



**FOR IMMEDIATE RELEASE**

## **Another step forward in the green electricity market: South Pole Group partners with EKOenergy**

**Zurich, Switzerland and Helsinki, Finland, 29 March 2016** - In its tenth anniversary year, South Pole Group, a leading sustainability solutions provider, has become a licensed partner of EKOenergy, the international network of environmental organisations promoting the use of sustainable electricity.

Aura Solar, South Pole Group's photovoltaic Programme of Activities in Baja California, Mexico, is the company's first renewable energy project bearing EKOenergy's international eco-label for electricity. Electricity and renewable energy certificates (RECs) can only be sold under the EKOenergy label if they come from power plants that fulfil strict environmental standards.

Following the ambitious low-carbon agenda set forth by the Paris climate change agreement, EKOenergy is an important mechanism for companies trying to reach their goals of reducing emissions and becoming carbon neutral. The eco-label offers them a means to go one step further than simply accounting for the carbon emissions of purchased electricity (so-called scope 2 emissions): it ensures that a portion of the price paid for electricity is reinvested in new renewable energy plants and helps to minimise the impacts of electricity production on ecosystems, habitats and the biodiversity of species. The label is currently recommended by the CDP and the Greenhouse Gas Protocol for organisations carrying out green electricity purchases and by the USGBC to use for LEED certification of buildings.

*"Quality is very important to us. As a service provider with the largest portfolio of renewable energy projects currently available on the market and with a strong focus on trading premium green certificates in all existing and future RECS schemes, we want to make sure that our customers can do more with their power purchases. EKOenergy further substantiates our claim on renewable electricity and positive impacts,"* underlines **Michael Weber, Senior Key Account Manager Energy, South Pole Group.**

"Electricity and renewable energy certificates sold with the EKOenergy label fulfil strict environmental criteria and raise funds for new renewable energy projects across the

globe. We are very happy about the cooperation with the renowned South Pole Group; our expertise is well matched and together we will be able to help consumers worldwide commit to a 100% renewable and sustainable world,” adds **Steven Vanholme, programme coordinator at the EKOenergy Secretariat.**

Going forward South Pole Group and EKOenergy aim to establish a long-term, cooperative partnership for sustainable success:

1. South Pole Group will continue to provide German utilities with EKOenergy certified electricity and expand its activities to other European utilities and end-consumers
2. South Pole Group and EKOenergy are both official Energy Partners of the German Green Building Council's [LEED in Europe Technical Meeting](#) in Berlin on April 27-28

South Pole Group and EKOenergy will continue working together to promote the adoption of renewable energy by global corporations and organisations.



*Aura Solar, South Pole Group's renewable energy project in Mexico bearing EKOenergy's international eco-label for electricity*

**### ENDS ###**



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## Media resources

- [Fact sheet on Aura Solar, South Pole Group's photovoltaic Programme of Activities in Baja California, Mexico](#)

## About South Pole Group

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 core strength is the development of renewable energy & energy efficiency solutions and strategies in both developed and emerging markets. South Pole Group creates value for its clients by facilitating investments in renewable energy projects, and helps forward-looking organisations lead the the transition towards a low-carbon economy with tailored, high quality renewable energy certificates. To find out more, visit [www.thesouthpolegroup.com](http://www.thesouthpolegroup.com) or follow the company @southpolegroup.

## About EKOenergy

EKOenergy is the world's only international eco-label. A network of over 40 environmental organisations from over 30 countries. EKOenergy certifies renewable energy that goes beyond the standard, electricity that is sustainable, and does no damage to the surrounding environment. Any profits made get reinvested into climate change projects around the globe.