



Carbon Offsetting – Innovation in CSR

South Pole Carbon Asset Management Ltd.

Mitsuko Wong
Project Manager

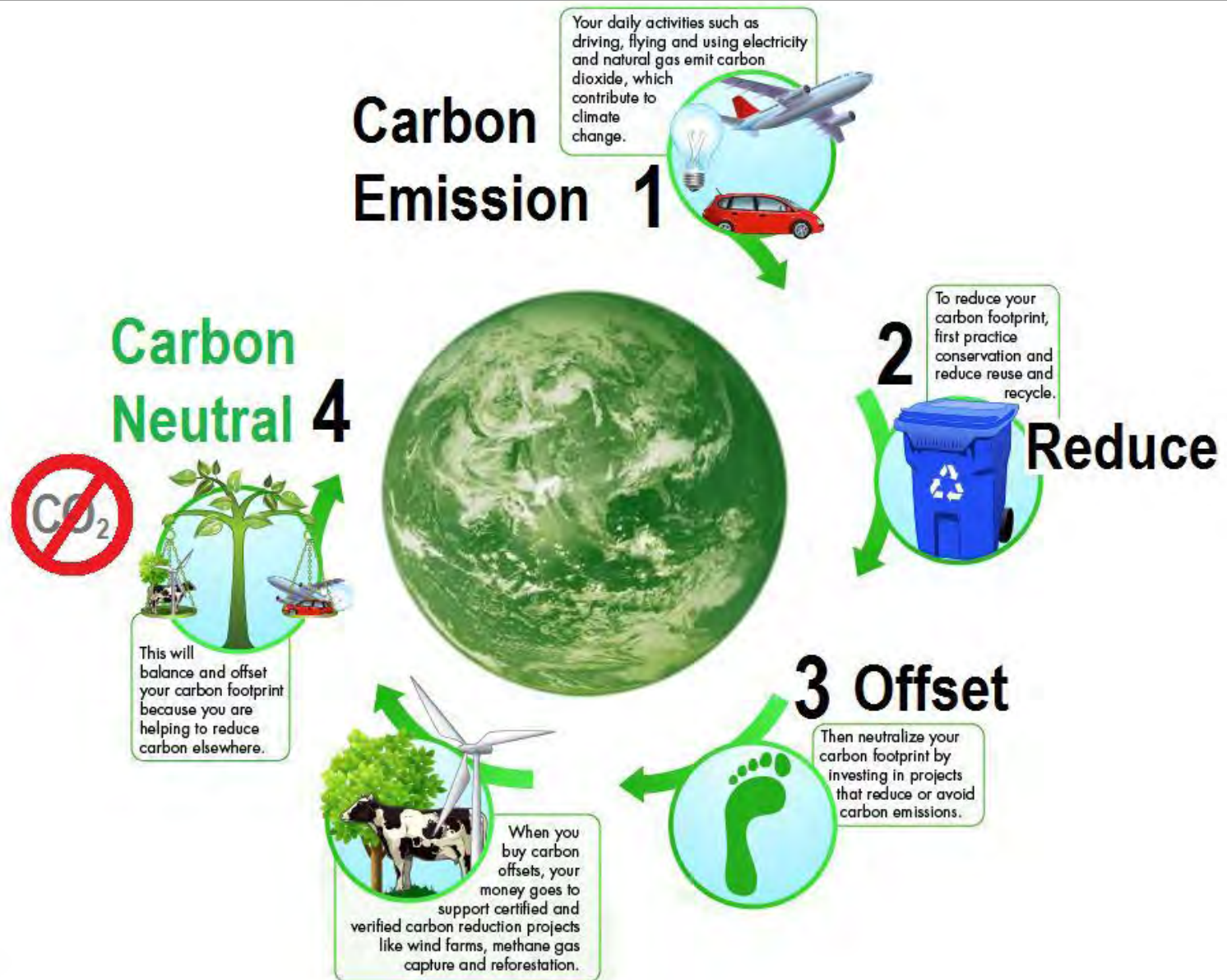


Introduction to Carbon Neutrality

- Carbon Offsetting in CSR
- Examples and South Pole's Experience
- Introduction to South Pole Carbon

