



**FOR IMMEDIATE RELEASE**

## **Sustainable Brands and South Pole Group partner on renewable energy to create the events of the future**

### **South Pole Group becomes Sustainable Brands' global renewable energy partner**

**Zurich, Switzerland; San Francisco, CA, USA 22 March 2016** - Leading sustainability solutions provider **South Pole Group** will guarantee that a series of live events in the **Sustainable Brands®** Global Conference Network will be fully powered by renewable energy. This will entail taking stock of the power usage of select Sustainable Brands events and ensuring that the corresponding amount of renewable energy is being produced and sourced from a connected power grid.

This newly announced partnership underlines South Pole Group's transition to an integrated global provider of sustainability solutions with a strong focus on renewable energy. At the same time, it represents an important strategic decision by Sustainable Brands, as it cements its commitment to reducing the environmental impact of live events and sets new standards with respect to organizing truly transformational events focused on sustainability-led brand innovation.

The multi-faceted, renewable energy partnership will offer stakeholders the best of both organizations - both of whom are celebrating their 10-year anniversary this year: high-class information resources and events that provide new opportunities to profitably innovate for sustainability. Together South Pole Group and Sustainable Brands plan to create customer value by:

- Delivering inspirational and thought-provoking events around the globe whereby renewable energy plays an important role
- Powering these events with 100% renewable energy
- Making event participants aware of the heightened need for renewable energy as a powerful element of transitioning to a low carbon future
- Supporting a global conversation on the importance of renewable energy credits at [www.SustainableBrands.com](http://www.SustainableBrands.com)

*"Sustainable Brands has always been committed to reducing the environmental impacts of our events, to sharing our knowledge, and to making a positive mark on our host communities,"* states **David Fiss, Executive Producer of Live Events at Sustainable**



**Brands.** *“South Pole Group’s expertise in renewable energy will be fundamental in helping us pioneer what sustainable leadership discussions should look like now and beyond 2020.”*

*“We remain loyal to our initial vision of creating a sustainable society and economy that positively impact our climate, ecosystems and communities,” says **Renat Heuberger, founder and CEO of South Pole Group.** “We are excited to work with Sustainable Brands to shape the future of sustainable commerce worldwide and to apply our decade’s worth of know-how in renewable energy to further this goal.”*

The first Sustainable Brands event to be powered by clean energy will kick off in Istanbul on May 26. SB’16 Istanbul will receive renewable energy from a South Pole Group wind farm project located in Turkey. This project, just like all of the other projects chosen for powering the Sustainable Brands event series with 100% renewable energy, entails proven positive impacts for local communities, local environment, as well as the local economy.



**### ENDS ###**

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### Media resources

- [South Pole Group renewable energy solutions](#)
- [South Pole Group renewable energy projects](#)
- [Sustainable Brands Global Conference Network Event Listings](#)

### About SPG

South Pole Group (SPG) is a leading provider of global sustainability solutions that help public and private actors develop climate proven policies and strategies. Its vision is to create a sustainable society and economy that positively impact the world's climate, ecosystems and communities. Pioneering emission reduction and renewable energy projects, the firm's portfolio is now the largest available on the market. SPG's four key business lines are carbon credit solutions, renewable energy, sustainability advisory and green finance. Areas of expertise cover the climate change-related areas of forests & land use, water, sustainable cities & buildings, and renewable energy & energy efficiency.

### About SB

[Sustainable Brands®](#) is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a better future. Digitally published news articles and issues-focused conversation topics, internationally known conferences and regional events, a robust e-learning library and peer-to-peer membership groups all facilitate community learning and engagement throughout the year. Sustainable Brands is a division of [Sustainable Life Media](#), headquartered in San Francisco, CA.