



EARTHCHECK

## Driving sustainable outcomes: EarthCheck partners with South Pole Group to mitigate 2 million tonnes of CO<sub>2</sub> across its membership network

**Sydney, Australia, 27 April 2017** - Among the billions of people travelling internationally each year, a number expected to rise to 1.8 billion by 2030, there are individuals and organisations dedicated to driving the message of sustainable tourism through their daily work. One of these trailblazers is **EarthCheck**, the world's leading scientific benchmarking, certification and advisory group for the travel industry.

EarthCheck currently helps its clients to measure, track and monitor over two million tonnes of CO<sub>2</sub> on an annual basis. Thanks to its newly announced partnership with leading sustainability solutions provider **South Pole Group**, EarthCheck members will have access to the Group's tailored emission-reduction services as well as 500+ carbon reduction and community projects that have, to date, avoided 80+ million tonnes of CO<sub>2</sub>.

In line with its mission to deliver sustainable outcomes, EarthCheck has together with South Pole Group identified climate mitigation and adaptation projects that work towards the UN Sustainable Development goals by creating tangible benefits to local communities in the areas of health and education. The carbon credits from these projects have been certified under the **Gold Standard** and the **Verified Carbon Standards (VCS)**, which follow rigorous certification criteria to substantiate positive environmental and climate impacts, and to ensure every dollar of climate and development funding goes as far as it can.

The newly formed partnership will be ensuring safe water for 1.5 million people in Uganda, delivering 165,000 clean cookstoves to communities in China, and protecting 45,000 hectare of biodiverse forests in Guatemala.

The collaboration between the two organisations also complements the aspirations of the **International Year of Sustainable Tourism for Development (IY2017)**, launched by the World Tourism Organization (UNWTO) in January: the IY2017 aims to promote the role of tourism in sustainable economic growth, poverty reduction, environmental protection, conservation, and climate change.

*"You cannot claim sustainability leadership without addressing your climate footprint," says **André Russ, Vice President of Sales, EarthCheck**. "The IY2017 is a unique opportunity for the tourism industry to take action and drive its message of global impact across the global community - beyond tourism. We are doing our part by continuing to provide our members with*

*latest industry insights and by making sure finance is channeled to climate-smart projects with a proven impact.”*

*“With the UN system focusing on tourism until year-end, leaders in the industry now have the chance to step up climate action to make every day count,” emphasises **Chris Perceval, Director Technology & Transport, South Pole Group**. “By mitigating the climate footprint associated with their operations and by investing in projects that contribute to the UN Sustainable Development Goals, leading organisations can help protect their commerce, communities and the climate.”*

Going forward, the EarthCheck and South Pole Group will continue to work together to support leading organisations of all sizes in the travel & tourism industry take a concentrated course of sustainability action to position themselves in a 2-degree economy and help avoid the worst impacts of climate change.



*The partnership will help deliver 165,000 clean cookstoves to communities in China.  
Image credit: South Pole Group*

**### ENDS ###**



EARTHCHECK

## Note to editors

- About South Pole Group's shortlisted climate adaptation and mitigation projects for EarthCheck's members:
  - **Dispensers for safe water, Uganda:** Ensuring safe water for 1.5 million people in Uganda ([project fact sheet](#) and [video](#))
  - **Lacandon REDD+, Guatemala:** Helping protect 45,000 hectares of biodiverse forest ([project fact sheet](#))
  - **Clean efficient cookstoves in China:** Helping reach goal of 165,000 more energy efficient stoves sold in China ([project fact sheet](#) and [video](#))

## Media contact

**Nadia Kahkonen, Communications Manager, South Pole Group**  
[n.kahkonen@thesouthpolegroup.com](mailto:n.kahkonen@thesouthpolegroup.com)

**Carla Adams, EarthCheck Communication and Engagement**  
[carla.adams@earthcheck.org](mailto:carla.adams@earthcheck.org)

## About South Pole Group

South Pole Group has delivered climate-proven solutions to a wide range of public, private and civil society organisations for over a decade. The company's expertise covers key areas of corporate climate action, investment climate risks, public advisory, sustainable supply chains, 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 [thesouthpolegroup.com](http://thesouthpolegroup.com) or follow the company [@southpolegroup](#)

## About EarthCheck

EarthCheck has a global presence across the tourism industry offering products and services in sustainability technology, tourism consulting, sustainable building certification, and entrepreneurship programs. EarthCheck operates in more than 70 countries, in six languages and across 32 sectors, affecting more than 6 million consumers every day. Connect with EarthCheck via Twitter [@earthcheck\\_](#) Facebook: [@earthcheck](#) and Instagram: [@earthcheck](#)