



Sustainable Brands renews partnership with South Pole to lead by example on sustainable event management

Sustainable Brands ensures that global flagship events are climate neutral and contribute to Sustainable Development Goals

Zurich, Switzerland and San Francisco, United States, 14 February 2018 - Sustainable Brands, the premier global community of brand innovators, kicks off the second year of its action-oriented Good Life initiative by renewing its partnership with **South Pole**. The leading sustainability solutions provider will ensure that the direct impact of Sustainable Brand global flagship events for 2018-2019 are reduced with premium renewable energy and carbon neutrality solutions.

In a world where a large number of businesses have committed to reducing their impact and building a more sustainable future, the next crucial step is going from talk to action. Sustainable Brands will continue to lead by example with its 2018 event series: In addition to substantiating its events' climate neutrality and powering the series with 100% renewable energy, Sustainable Brands will also help advance the Sustainable Development Goals (SDGs). Through its investment in different [South Pole projects, such as the Kariba REDD+ community-driven forestry project in Zimbabwe](#), Sustainable Brands is saving forests, protecting wildlife and furthering the creation of multiple skilled job opportunities within the local community - all in line with the global SDGs.

*"We are thrilled to extend our collaboration with Sustainable Brands to a four-year partnership," says **Thomas Schroder, Director Marketing & Communications at South Pole**. "In a globally competitive environment like the event industry, we are delighted to provide Sustainable Brands the means to go one step further on their mission to become a transformational leader in their sector. And the SDGs are a good framework through which to 'redefine the good life': From inspiring low-carbon and energy-efficient commercial practices, to enabling a better life through results-based investment into sustainable development projects in emerging economies."*

*"Sustainable Brands is honored to both renew and deepen our partnership with South Pole," says **David Fiss, CMP Executive Producer of Live Events at Sustainable Brands**. "Finding shared value with organizations like South Pole help ensure that our events themselves provide a tangible study in sustainability-led innovation to drive - not hinder - a meaningful consumer experience."*

The South Pole and Sustainable Brands partnership will cover the renewable electricity consumption and carbon neutrality of Sustainable Brands' flagship events in both Europe and the U.S, including SB'18 Vancouver, New Metrics '18 and '19, as well as SB'19 Detroit.

ENDS

Note to editors**About South Pole's Kariba REDD+ project in Zimbabwe:**

Since the Kariba REDD+ project launched in 2011, more than 18 million tonnes of CO2 have been prevented from entering the atmosphere. The project ensures that 784,987 hectares of forest and wildlife on the southern shores of Zimbabwe's Lake Kariba are now protected. As one of the largest registered REDD+ project by area, it sits between the Chizarira, Matusadona and Mana Pools National Park (which is also a World Heritage Site), and Lower Zambezi National Park in Zambia, forming a giant biodiversity corridor. Beyond protecting the environment, a range of activities support the independence and wellbeing of local people: project activities such as conservation agriculture, community gardens, beekeeping training, fire management and ecotourism create jobs and facilitate sustainable incomes that benefit the entire community. More information on the project can be found on the [South Pole website](#) and in the [project brochure](#).

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About South Pole

South Pole is a leading provider of global sustainability financing solutions and services. The company has over 200 experts in 16 global offices and works with a wide range of public, private and civil society organisations since more than a decade. The company's expertise covers project and technology finance, data and advisory on sustainability risks and opportunities, as well as the development of environmental commodities such as carbon credits or renewable energy credits. South Pole has developed and provided climate-finance to over 500 projects in emission reduction, renewable energy, energy efficiency and sustainable land-use. For more information, visit southpole.com or follow the company [@southpoleglobal](#).

About Sustainable Brands

[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 hosted by Sustainable Brands Worldwide, a division of [Sustainable Life Media](#) headquartered in San Francisco, CA.