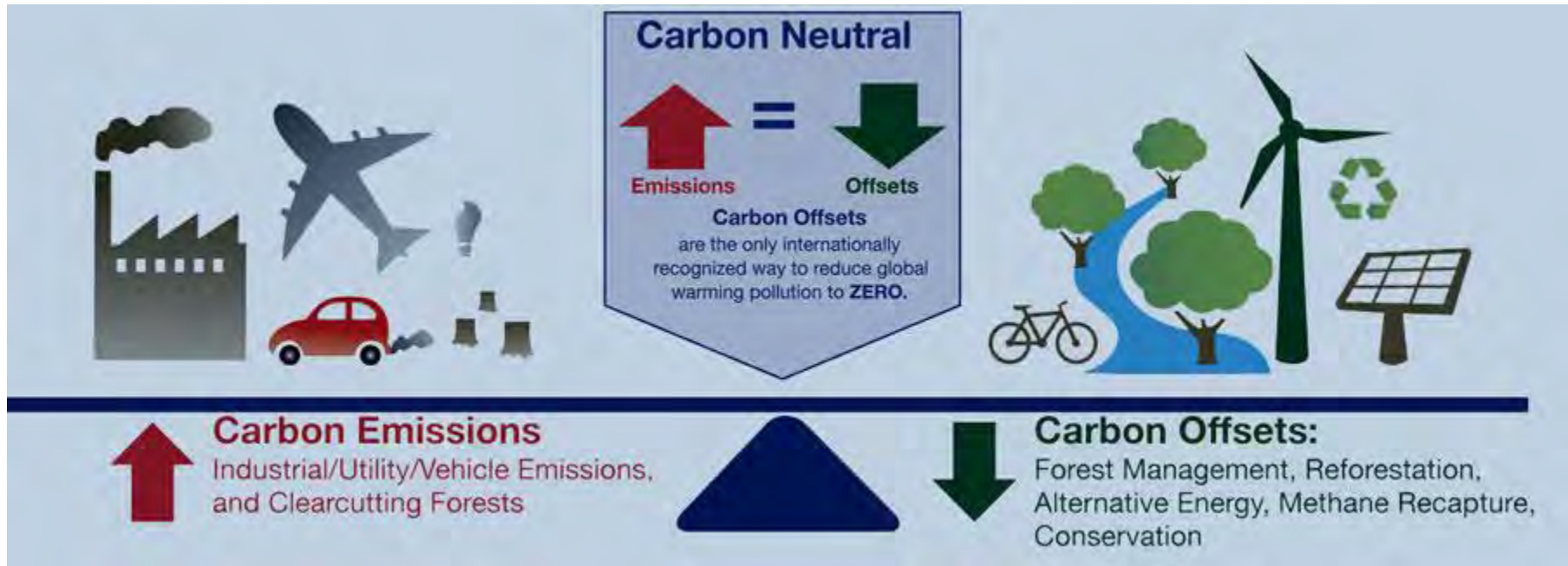


What is carbon offsetting?





What is carbon neutral?



WHY are companies voluntarily working on green strategies and carbon offsetting?



„Companies with high levels of “corporate responsibility” deliver better Return on Assets (ROA). Responsibility includes Community, Corporate Governance, Diversity, Employees, Environment, Human Rights, and Products...”

Lougee, Barbara A. and Wallace, James S. (2008)

„The announcement of carbon neutrality and or purchase of carbon offsets has got a positive influence on public companies stock price“

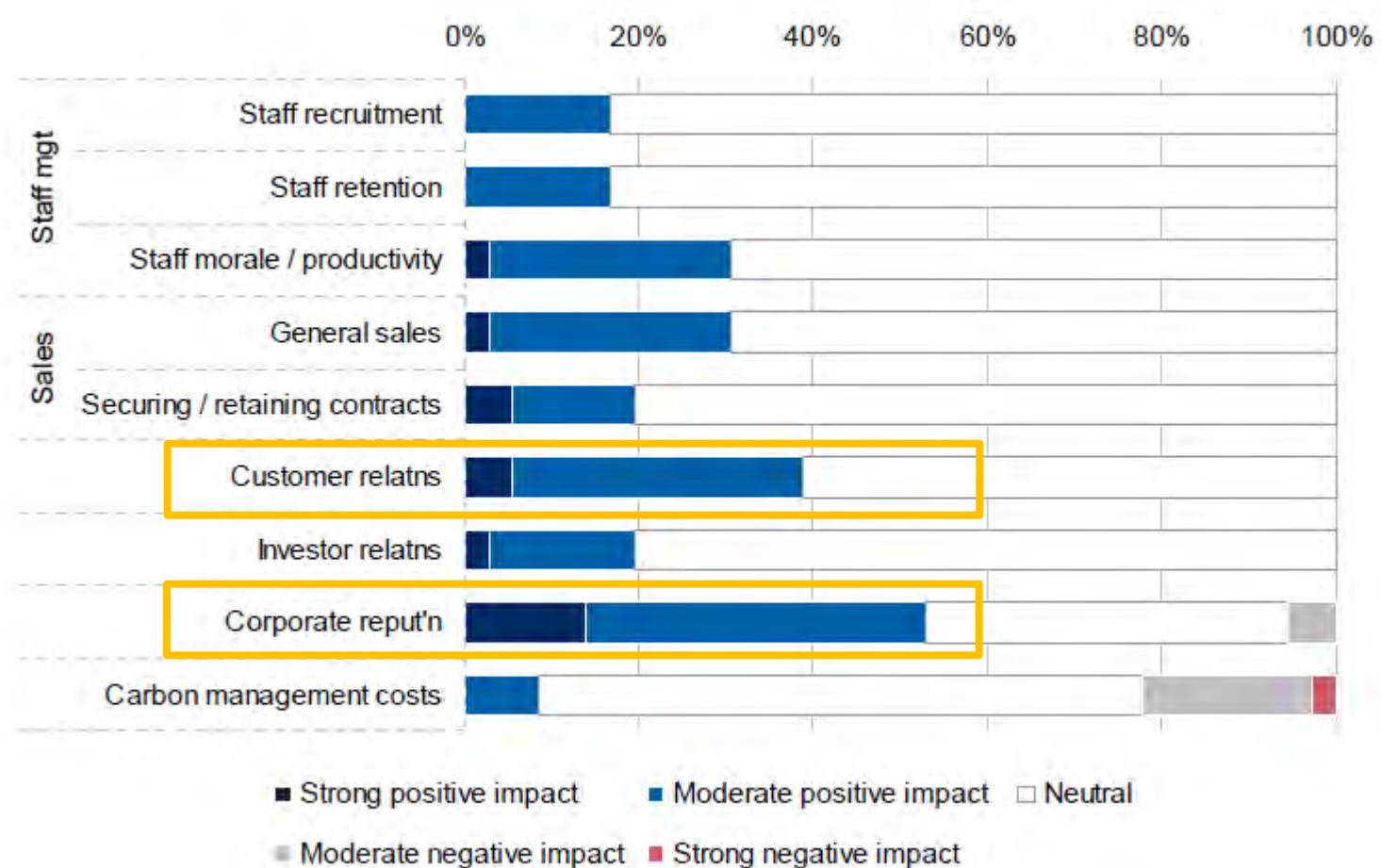
University of Toronto

„With carbon neutral products / services, companies can make themselves more attractive to their clients and can arise even stronger from the financial crisis.“

