

PRESS RELEASE

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For immediate release

A Carbon Neutral Plenary Assembly supporting Reforestation



Key to postal leadership across the industry is the need to raise environmental and climate awareness across all activities as the postal industry continues to grow, diversify, innovate and touch the lives of millions of people. Leading by example, PostEurop has agreed to continue to hold a carbon neutral plenary assembly for the second consecutive year by partnering with South Pole Carbon Asset Management.

Meeting in Istanbul from 11–13 October for the annual *PostEurop Plenary Assembly*, representatives from European postal operators will discuss matters impacting the future of for Postal operators. Environmental and climate awareness remains key to leadership in the race for successful postal solutions. Hence, in line with the industry’s aim and expectation to reduce carbon emission across all activities, PostEurop continues it’s to hold a carbon neutral plenary assembly for the second consecutive year.

“With this, *PostEurop* sends a strong signal to our member organisations and to the public by calculating and neutralising the greenhouse gas emissions of their *PostEurop Plenary Assembly 2011*. Whilst face to face meeting is important for our community so are the environmental aspects. Hence, we select the Swiss carbon experts South Pole Carbon on board to guarantee sound and transparent offsetting process” said Botond Szebeny, Secretary General.

“As the (direct or indirect) carbon credit provider of choice for basically all European postal organizations that so far have embraced the concept of offering carbon neutral deliveries, South Pole Carbon understands the needs of the business like no other” said Stefan Rösch Sales manager of South Pole Carbon Asset Management. The company is skilled in all the steps necessary to reach trustworthy carbon neutrality, i.e. carbon evaluation and calculation, carbon reduction initiatives, carbon offsetting and support in communicating these achievements.

After supporting a Geothermal project in Turkey last year, this time PostEurop chose a pioneering reforestation project in Colombia for the *offsetting of approximately 65 tons of carbon* at this event. This further compliments the United Nation’s theme, “the International Year of the Forest”, and demonstrates the strong bond between the postal industry, forest and the communities. This activity not only balances out all emissions of the *Plenary Assembly* but also strengthens biodiversity and the local community in a rural region in need.

POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable and competitive European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2.1 million employees across Europe and deliver to 800 million customers daily through over 175,000 counters.

About the project

South Pole Carbon has set up several hundred hectares of reforestation project on land degraded by gold mining, planting over twenty native tree species and by that restoring a biodiversity hotspot close to extinction. In addition, the local population is given work in the project and receives support to enable a living in a non-destructive manner. Hundreds of thousands of tons of carbon are stored in the trees and kept from the atmosphere on a permanent basis. The project is certified against two robust standards (Voluntary Carbon Standard – VCS and Climate, Community and Biodiversity Standard – CCBS), guaranteeing for transparency, permanence and the involvement of the population.

Voluntary Carbon Standard (VCS) project database:

<https://vcsprojectdatabase1.apx.com/myModule/Interactive.asp?Tab=Projects&a=2&i=576&lat=7%E6002108985&lon=%2D75%E2952099996&bp=1>

South Pole Carbon project fact sheet:

https://www.southpolecarbon.com/_marketing/658.pdf

About South Pole Carbon Asset Management Ltd.

Zurich-based South Pole Carbon Asset Management is one of the world's leading high-quality carbon offsetting companies. With more than 80 carbon professionals located in ten offices around the globe, South Pole Carbon is as close to its projects as its clients. In over 21 countries, the company enables the implementation and operation of high-quality projects that reduce greenhouse gases. South Pole Carbon's 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. Since then, it has shaped the premium carbon markets. In 2011, South Pole Carbon was named Best Project Developer in *Environmental Finance's* Annual Voluntary Carbon Market Survey.

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