

How Chooose uses premium carbon credits to drive climate positive actions and reduce global carbon emissions

Chooose is helping both individuals and brands become 'climate positive' by promoting easy ways to offset emissions. By partnering with South Pole, Chooose has access to a global portfolio of emission reduction projects that meet their clients' needs, reduce global emissions, and contribute to sustainable development.

About the client



Chooose is a leading platform for climate positivity. They make people and brands climate positive with low-barrier and high impact climate action solutions, such as monthly subscriptions for climate positivity.

"As a young company, 24 hours is not always enough to get everything done! Having partners such as South Pole not only saves time, but also reassures us that our solutions are based on sound market insights. It's our stamp of credibility. The level of in-depth knowledge and competency we've found at South Pole is second to none, and their broad portfolio of projects has allowed us to shortlist the ones that best suit our needs."

Andreas Svettoll
CEO, Chooose



By investing in the Bangna Biogas project, Chooose is having a positive impact locally, and reducing greenhouse gas emissions globally by 40,000 tCO₂e per year.



The Goal

An 'impacts first' company, Chooose measures its progress by the tonnes of CO₂ reduced per week. Chooose aims to reach 150 000 tonnes of CO₂ by the end of 2018 and outperform the municipality of Oslo, Norway, in terms of its emission reduction investments as the European Green Capital in 2019.

Customer engagement is equally important for Chooose, which is why the Norwegian startup focuses on positive narratives and on providing the easiest possible solutions for individuals to offset their emissions.

The Challenge

Chooose's priority is to ensure the quality and quantity of the carbon credits it purchases to meet its emission reduction goals and to create positive impacts beyond carbon reductions. Robust estimates for an average individual carbon footprint in different countries was also important in informing the types of offset packages Chooose offers.

The Solution

Chooose is able to achieve its targets by tapping into South Pole's broad portfolio of high-quality offsets with a large choice of technologies, locations, social co-benefits and carbon standards. Thanks to the continuous client support offered by South Pole, Chooose is able to select projects that align with the needs of its clients and rely on South Pole's expertise in transacting carbon credits.



Why work with Us

Global team

We are a truly global provider of sustainability solutions and services. Our team is made up of over 250 skilled and enthusiastic professionals from over 18 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 400 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.

Added value

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

GET IN TOUCH TO DISCUSS HOW WE CAN SUPPORT YOU

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