



FROM AMBITION
TO ACTION

ACCELERATE YOUR CLIMATE GOALS



Climate Change 101

1

Burning fossil fuels

- **Driving / flying**
- **Making goods**
- **Growing food**
- **Generating power**

produce greenhouse gases (GHGs), such as carbon dioxide, into the atmosphere

2

These gases trap the sun's heat in the atmosphere, **warming the planet** and altering the earth's climate over time (aka "climate change")



U.S. GHG Emissions

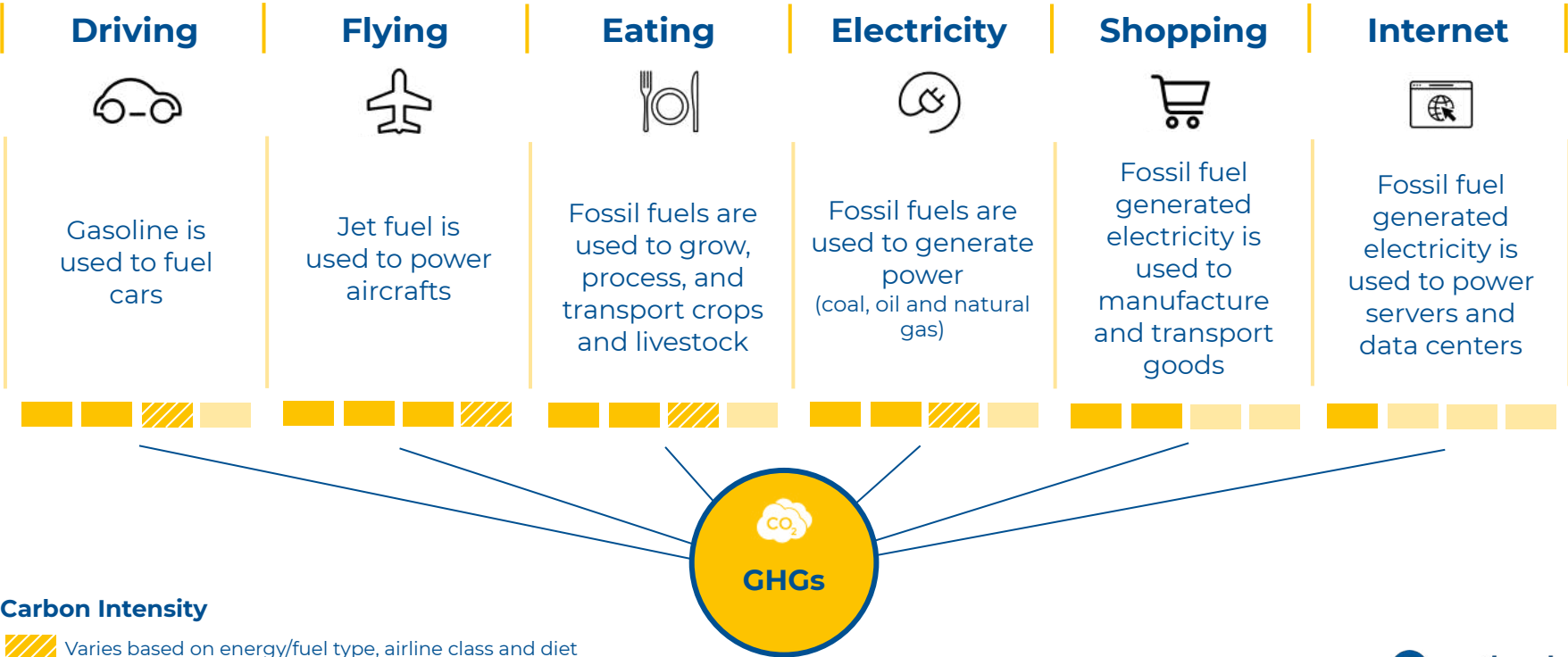
(By Sector in 2018)

- 28% Transportation
- 27% Electricity
- 22% Industry & Energy
- 12% Commercial & Res. Structures
- 10% Agriculture