PWC



Impact of carbon offsetting on business drivers



Source: New Carbon Finance, 2009



IMPACT Level of carbon offsetting on corporate image

Impact of offsetting on sales

high

low

- products highly commoditised and suppliers distanced from customers
- price rather than reputation is key
- offsetting less cost effective

Low

High ✓

- close relationship with customers
- reputation a service differentiator
- purchasing decision not price sensitive
- low carbon intensity so offsetting is cost effective

Minerals, Agriculture,
Utilities (1ry)



Manufacturing
(2ry)



Services
(3ry)

Economic value chain stage



Which projects are typically used for offsetting?

- Methane capture from landfills and conversion to electricity
- Anaerobic digestion of wastewater coupled with electricity generation
- Reduction of industrial greenhouse gas emissions (nitrous oxide, hydrofluorocarbons, perfluorocarbons, sulfur hexafluoride)
- Cogeneration with biomass & biofuels
- Hydropower
- Geothermal energy
- Wind power
- Solar power
- Methane capture from mines and conversion to electricity
- Forestry
- Energy efficiency
-





How are offsets being used?

The voluntary carbon market has no limits in terms of potential buyers and ways of use. Potentially, **every product or services** can turn into a **carbon neutral** one through the purchase of carbon offsets.

Examples:

Services

- Travelling	Lufthansa, KLM, Swiss Airlines
- Insurance	Allianz, Aviva
- Event marketing	FIFA WorldCup 06, Live Earth
- Printing / media	News Corporation, Google
- Consultancy	PWC
- Transport and logistics	DHL, TNT
- Financial	HSBC, National Australian Bank

Products

- Energy	Eneco Energy, Axpo
- Mobile Phones	Sony Ericsson
- Beer	Krombacher
- Cars	VW Golf (Spain), Volvo
- Food and large distribution	Unilever Group, Marks&Spencer



-
- Introduction to Carbon Neutrality

-  **Carbon Offsetting in CSR**

- Examples and South Pole's Experience
 - Introduction to South Pole Carbon
-



Collaborations with corporates

Carbon Offsetting in your **CSR** plan

- Promote environmental awareness to consumers
- Support green projects development in Taiwan
- Carbon neutrality → the new **GREEN** ...at lower cost
- Preference of local carbon credits 
- Sustainable development in Taiwan

Carbon Offsetting as Innovative **Marketing Strategy**

- **GREEN** packaging for any of your product
- Exposure to a new market
- Boost your global competitiveness
- Environmental awareness = sustainable business



-
- Introduction to Carbon Neutrality
 - Carbon Offsetting in CSR

 **Examples and South Pole's Experience**

- Introduction to South Pole Carbon
-



Example of consumer offsetting : Lufthansa

[→Deutsch](#) [→English](#) [→Español](#) [→Français](#) [→Italiano](#)



CO₂ Compensation

- [Compensate for CO₂](#)
- [What is CO₂ compensation?](#)
- [Lufthansa and myclimate](#)
- [The Lufthansa projects](#)
- [The CO₂ emissions calculator](#)
- [FAQs on CO₂ compensation](#)

Calculate CO₂ emissions

Please enter the name of the locations **in English** or the code of the airport. Then press on "Calculate CO₂ compensation". Information with * is required.

from *:

to *:

via:

via:

- Roundtrip One way
- Economy Business First

Number of flights: ▼

Choose Currency: ▼ Redeem Miles & More award miles



Example of offset : Cathay Pacific and Dragon Air



- FLY *greener* offset programme
- Allows participants to voluntarily contribute to projects that take carbon dioxide out of the atmosphere or prevent it being released in the first place.
- In 2008, Cathay Pacific and Dragonair offset staff travel amounting to 11,814 tCO₂ at an approximate cost of HK\$900,000.
- Portfolio of offset projects under the Voluntary Carbon Standard or VER Plus from projects in China.





Example of offset : Cathay Pacific and Dragon Air

Offers & Promotions

- Manage Your Trip
- Helping You Travel
- At The Airport
- What's Onboard
- Frequent Flyers
- Shop / Duty Free

Search

Meet the team who go the extra mile

CXpecials eNewsletter
Sign up now for our latest offers!

CATHAY PACIFIC Save No./Username [Help?](#)

Home > [About Us](#) > [Community Relations](#) > **FLY greener**

FLY greener

Calculate and Offset Your Carbon Emissions

Our on-line calculator, below, will work out your share of emissions created by your flight, based on the length of the journey and your cabin class. Emissions are estimated by dividing the total fuel used on a journey by the number of passengers. You can enter a maximum of six flights under one calculation. For more information on our calculation method, click [here](#).

Details of Your Trip

From Hong Kong (HKG) ▾	Trip Type Round Trip ▾	No of Passengers 1 ▾
To Hong Kong (HKG) ▾	Cabin Class - Select - ▾	

Or would you like to [make a one-off contribution?](#)

FLY greener

- [About FLY greener](#)
- [Current Projects](#)
- [Calculate and Offset Your Carbon Emissions](#)
- [Corporate Offset Programme](#)
- [Make a One-off Contribution](#)
- [FAQs](#)



Example of offset with South Pole : HSBC


Our carbon offset projects

Hydroelectric projects
Location: Sichuan province, China

The development of renewable energy resources, such as hydropower, is a key element in the transition to a low-carbon economy. Hydropower uses the energy of flowing water to drive a turbine and generate electricity and, because the water is not consumed but returned to the river, it represents a renewable energy source.

