

Isabel Hagbrink joins South Pole as Director of Communications

Formerly with the World Bank, Isabel Hagbrink joins the Management and Strategy Committee of South Pole to accelerate climate action

Zurich, Switzerland, March 6, 2020 – South Pole, a leading climate change strategy and solutions company, is strengthening its communications and advocacy capabilities with a key appointment in its senior leadership team.

Isabel Hagbrink joins the company as Director of Communications after more than a decade of championing communications around carbon and climate finance at the World Bank in Washington D.C. and, before that, as Vice President of voluntary markets at the carbon project developer MGM International.

As Director and member of South Pole’s Management and Strategy Committee, Isabel will focus on strengthening South Pole’s strategic communications, branding, stakeholder engagement and advocacy efforts. She will manage the organisation’s overall communications from its Amsterdam office, reporting to the **CEO of South Pole, Renat Heuberger**.

*“The climate action we see today is not ambitious enough. We need to go further, faster, together – with commitments from the private and public sectors that truly reflect the scale of the climate challenge”, says **Renat Heuberger, CEO, South Pole**. “Isabel is a wonderful addition to our team as we usher in a decade of more ambitious climate action. With her on board, we are very well placed to support our ambitious growth, and to communicate results, strengthen our profile globally, and to inspire others to join us on this climate journey.”*

*“It is my immense pleasure to join the South Pole team. I am excited to bring my experience of effective communications and powerful storytelling to a company that is roaring to go and well-positioned to meet the climate change challenges head on. Communications has to be a central part of a client’s climate journey, and I am eager to help change the dialogue around climate change to catalyze effective, innovative and transformational climate action,” says **Isabel Hagbrink, Director of Communications, South Pole**.*

South Pole has shaped the conversation around climate change since its foundation in 2006. With offices on five continents and the development of over 700 projects since inception, South Pole is one of the oldest and largest carbon finance companies worldwide. With new opportunities arising as a result of an increasingly climate-conscious private sector, the company is seeing unprecedented growth and has hired 120 people in the past year.

Every day, all around the world, South Pole demonstrates the social and environmental value of smart, sustainable solutions developed for its clients – governments, organizations and world-renowned brands like Tetra Pak, ALDO Group, McKinsey, Porsche, and JetBlue – by reducing climate risk, enhancing brand value, and preparing clients to thrive in a carbon constrained economy.

###

About South Pole

South Pole is a leading advisor and provider of global climate action services, with over 300 experts in 18 global offices. South Pole helps companies, capital markets, and the public sector to reduce their impact on the climate while mitigating risk and creating value. South Pole is a science-based company and its expertise covers project finance, data collection, and climate risk analysis, as well as the development of environmental commodities, such as carbon and renewable energy credits. South Pole has mobilized climate finance to over 700 projects that reduce greenhouse gas emissions in areas such as renewable energy, energy efficiency and sustainable land use. For more information, visit www.southpole.com or follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

Media contact

Nadia Kahkonen, Global Communications, South Pole
n.kahkonen@southpole.com