South Pole provided UCapture with access to an extensive portfolio of emission reduction projects. This diverse range, in terms of both project type and location, helps UCapture inspire conscious climate action by channeling consumer contributions into environmental projects that not only offset carbon and contribute to climate action, but resonate with users on a personal level.

About the client

UCAPTURE
SAVE MONEY. SAVE THE PLANET.

UCapture is a green-tech platform that funds emission reduction projects while users shop online. When users make a purchase with one of UCapture's 7,500+ online partner stores, the browser extension automatically invests a portion of their spending into carbon offset projects that reduce emissions and promote sustainable development in countries around the world, at no extra cost to the user.

"From the very beginning, it was clear that South Pole viewed UCapture as a strategic business partner, not just a transactional one. Their willingness to dedicate time and effort towards UCapture's growth convinced me that they understood our potential and were committed to helping us achieve it. We've been consistently pleased with the decision to work with South Pole ever since!"

Avery Michaelson
Founder & CEO, UCapture





The Goal

UCapture is grounded in the ambitious vision of becoming a leading market-driven force in international climate change mitigation. In line with this ambition, the company's goal is to mobilise a community of engaged consumers who drive climate action at scale and together provide a meaningful contribution to much-needed emission reductions, thereby establishing UCapture as a relevant line item in the global carbon budget.

The Challenge

UCapture had negotiated partnerships with thousands of online retailers to offer a free and easy way for consumers to count the cost of carbon in their purchases – but to further drive down greenhouse gas emissions in a globally impactful way, the platform needed to grow its user-base, and thus the volume of carbon it offset. To achieve this, UCapture had to appeal to a broad target audience with diverse personal preferences.

The Solution

South Pole's unrivaled portfolio of emission reduction projects and experience in project development allowed UCapture to confidently select a project with appeal to its diverse user-base: Kariba REDD+, a community-driven forestry project in northern Zimbabwe. South Pole was then able to reserve the right amount of carbon credits at the right price point, as well as provide quality marketing materials so that UCapture could showcase the project and its impacts to users. In the first six months alone, the UCapture community offset more than 2.5 million pounds of carbon dioxide through the Kariba REDD+ project. UCapture now plans to increase its impact further still, by delving into real-world consumption with its forthcoming mobile app.

The Key Benefits

The Kariba REDD+ project contributes to the following Sustainable Development Goals:



Why work with Us

Global Knowledge, Local Understanding

We are a truly global provider of sustainability solutions and services. Our team is made up of over 300 experts, located in 18 offices across six continents. Our local knowledge and global reach allows us to tailor our solutions to suit your needs.

Proven Impact

For more than a decade, South Pole has worked with a wide range of public, private and civil sector organisations to accelerate the transition to a climate-smart society. We have screened over USD 2 trillion in investments for their climate impact, and developed 700+ projects in renewables, forestry, land use, industry and households. Through our efforts, we have saved over 170 million metric tons of CO₂ – roughly equal to the annual greenhouse gas emissions of New York state.

Added Value

We help you grow with groundbreaking solutions that benefit your business, the environment, and communities all over the world.

GET IN TOUCH TO DISCUSS HOW WE CAN SUPPORT YOU

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