The production of electricity from hydropower projects in China avoids burning coal and reduces the amount of carbon dioxide emitted. Over 400,000 tonnes of carbon dioxide emissions have been offset by eight small hydrostations located throughout Sichuan province. All of these projects are run-of-river, which means they do not divert the flow of the river. HSBC's purchase of these carbon offsets helps to support the continuing operation of these facilities.


These carbon emission reductions have been independently verified and assured to the Voluntary Carbon Standard, a standard that certifies project credibility.




© Copyright HSBC Holdings plc 2009
All rights reserved

Issued by HSBC Holdings plc
Group Corporate Sustainability
8 Canada Square
London E14 5HQ
United Kingdom
Telephone: +44 (0)20 7991 9999
Facsimile: +44 (0)20 7962 4777
Web: www.hsbc.com/uk

Designed by Group Communications, HSBC Holdings plc, London, MCF00347 1207



HSBC and carbon neutrality



HSBC became the 1st major bank to go carbon neutral


Carbon Neutrality is HSBC's major strategy for Environmental CSR, building its **GREEN** brand image.



- HSBC purchased carbon credits from small hydro plant in China, developed by South Pole
- ca. 20'000 VCUs p.a.



HSBC Global Site HSBC home page | Contact HSBC | HSBC site map

HSBC  **The world's local bank** Search Enter key words

[About HSBC](#) | [Newsroom](#) | [Investor Relations](#) | **[Sustainability](#)** | [Careers](#) | [Personal Banking](#) | [Business and Corporate](#) | [Global Banking and Markets](#) | [Private Banking](#) | [Internet banking](#)

[Our Approach](#) | [Working together](#) | [Sustainable Finance](#) | **[Protecting the Environment](#)** | [Investing in communities](#) | [Reports and Publications](#) | [Case studies](#)

[Climate Change](#)

[Carbon neutrality](#)

[Footprint management](#)

Carbon neutrality

HSBC became carbon neutral in 2005, which means our worldwide operations contribute zero net carbon dioxide into the atmosphere.

To achieve our carbon neutrality, we take four key steps:


1. Measure and report our carbon footprint
2. Reduce energy consumption and business travel in line with targets
3. Purchase renewable energy in countries where this is possible
4. Offset our remaining CO₂ emissions by purchasing verified emissions reductions from high quality projects.

Our carbon neutral status helps the bank to understand the implications and impacts that an increasingly carbon-constrained economy will have, both for us and for our clients. We believe that financial institutions will need to play an important role in the shift to a low-carbon economy.

Carbon neutrality also acts as a catalyst for organisational efficiency. The cost of offsetting carbon emissions is paid by the business regionally, providing an incentive to keep emissions to a minimum.

Through the procurement of green electricity and credible, verified offsets, HSBC is also helping to stimulate the global supply of, and investment in, low-carbon technologies.

Related case studies



Supporting Renewables and Energy Efficiency projects through our carbon neutrality

HSBC has supported a number of renewable energy and energy efficiency projects through its carbon offset purchases, including eight small hydrostations in the Sichuan province.



Example of offset: Web Company

- **Google's** effort of reducing its greenhouse gas emissions includes:
Purchasing Carbon Offset

The screenshot shows the 'Going Green at Google' page. The main heading is 'Reducing our Footprint'. Below it, there are four tabs: 'Carbon Footprint', 'Efficiency', 'Renewable Power', and 'Carbon Offsets'. The 'Carbon Offsets' tab is highlighted with an orange border. The page content includes a section titled 'Investing in Carbon Offset Projects' with two paragraphs of text and an illustration of a green building with a sun and trees.

Google Going Green at Google

Home
[Clean Energy](#)
[Reducing our Footprint](#)
[Efficient Computing](#)
[Employee Programs](#)
[Tools for Users](#)

Google Going Green at Google

Home
[Clean Energy](#)
Reducing our Footprint
[Efficient Computing](#)
[Employee Programs](#)
[Tools for Users](#)

[Carbon Footprint](#) [Efficiency](#) [Renewable Power](#) **Carbon Offsets**

Investing in Carbon Offset Projects

At this time, our work to improve efficiency and generate renewable energy doesn't cover Google's entire carbon footprint. That's why we also fund projects around the world that reduce greenhouse gas emissions. We look for projects that provide a clear plan for monitoring and verification of results by third parties so we can be certain that the reductions are real and permanent, and that the projects we buy credits from go beyond what would have happened anyway. Through this requirement, we are able to ensure that our investment makes a real difference in reducing greenhouse gas emissions.

We look for project activity that would not be viable without carbon financing. An example of a project that we have selected is the installation of improved animal waste management systems in small livestock operations in Mexico and Brazil. Normally these operations store waste runoff in open lagoons, which emit methane and nitrous oxide, both potent greenhouse gases. Our funding helps make it possible for anaerobic digesters to be installed, which capture and flare the biogas produced while simultaneously improving local air quality and reducing land and water contamination.

On their own, carbon offsets are not capable of creating the kinds of fundamental changes to global energy infrastructure that will be necessary to stabilize greenhouse gas emissions over the long-term. But the projects to which we contribute do offer real and measurable emissions reductions that allow Google to take full responsibility for our footprint today.



