

Press Release

Quality Leader South Pole Chosen as Best Project Developer

Both market players and the general public recently selected South Pole Carbon Asset Management Ltd. as the Best Project Developer. Within the span of one week, the company was chosen Best Project Developer in a market survey and one of their Gold Standard projects was selected by the Swiss public for offsetting the Swiss Post.

For Immediate Release: Zurich, February 15, 2010

After steady growth and with their high quality strategy approved and “officially certified” by investors and clients, 2011 is shaping up to be a banner year for South Pole Carbon Asset Management Ltd., the Swiss company with the penguin in its logo. Last week South Pole’s Zurich-based head office had two important developments to celebrate:

South Pole Named Best Project Developer in Market Survey

Environmental Finance, a renowned green business magazine, published the findings of their recent Voluntary Carbon Markets Survey 2011, with South Pole taking most votes for Best Project Developer. South Pole, a leading Gold Standard developer, was the first to issue Social Carbon certificates from outside Latin America. Since the early days in 2006, the company has focused on top (premium) quality projects, a sustainable strategy that clients and markets value.

According to South Pole’s CEO Christoph Sutter, “From our pioneering project that delivered the first-ever Gold Standard credits to today’s leading portfolio of issued Gold Standard credits, we have focused on high quality. Now we are harvesting the fruits of our sustainable business model that entails, among other things, close proximity to the projects on the ground, Swiss efficiency and expert staff with the ability to get things done. This prestigious award was earned by our global staff of 80 penguins whose excellent work is making a positive impression on a multitude of voluntary buyers and market players around the world.”

The survey’s outcome reflects a growing trust in versatile and flexible carbon market players who are on a mission (interestingly, the large financial institutions and their carbon units were dismissed by most voters). According to Mark Nicholls, editor of *Environmental Finance*, “There’s much to play for...certainly, among the readers of *Environmental Finance*, JP Morgan’s aggressive move into the carbon markets has not, for the time being, paid off. For whatever reason, our readers are favouring smaller and perhaps more nimble developers and traders.”

In December, companies active in the market were asked to nominate—via an online survey which attracted around 500 responses—the leading service providers active in the voluntary carbon markets. In addition to South Pole, the other winners were ClimateCare as Best Offset Retailer, First Environment as Best Verification Company, and ICF as Best Advisory/Consultancy. Markit was again voted Best Registry Provider.

The results are published in the February 2011 issue of *Environmental Finance*.

South Pole Offset Supplier for Swiss Post – Selected by Swiss Public

The Swiss public placed their trust in a Gold Standard project developed by South Pole that will offset “pro clima” (pro climate) shipments by Swiss Post. Via internet-based voting on Swiss Post’s website the public voted overwhelmingly for a wind park project in New Caledonia, relegating their competition, a biomass project in India and a waste management facility in Turkey, to second and third place. Switzerland, with its tradition of public voting for topics of public concern, shows once more the value of public participation.



The vote will lead to substantial funding for sustainable power generation in a remote corner of our world, offsetting thousands of tons of carbon emitted in the Swiss Post's carbon neutral shipment program over the course of the past year. The project was developed and brought to market by South Pole, issuing its first Gold Standard credits just a few months ago. New Caledonia is a remote Pacific island state endangered by climate change and partly dependent of fossil fuel imports. The project shifts the country's fuel mix towards sustainability. With its state-of-the-art design, including typhoon proof wind turbines (the project just endured typhoon Yasi without damage), the flagship project leads by example in a disaster-prone region that is in dire need of sustainable development.

Says South Pole's CEO Christoph Sutter, "We are honoured that the Swiss public selected our sustainable energy project in New Caledonia, particularly since it was an anonymous procedure with no hints to the specific project developers. Committed to excellence as well as efficiency from the beginning, we see this achievement as another step on the way to truly quality-driven and efficient carbon markets that consumers and businesses can trust."

Environmental Finance Survey:

<http://www.environmental-finance.com/news/view/1536>

Swiss Post pro clima:

http://www.post.ch/en/post-startseite/post-dossier-nachhaltigkeit/post-dossier-nachhaltigkeit-oekologische-verantwortung/post-pro-clima.htm?DCSext.wt_shortcut=climate&WT.mc_id=shortcut_climate

Zurich based South Pole is one of the world's leading high quality carbon offsetting companies. South Pole staff comprises more than 80 carbon professionals, located in nine offices around the globe – as close to our projects as to our clients. In over twenty countries we enable the implementation and operation of high-quality projects that reduce greenhouse gases. Our unparalleled portfolio comprises projects in the fields of renewable energy, forestry, energy efficiency, waste management, methane avoidance, and many other sectors. The company was founded in Zurich, Switzerland, in 2006 and has since then shaped the premium carbon markets.
