

South Pole and The Purpose Collaborative join forces to build sustainable, purpose-driven brands around the globe

7 November 2018 - In an age where millennials, consumers, and employees prefer to engage with brands that are genuine in their mission and authentic with their values, successful businesses are relying on their purpose to enhance market positioning and strengthen consumer rapport.

This is why sustainability solutions provider South Pole and The Purpose Collaborative, a global network of 40+ boutiques, firms, and subject matter experts focused on social purpose, sustainability, and CSR, have joined forces to help elevate sustainable, purpose-driven brands around the world. The two organizations will work together to assist companies in developing and communicating their social and environmental purpose in a way that inspires, safeguards environmental integrity, and drives marketplace success.

*“With instant communication, extreme transparency and a growing demand for organizations to do more for society, the need for purpose is accelerating,” says **Carol Cone, CEO, Carol Cone On Purpose and Chairman, the Purpose Collaborative**. “We are proud to welcome South Pole to our collective to ensure that purpose-driven brands can deliver on their commitments in a sustainable way.”*

*“We are thrilled to join such a distinguished group of specialists with whom we share the same mission - to help businesses on their journey to becoming more sustainable and truly driven by their purpose,” says **Thomas Schroder, Director Marketing Communications, South Pole**. “A social enterprise ourselves, we look forward to making our decade’s worth of sustainability thought-leadership and expertise available to the Purpose Collaborative and to working with them to promote corporate success stories.”*

South Pole and Carol Cone will together host a webinar in early 2019 to discuss cutting-edge best practices in social purpose and sustainability. Interested parties are invited to register their by reaching out to events@southpole.com.

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About Carol Cone on Purpose

Carol Cone ON PURPOSE (CCOP) is a 21st-century consultancy with the relentless commitment to help companies do good for business and social impact. CCOP helps companies, brands and NGOs identify, amplify, and evolve their social purpose – their reason for being beyond profits – for marketplace success. CCOP serves as an umbrella organization that houses the Purpose Collaborative, a collective of 40+ agencies and subject matter experts of the brightest minds in purpose-driven work. For more information, visit www.purposecollaborative.com.

About South Pole

South Pole is a leading provider of global sustainability financing solutions and services, with over 250 experts in 18 global offices. Their purpose is to act today for a better tomorrow. For more than a decade, South Pole has worked with a wide range of public, private and civil sector organisations to accelerate the transition to a climate-smart society. The company's expertise covers project and technology finance, data and advisory on sustainability risks, opportunities and marketing communications, as well as the development of environmental commodities such as carbon and renewable energy credits. South Pole has mobilised climate-finance to over 700 projects in emission reduction, renewable energy, energy efficiency and sustainable land-use. For more information, visit southpole.com or follow the company [@southpoleglobal](https://twitter.com/southpoleglobal).