Example of offset with South Pole: BEN & JERRY'S



- **BEN & JERRY'S** (one of the largest ice cream company in the U.S.) buys **carbon credits** from South Pole to achieve **carbon neutrality** for its manufacturing sites of the ice cream
- BEN&JERRY's company purchased carbon credits from our General Starch Waste Water Treatment in Thailand



Example of offset with South Pole V: FIFA World Cup 06



- Buyer: FIFA World Cup 2006, Germany (2006年世界盃足球賽)
- Purpose: To make the international event carbon neutral
- Carbon Offsets were acquired is generated from the Fuel switch coal to biomass at citrus farm, South Africa
- ca. 10'000 GS VERs p.a.



Example : Event carbon offsetting

- **South Pole Carbon is one of the carbon offset providers selected to offset the U2 audience's travel emissions.**

The [Live Nation U2 360 Tour \(Click Here!\)](#) has committed to reduce their environmental impact through a comprehensive reduction and offset strategy. In addition all fans and visitors are officially called for action as well.

The Live Nation U2 360 Tour has committed to reducing their environmental impact through a comprehensive reduction and offset strategy. As part of this, the Tour will be offsetting their emissions from both the 2009 and 2010 legs. Live Nation invites you to do the same by first and foremost reducing your impact by using public transportation, carpooling ([PickupPal](#)), biking, or walking to the show. If you would like to make your travel to the show completely carbon neutral purchase an offset from one of the options below. [Learn more](#).

Make your travel to the show carbon neutral!

STEP 1
Choose the number of offsets - 1 offset equals 1 fan's travel (127 kg / 280 lbs of CO2)

Number of offsets: 1 Price per offset: USD \$1.89

STEP 2
Choose your offset project from below OR Let us choose [buy now](#)

Sol Nascente Ceramic Fuel Switching
Sol Nascente Ceramic is a small industry that produces structural ceramic devices like bricks, for the local market in the Panorama municipality and its surroundings in the state of São Paulo, T. [buy now](#)

Jinti Hydropower Station Project
The project is a micro run-of-river hydro project located in a rural region in Sichuan province, China. Installed capacity is 1.6 MW. The generated electricity is supplied to the regional grid. [buy now](#)

Location	Project Type	Standard
Sichuan Province, China	Hydropower	Voluntary Carbon Standard

Jinti Hydropower Station Project

The project is a micro run-of-river hydro project located in a rural region in Sichuan province, China. Installed capacity is 1.6 MW. The generated electricity is supplied to the regional grid replacing fossil fuels, contributing to grid stability, diversification of national energy supply, and ensuring availability of electricity to local communities. About 8,700 t of GHG emissions are displaced yearly. The construction, operation and maintenance of the power plant and associated infrastructures provide employment and training for local people. Women in the nearby villages can now use electricity for cooking and don't have to collect wood in the forest daily. The project developer upgraded access roads and community infrastructures, which has reduced the isolation of the villagers and facilitates their access to other villages, markets, schools and hospitals.

Supplier: South Pole Carbon, Zurich, Switzerland
South Pole Carbon Asset Management Ltd. is sourcing and developing premium greenhouse gas emission reduction projects that contribute to sustainable development and creation of long-term value for local communities.

<http://offsetoptions.cloudapp.net/u2-360/Offsetting.aspx?lang=en&user=07b17d2e-233e-4b12-a09b-d1621ca0dd88>



Carbon Offsets from Taiwanese Project

- Located in Tainan County
- **The first VCS** verified project
in Taiwan
- 36,000 tCO₂e VCUs p.a.
- 87,120 tCO₂e VCUs issued



*The project provides **GREEN** electricity to **12,789** Taiwanese households every year*

開創台灣首例！西口水力發電廠減碳專案通過VCS國際認證及碳權簽發查證



西口水力發電廠房全景

開創台灣首例！西口水力發電廠減碳專案通過VCS國際認證及碳權簽發查證

(中央社訊息服務20100129 16:21:33)響應政府節能減碳政策暨提昇能源效益，嘉南實業公司興建之西口水力發電廠，此一再生能源專案能有效減少溫室氣體的排放，於通過自願性碳標準

(Voluntary Carbon Standard, 簡稱VCS)之查證後，成為台灣第一家正式取得國際碳權的企業。

為因應溫室氣體減量發展趨勢及善盡企業社會責任，嘉南實業公司進行自願性減碳計劃，以西口水力發電廠減碳專案，申請VCS之碳權認證。本案由瑞士商



Carbon Offsetting in Taiwan: TEIA



環境資訊中心

Taiwan Environmental Information Center

導覽 聯繫 結盟網站 電子報 訂退報 捐款

八八週年

新聞

專欄

書齋

特輯

副刊

綠課表

論壇

討論區

捐款助環資

Google 自訂搜尋

搜尋

首頁

《地球日40周年起跑》Everybody Goes Green 128萬綠行動守護地球

[教育宣導](#) | [溫室氣體](#) | [環境正義](#) | [台灣新聞](#) | [地球日](#)

本報2010年3月23日台北訊，夏道綠報導

地球日40周年已進入30天倒數，呼應世界地球日「10億綠行動」的倡議號召，台灣各界不落人後，百萬綠行動大募集已逾128萬個，作為一個地球公民，你「地球日」了嗎？



38個單位為響應綠行動，紛紛站出來承諾其綠行動及數量，以「行動數X人數」加總，目前累加已逾128萬個，其中NGO佔(79%)，企業佔(21%)。希望藉此拋磚引玉，鼓勵大家勇於為環境承諾、為環境行動，即刻起規畫地球日行動，熱烈響應此一國際性、民間自發的環保盛事；並共同

白海豚認股第二波



最新評論

[吃素救地球 \(8\)](#)

