

**FOR IMMEDIATE RELEASE**

## **Sustainability expert Kaj Embrén joins South Pole Group as Senior Advisor**

**Zurich, Switzerland, 8 June:** Sustainability specialist **Kaj Embrén** has taken on a role as **Senior Advisor** at **South Pole Group**. Kaj Embrén will focus on sustainable developments in cities, particularly in the Nordics and Sweden, and on projects to implement the COP21 targets in cities and the finance sector.



*Kaj Embrén, Senior Advisor, South Pole Group*

Kaj Embrén is a Swedish sustainable development, communication and PR expert with more than 30 years' experience of working in the field, and is currently based in London. He has extensive knowledge of and experience in collaborating with public, private and social sector institutions across Scandinavia, Europe and globally. Most recently, Kaj was the project leader for an important Nordic Mayoral initiative focused on the UN Climate Summit (COP21) in Paris in 2015. As part of his work, he coordinated multiple organisations - including Mayors and municipal administrations - from a wide range of countries, the **Club of Rome**, the **Association of the Nordics**, **Global Utmaning**, **Kairos Future**, **South Pole Group**, **Stockholm Environment Institute** and **WWF Sweden**, amongst others - to develop and present a united urban climate programme and call to action to the assembled world leaders.

*“South Pole Group is spearheading major projects in the field of (climate adaptation and mitigation for) sustainable cities - the **Low Carbon City Lab**, a key initiative under the EU innovation platform **Climate-KIC**, being one of many. We are very excited to welcome Kaj on board - his industry knowledge and wealth of experience make him a key addition to the global South Pole Group team,”* says **Nadia Bohli, Director Policy at South Pole Group**.



Kaj Embren joins South Pole Group as the company celebrates its 10-year anniversary year: with the inking of the Paris Agreement at the COP21 climate conference, the Group is ever more determined to turn climate change into an enormous opportunity for businesses and organisations alike. The Group's global team has, in addition to Kaj, been further strengthened by recent hires of seasoned sustainability experts and a new high-level Board, ensuring that the company's solutions continue to create shared value at the crossroads of the environment, local communities, public policy initiatives, corporate operations, and civil society.

*"I am happy to contribute to the growth of South Pole Group - a company that I have been following since it first started operations 10 years ago,"* says **Kaj Embren, Senior Advisor, South Pole Group.**

**### ENDS ###**

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#### **About South Pole Group**

**South Pole Group** is a leading provider of global sustainability solutions, helping public and private sector organisations alike develop climate-proven policies and strategies. Areas of expertise cover key sustainability-related areas of climate change, including but not limited to: forests & land use, water, sustainable cities & buildings, green finance, as well as renewable energy and energy efficiency. A pioneer in emission reduction and renewable energy projects, the South Pole Group's portfolio is at present the largest available on the market. For more information, visit [www.thesouthpolegroup.com](http://www.thesouthpolegroup.com) or follow the company [@southpolegroup](https://twitter.com/southpolegroup).