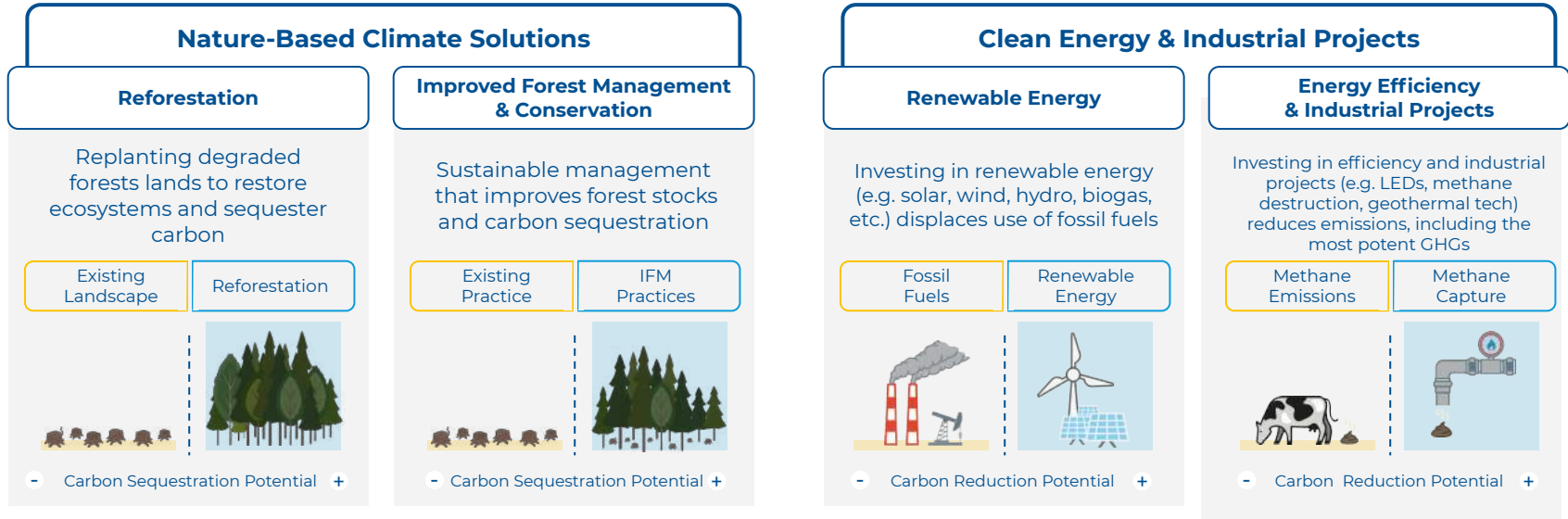


Quantifying Climate Change

A “carbon footprint” is the sum of all GHG emissions created by human activities over a period of time, including:

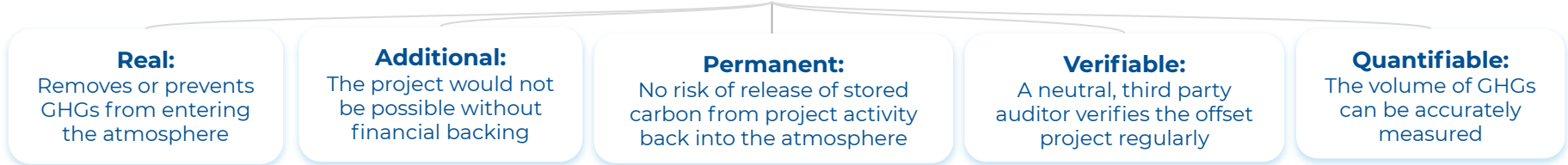


Project Types



Companies can claim verified emissions reductions from all project types

To become certified, carbon projects must demonstrate that their emissions are:



Offset Projects

Kariba Forest Protection, Zimbabwe

Saving forests, protecting wildlife and changing lives



Since its launch in 2011, the Kariba project has prevented more than 3.5 million tonnes of carbon dioxide from emission into the atmosphere each year by preventing deforestation and land degradation of nearly 785,000 hectares of forest. This is achieved primarily through promoting regional sustainable development, and the independence and wellbeing of local communities.

Project benefits



1 NO POVERTY 	USD 249,000+ generated for community members from beekeeping, moringa tree and community garden sales	2 ZERO HUNGER 	18 nutritional gardens are increasing food security
3 GOOD HEALTH AND WELL-BEING 	14 health clinics Supported with safe drinking water	4 QUALITY EDUCATION 	18,000+ people benefiting from workshops on project-related activities, such as nutritional gardening
6 CLEAN WATER AND SANITATION 	37,000 people provided with safe water thanks to 147 borehole repaired	8 DECENT WORK AND ECONOMIC GROWTH 	22 permanent jobs created thanks to the project
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	USD 57,000+ spent on supporting health clinics and schools	13 CLIMATE ACTION 	3,620,000 tCO₂e mitigated on average annually since 2011
15 LIFE ON LAND 	784,987 hectares of forest protected, encouraging the biodiversity of crucial wildlife	17 PARTNERSHIPS FOR THE GOALS 	International partnerships between local communities, national and international organisations and carbon experts