[溼地中的狗也有生存權 華江公園流浪狗 將以結紮代替捕捉 \(16\)](#)

[我們共同的亞洲——低碳無核的未來 \(1\)](#)

[百湖之市武漢 僅餘38城中湖 \(2\)](#)

[三分鐘搞懂《農村再生條例》! \(11\)](#)

[與水共存或與水抗衡 \(1\)](#)

[英國城鎮轉型運動 講求地方經濟韌性 \(1\)](#)

[國光，將國家敗光？台灣化工學會的真相 \(1\)](#)

[破除《購買鉛箔包前請三思》一文的迷思 \(3\)](#)

[藝文界連署 守護濁水溪 反對國光石化 \(6\)](#)



Carbon Offsetting in Taiwan: 大環盃

2010/04/22

首宗碳交易運動會

自由時報

大環盃募25000元 購50噸碳權

〔記者謝文華／台北報導〕高雄大學五月將舉辦大專環境科系間的「大環盃」運動競賽，大會估算四十一所大專近兩千六百名學生，往返會場里程數所需汽油排放的二氧化碳量約五十公噸，已經向企業募款兩萬五千元，認購在地發電廠節能產出的五十公噸碳權，間接抵減，為國內首宗以碳中和抵消碳排放的運動賽會。

台灣第一家取得國際碳權認證的嘉南實業公司，在地球日四十週年前夕，捐給台灣環境資訊協會一百公噸碳權，協會正傷腦筋如何將抽象的「碳權」轉化為金錢時，接到高雄大學認購五十公噸的好消息。另外的五十公噸碳權已經從昨日開始在Yahoo!奇摩拍賣公益平台進行網拍。

這些碳權經瑞士南極碳資產管理公司認證，去年底取得國際碳權，已售出三分之二，買主皆為歐美企業。

「碳權」指排放二氧化碳的權利。協會秘書長陳瑞賓說，協會將五十公噸碳權的碳權切割為一百筆，每筆〇·五公噸，相當於每人每月二氧化碳排放量，國際每公噸碳權價格約五百元新台幣，設定網拍的每筆碳權以一元起標。此為國內首宗網拍碳權的案例。

高雄大學土木系學生會會長林光耀說，五月十五、十六日賽事期間將鼓勵選手自備水壺，另有認購種樹及接駁車等節能減碳配套。



高雄大學昨天捐款25000元給台灣環境資訊協會購買碳權，間接抵減五月因為舉辦運動會將產生的50公噸二氧化碳。(記者謝文華攝)

首例零碳排賽事 大環盃將登場

2010/04/22

聯合報

〔記者曾懿晴／台北報導〕全台首宗「零碳排」運動賽事，即將在下月登場。高雄大學以兩萬五千元向台灣環境資訊協會購買五十噸認證通過的「西口水力發電廠碳權」，預計投入大專院校第廿九屆大環盃賽事，作為碳中和之用，成為國內第一個「全綠色」運動賽會。

嘉南實業公司所興建的西口水力發電廠，因再生能源專案有效減少溫室氣體排放，在通過自願性碳權標準查證後，成為台灣第一家依國際減碳標準正式取得國際碳權的企業，也是全台第一個產出可在國際市場上交易碳權的案例。

西口水力發電廠的自願減碳計畫去年底通過的第一期查證，總計獲得八萬七千噸二氧化碳當量的碳權額度，相當於三萬多戶家庭用電一年的碳排放。

西口水力電廠最近將一百噸碳權捐給台灣環境資訊協會，高雄大學再以兩萬五千元國際行情價，購得其中五十噸碳權，預計投入下月十二、十三日在高雄大學舉辦的大環盃賽事，藉此宣導環保生態教育。

高雄大學土木與環境工程學系主任連與隆表示，大環盃屬於大專環保科系運動賽事，將有兩千五百名全台各地的學生前往高雄大學參賽，預計往返的交通運輸將增加五十噸碳排放。高雄大學此次購得的碳權，將用抵銷參賽學生的交通碳排放量，「比賽也能多些環保味。」



Carbon Offsetting in Taiwan: BCSD



Business Council for
Sustainable Development

宏觀創新 與眾不同

社團法人中華民國企業永續發展協會

地址：10656 台北市復興南路一段 390 號 10 樓之 6

電話：(02) 27058859 #106 傳真：(02) 27060788

E-mail: emmily@bcsd.org.tw

聯絡人：許彩雲

敬邀出席台灣首次碳中和(Carbon Neutral)企業組織年會
社團法人中華民國企業永續發展協會2010年會員大會



本次大會將邀請前經建會主委蔡勳雄(將轉任財團法人中興工程顧問社董事長)蒞臨專題演講：「我國邁向低碳經濟的政策方向」。並且大會將採用「碳中和」模式，以南極碳資產管理公司所捐助、經過自願性碳標準(Voluntary Carbon Standard, 簡稱VCS)查證及核發的台灣西口水力發電案碳權，來抵減因為本次會員大會所產生的碳排放，包括會場用電及與會者因為交通所產生的碳排放。這是我國企業組織的創舉，會中並將說明碳中和活動的模式，供會員參考。

Personal Offsetting: South Pole Carbon CO₂ Webshop



- Users can easily calculate their carbon footprint and choose offsets from our project portfolio
- South Pole's webshop interface can be embedded on your website, **free of charge** and the design can be personalized and customized according to your needs.

