

South Pole and Choose join forces to drive climate action for all

As one of the most exciting new start-ups disrupting the climate space, Choose is making waves by signing a partnership agreement to source all their carbon credits from South Pole, the world's leading sustainability solutions provider.

Zurich, Switzerland, 29 October 2018 – As a new carbon partner of South Pole, Choose provides individuals and organisations with the possibility to compensate their carbon emissions exclusively with high-quality credits from South Pole's global projects.

South Pole's expertise and global scope place it perfectly to support Choose make climate action accessible and carbon neutrality normal behaviour. Choose is building a new narrative around climate change that is creative and action-oriented. Having already worked to offset the emissions of almost 18,000 individuals, they also collaborate with cultural organisations, including artists, technology and events, advancing meaningful climate action mainstream. Therefore, together with South Pole, Choose reaches both multinational companies and individuals across the world.

With the ever-growing global appetite for sustainability, **Andreas Slettvoll, Founder & CEO, Choose**, indicates his excitement for the new partnership: *"Working with South Pole provides a new layer to enhance our efforts in driving forward the case for climate positivity. Their level of in-depth knowledge and expertise is second to none, and their broad portfolio of projects has allowed us to select ones that inspire and motivate not just our clients, but our team as well."*

Ab Kasmi, Head of Carbon and Renewable Partnerships, South Pole, continues: *"From the get-go, working with Andreas and the Choose team was a natural fit. We are inspired by Choose's approach to making carbon offsetting simple and accessible for everyone, and are delighted to be driving climate action for all with such a dynamic and growing start-up company!"*

The two companies look forward to tackling exciting new challenges together and invite organisations and individuals alike to take action today by [signing up](#) on the Choose platform.

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CHOOOSE

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South Pole

South Pole is a leading provider of global sustainability financing solutions and services. The company has 200 experts in 16 global offices and works with a wide range of public, private and civil society organisations for over 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 www.southpole.com or follow the company [@southpoleglobal](https://twitter.com/southpoleglobal).

Choose

CHOOOSE is a global climate action platform making it easy for everyone to have a positive global climate impact. We believe in supporting the best green and sustainable projects worldwide, so they can replace the dirty and polluting industries. CHOOOSE buys carbon credits on your behalf, each representing one tonne of CO2 reduction. We then tear them up and remove them from circulation completely. The money paid for carbon credits goes to UN-certified clean energy projects in developing countries. We believe in a sustainable future where everyone can have a positive global impact. Join our pink and positive movement. Follow www.choosenow.com // [@chooosetoday](https://twitter.com/chooosetoday).