Barbosa Forest Restoration, Colombia

Gold Standard

Avoiding deforestation and protecting ecosystems



The project contributes to the conservation of biodiversity and water resources of the Aburrá Valley, Colombia, through the reforestation of native and non-native tree species in the municipality of Barbosa, Antioquia. Reforestation activities, such as establishment, fertilization and thinning have created jobs for local communities. The quality of water resources used by surrounding villages has been improved and the nearby micro-watershed has been conserved.

Project benefits

SUSTAINABLE DEVELOPMENT GOALS



Water quality

Improved by conserving the nearby watershed



271 tCO₂e

reduced annually through forest carbon sequestration



284 Hectares

of forest conservation, improving biodiversity habitat



82,9 Hectares

Planted with 90,800+ trees



Southern Cardamom Forest Protection, Cambodia

Defending one of the last unfragmented rainforests in Southeast Asia



The Southern Cardamom project protects a mosaic of habitats from dense evergreen and pine forests to wetlands, flooded grasslands, lakes and coastal mangroves. As well as covering parts of the Southern Cardamom National Park and Tatai Wildlife Sanctuary the project also protects a critical part of the Cardamom Mountains Rainforest Ecoregion – one of the most important locations for biodiversity conservation on the planet. This unique project is home to at least 52 IUCN threatened species of mammals, birds and reptiles, including Siamese crocodile and one of Cambodia's two populations of Asian elephants

Project benefits

SUSTAINABLE DEVELOPMENT GOALS

<p>1 NO POVERTY</p>	<p>2,400+ families benefiting from additional income generated</p>	<p>2 ZERO HUNGER</p>	<p>10,000+ people trained in climate-smart farming techniques</p>
<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>10,000+ people provided with better health care</p>	<p>4 QUALITY EDUCATION</p>	<p>29 communities have access to a scholarship funds and improved education</p>
<p>5 GENDER EQUALITY</p>	<p>1,200 women improving their skills through trainings</p>	<p>13 CLIMATE ACTION</p>	<p>3,867,000 tonnes of CO₂e mitigated on average annually</p>
<p>14 LIFE BELOW WATER</p>	<p>20 major waterways protected that provide fresh water to to the largest continuous mangrove forest in the region</p>	<p>15 LIFE ON LAND</p>	<p>445,000+ ha of forest conserved and protected</p>
<p>15 LIFE ON LAND</p>	<p>52 IUCN Threatened species protected in their natural habitats, including Siamese crocodile and one of Cambodia's populations of Asian elephants</p>		

Case Studies

ATTA – Travel package

Carbon calculator for travel packages



Goal

Incentivise Adventure Travel companies to measure and offset their GHG footprint by removing technical and financial barriers.



Challenge

Design a platform and system with ATTA to optimise for simplicity and completeness when measuring the GHG footprint of travel companies



Solution

Integrated calculator that measures and offsets the carbon emissions of **ATTA member travel packages.**



Major Swedish Tour Operators

Carbon neutral tours - the “norm” in Sweden



Overview & goal

Catalyzed by Swedish “climate anxiety” and “flight shame” many tour operators in Sweden needed a carbon neutral solution for their customers.

Världens Resor (niche tour operator) wanted to understand the GHG emissions coming from the flights offered in their travel packages and offset their emissions through impactful projects.



Outcome

South Pole helped transform the industry together with Världens Resor to make offsetting passenger trips the industry norm, a “default”.

In 2019, TUI Nordic chose South Pole as partner and became the first charter company to offset all its own flights and hotels.



Partners



ANVR

Dutch tour operators group together to offer carbon neutral travel at low cost



Goal

To reduce CO₂ emissions from travel and give large and small Dutch tour operators the opportunity to offer carbon neutral tours at no extra cost to their customers.



Challenge

Tour operators wished to compensate all emissions related to flights, road transport, and accommodation to offer carbon neutral tourism at no extra cost to customers. Moreover, tour operators wanted to support credible emissions reductions projects with positive impacts on local communities.



Solution

Over 20 leading tour operators chose to support three Gold Standard emissions reduction projects for three years, which will compensate more than 300'000 tonnes of CO₂e. This collaboration with South Pole has resulted in an attractive offer for customers who have provided positive feedback on the offsetting programme.

