



ACTIVELY MANAGE YOUR CARBON FOOTPRINT AND CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT GOALS

The Paradigm Project delivers efficient cookstoves and clean water to rural communities in Kenya



Understand your environmental impact. Then take action at home and in your business by supporting emissions reductions projects transforming lives around the world.

Every time a person or an organisation uses a resource that relies on burning fossil fuels it creates carbon emissions - also known as a carbon footprint. Everyone has a carbon footprint but when emissions enter the atmosphere they accelerate climate change, bringing among other things, more extreme weather.

Thankfully, the plummeting costs of low-carbon technologies and more resource-efficient practices mean that many people are reducing their emissions while becoming more resilient and saving money.

A Three-step Approach to Addressing your Carbon Footprint

- 1. Measure.** The first step to addressing your carbon footprint is to measure it. Individuals and families can find free footprint calculators online - [like this one here](#). Organisations like UEFA often work with companies like South Pole to do an in-depth footprint.
- 2. Reduce.** The second step should always be to reduce emissions. At South Pole, we advise governments and companies on how to achieve this over the medium and longer term. There are many actions they can take from changing behaviour, to investing in energy efficiency and renewables. But reducing emissions is challenging - something that doesn't happen overnight which brings us to step 3.
- 3. Offset.** Buying carbon credits compensates for the unavoidable emissions you create today by financing projects that reduce or absorb carbon emissions anywhere in the world.



The Afognak Forest Carbon project protects the island's dense, old-growth Sitka spruce forests



Three small hydropower stations in the Guangxi province generate clean, renewable energy

Protect People and Planet by Buying Carbon Credits

Offsetting has additional benefits. By buying carbon credits to offset your footprint you are helping to finance projects that also support more sustainable forms of growth. Our high-quality projects contribute towards the UN Sustainable Development Goals (SDGs) by increasing access to clean water and clean energy, by improving health, education and equality, and by providing livelihoods. Accreditations from internationally recognised standards give you the assurance that the projects producing your credits deliver the positive environmental and social impacts they set out to achieve.

South Pole has helped hundreds of companies reduce and offset their footprint and create better opportunities for millions of people living in developing countries.



The Paradigm Project's efficient cookstoves reduce deforestation



This project provides safe drinking water to isolated communities in Cambodia

Calculate and offset your carbon footprint at [our online webshop](#)

Local knowledge, global presence

Our clients benefit from the deep local knowledge of our team of 300+ experts in countries across Africa, Asia, Europe, North and South America and practical knowledge drawn from developing 700+ emissions reduction and renewable energy projects. Our local knowledge and global reach allows us to tailor our solutions to suit your needs.



Visit www.southpole.com/contacts to find your local office or call our Headquarters in Zurich on +41 43 501 35 50