The screenshot displays the South Pole Carbon Asset Management Ltd. webshop interface. The browser window title is "South Pole Carbon Asset Management Ltd. - Windows Internet Explorer" and the address bar shows "https://shop.southpolecarbon.com/en/category/flight". The page features a large banner image of penguins at the top. Below the banner is the company logo and navigation links such as "Home", "About Us", "Sales of Emission Reductions", "Project Portfolio", "Meet Our Sales Team", "Offset Your Emissions Now", "Case Study: The Gas Sector", "Sales References", "Project Development", "Advisory Services", "Carbon IT Solutions", and "News & Press". A world map is labeled "Our Worldwide Offices". The main content area is titled "Offset Your Emissions Now" and includes a "Flights" calculator with fields for "From:", "To:", "Via (optional):", "Number of flights/passengers:" (set to 1), "Class:" (set to Economy), and a "Calculate my emissions" button. Other options include "Mobility", "Freight", "Energy", "Events", "Waste", "Overnight", "Tons CO₂", and "Cart". A "News" section on the right contains two articles about climate neutrality. A "Webshop Gold Standard Highlight" section features a photo of a person in a red hard hat and a blue jacket. The footer includes "Done", "Internet | Protected Mode: On", and "100%" zoom level.



-
- Introduction to Carbon Neutrality
 - Carbon Offsetting in CSR
 - Examples and South Pole's Experience

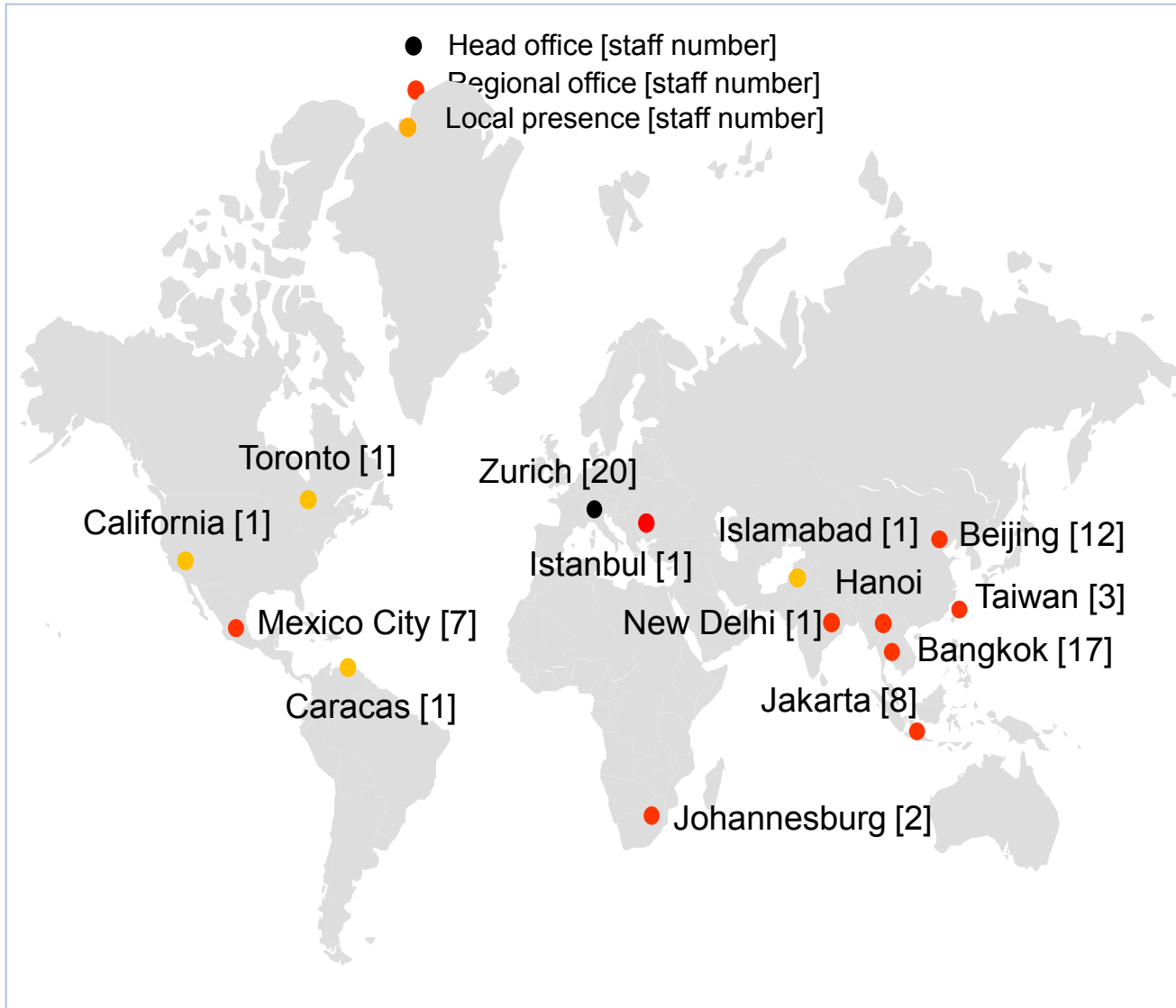


Introduction to South Pole Carbon



South Pole enjoys a broad international presence...

STATUS DEC 1, 2009



- Incorporated in July 2006
- 10 offices worldwide
- Over 70 carbon professionals
- Projects in 18 countries
- Specialized in high-quality “Gold Standard” projects
- Develop both voluntary and compliance credits

South Pole provides the whole range of carbon asset management solutions





South Pole Carbon Asset Management Ltd. offers a broad spectrum of services to secure your position in carbon market

- **Carbon asset development**

For institutions that are developing a project that potentially qualifies for emission reduction credits, we can help generate maximum value for the proposed project

- **Carbon advisory (consultancy)**

For any institution which intends to strengthen its position in the emerging VER / CDM market, we offer distinctive consultancy services by drawing upon our in-depth expertise and extensive hands-on experience.