Hilton – Hotels

Carbon neutral events in Asia Pacific



Goal

Reduce the environmental impact of meetings and events held at 90 participating hotels in Asia Pacific through the Clean Air Programme.

Challenge

Build a tool to calculate the emissions of events based on energy, food, event space used. Gain stakeholder buy-in across the region.

Solution

At no extra cost to the customer, Hilton's **Clean Air Programme** creates long-term social, economic and environmental benefits beyond carbon. Showcased to stakeholders through the yearly report.

Now: Transforming Hospitality

Empowering customers to offset flight emissions

NOW
TRANSFORMING TRAVEL



Goal

To offer a solution for travellers across the globe to calculate their footprint of airborne travel and offset the CO₂ emissions with a selection of high quality projects.



Challenge

Millenials and younger generations nowadays have a very short attention span which needs to be addressed when designing a carbon offsetting process. Hence, the focus lay on creating a flow that is as seamless as possible.



Solution

South Pole supported Now in developing the '[Offset Carbon](#)' section on their [webpage](#), which answers questions of travellers about offsetting and leads them to the high-quality certified projects. In parallel, the Now platform offers hotel chains to be listed and evaluated against stringent sustainability criteria. South Pole helps hotels become more sustainable.

Lindblad Expeditions

Ship-based expeditions travel company 100% carbon



Lindblad overview

In June 2019 Lindblad announced company wide carbon neutrality.

[Link to video:](#)
[Link to announcement](#)

Scale of the commitment

Compensate for:
100% of emissions from ships (8 from the Lindblad-National Geographic fleet and 5 leased), all land-based operations, employee travel, offices in New York and Seattle and additional small but measurable emission contributors.

Footprint of approx. 50 kt CO2 per year

Outcome & Partnership

South Pole is an exclusive carbon neutrality partner of Lindblad Expedition and supplier of a carbon portfolio of 6 projects, with main focus on renewable energy (solar and wind), reforestation, and community-based projects in Mexico, Peru, and Vietnam - countries often visited by Lindblad-National Geographic travelers.

We are proud to work with transport and logistics companies from across the world



jetBlue

CORSIA strategy support US-wide carbon neutral flights

US MARKETS

JetBlue announces plans to become carbon neutral on domestic flights in a first for the US airline industry

PUBLISHED MON, JAN 6 2020-11:58 AM EST | UPDATED MON, JAN 6 2020-12:2

CORSIA



Overview

JetBlue is a major American low cost airline the seventh largest in the United States by passengers carried, with 256 fleet size and 102 destinations.

JetBlue wished to understand the expected compliance costs it will face under the upcoming CORSIA scheme during Pilot and First Phase (2021-2023 and 2024-2026).

CORSIA strategy support

South Pole calculated CORSIA compliance costs of JetBlue under various scenarios and recommended optimal procurement strategy to JetBlue.

South Pole then compiled a list of carbon offsets that meet latest CORSIA eligibility rules and JetBlue preferences

Carbon credits delivery

South Pole was selected as one of preferred suppliers of carbon credits to achieve JetBlue's commitment for 100% carbon neutral domestic flights by July 2020. **JetBlue is the first airline in the US to make such a commitment.**

JetBlue is expected to offset about 6-7 MtCO₂ per year, starting in July 2020.

VistaJet

Carbon neutrality journey

VISTA JET



Overview

VistaJet, a global private aviation company has around 1000 employees and a fleet of 70 private planes.

Vistajet was keen and interested in embarking on a climate neutrality journey as a way to maintain existing and attract new potential clients.

Climate strategy advisory & White Paper delivery

South Pole engaged in delivery of calculations of VistaJet full operational GHG footprint (Scope 1-2-3 emissions) and advises VistaJet on a comprehensive climate strategy, involving internal emissions reductions, biofuels and carbon offsets.

In cooperation with VistaJet, South Pole prepared a [White Paper on Sustainable Aviation](#).

Carbon credits delivery

Starting 1 January 2020, VistaJet includes a carbon compensation option for all new Program membership contracts and On Demand global live and ferry flights. Clients have an option to opt-out from the program.

South Pole provided a portfolio of voluntary offset projects with a mixed geographic coverage and beneficial social impacts for local communities.

Contacts

Here to help you through your climate leadership journey



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THE CLIMATE IS CHANGING

ARE YOU?