- **Carbon sourcing**

For any institution which intends to embark on a CSR / voluntary „carbon neutral“ program or has a binding emission reduction target in place, we secure certificates from VER, CDM and JI projects, making use of our worldwide network of project partners

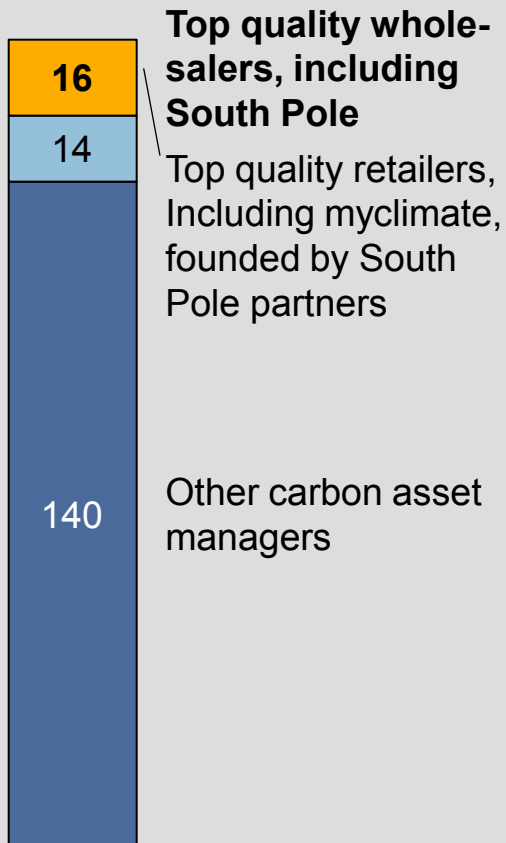
- **IT Solution**

Software solutions from managing large ER portfolios through their life cycles, over the sophisticated monitoring of single or grouped ER projects, to easy-to-handle emission calculation directly linked to your offsetting solutions.

... and is one of the market leaders world wide and in Taiwan



South Pole was rated one of the top 16 carbon wholesalers



Top quality wholesalers, including South Pole

Top quality retailers, Including myclimate, founded by South Pole partners

Other carbon asset managers

Source: The ENDS guide to carbon offsets 2008

South Pole achieved several breakthroughs

- Brought the first ever **VCS carbon credits** to Taiwan
- Handled the Gold Standard VER project in Taiwan
- First and only carbon developer present in Taiwan



South Pole is among the market leaders in Taiwan

- > 10 projects in Taiwan contracted
- > 500,000 tons of CO₂e p.a. (GS/VCS)
- > 80% Gold Standard projects





South Pole Carbon Asset Management Ltd. secures investment from BP Alternative Energy Plc

BP Alternative Energy Plc. has taken a minority interest in South Pole Carbon Asset Development Ltd.

“In our view, the carbon markets will play an important and growing role in coming years, which is why we are pleased to partner with a leading carbon asset developer like South Pole who has a deep knowledge of the markets, experience in a broad range of project types and a presence in key geographic markets.”

- Justin Adams, Head of BP Alternative Energy Ventures -



South Pole references – rapidly growing portfolio of carbon credit projects & extensive network of high quality buyers



Broad project pipeline	<ul style="list-style-type: none">• >100 contracted projects with a total volume of more than 65 million tCO₂e until 2012<ul style="list-style-type: none">– ~50% are CDM projects– ~40% are VCS projects• projects in advanced negotiations with roughly 30 million tCO₂e until 2012
Most important project types	<ul style="list-style-type: none">• Portfolio covers the main project types:<ul style="list-style-type: none">– Renewable Energy (biomass, hydro, wind)– Waste treatment (liquid and solid)– Energy efficiency– Reduction of waste gas (oil, gas and chemical industries)– Forestry– Programmatic approach (PoAs)
Extensive client network	<ul style="list-style-type: none">• Top-rated compliance buyers, such as the Austrian Government, Climate Cent Foundation (Switzerland), Italcementi, LUSO Carbon Fund (Portugal),..• Well-known VER buyers (e.g. BP, Swiss Re, Unilever...)
Unparalleled carbon market expertise	<ul style="list-style-type: none">• Participating in the UNFCCC meth panel• Involved in major climate change negotiations since 1997• Carbon advisory to international organizations (World Bank, European Commission, World Economic Forum,..) and registered CDM projects with a volume of 100 million tCO₂e until 2012

Client References



Industries:

- VeWong, Unilever, HSBC, Coop, PepsiCo, Boots, Tesco, Cadbury, Halifax, Coca Cola, Kimberly Clark, The Co-operative Group, British Sugar, Danone, Continental Clothing Company, etc.

Financial Institutions:

- SwissRe, HSBC, Fortis, BP, Man Financial, World Bank, ADB, World Economic Forum, etc.

Organizations:

- UNFCCC, UNEP, UNDP, CAF, Climate Cent Foundation, Point Carbon, WWF Switzerland, etc.

Governmental Institutions:

- DG-Environment of European Commission, Department of Trade & Industry of UK, Austrian Government, German Post Office, Swiss Government, French Development Agency, National Power Company of Indonesia, African Government, etc.



Interested in knowing more about offsetting?

Over 200 projects in more than 20 countries

The first, only, and largest international carbon developer
in Taiwan

World Leader in CSR projects development

Sustainability team contact:

m.wong@southpolecarbon.com

Tel. +886 4 2302 1592

www.southpolecarbon.com