

South Pole **People and Culture**

EVP & Talent Proposition Playbook

 **south pole** The Climate Company

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Hello, we're South Pole.



Understanding the Backstory

Throughout 2022/23, South Pole engaged with employees through the Employee Engagement Surveys (2022 & 2023) and the EVP Interviews to understand what motivates our people to want to work and stay at South Pole. The same common themes continued to shine through all of the results.

PEOPLE and **PURPOSE** come out on top as the main drivers for all Penguins at South Pole. People was also the most used word when answering the open question

“What is the company’s greatest strength?”;

other words include

“Employees”, “Work”, “Team”, “Culture”, “Mission”, “Purpose”, “Vision”, “Expertise”, “Knowledge”, “Global”, “Flexibility”.



Understanding the Backstory



Impact (Purpose/Meaningful work) emerged as the second main driver (also in 2022), with 85.7% score. "I am proud to work at South Pole" and "I feel identified with the Company's mission, vision and purpose" are the two most rated questions in that dimension.



Direct Management is also a driver, in this case the third leading (83.1%). Employees feel heard and supported by the line manager, also feel that the line manager is a good role model.



South Pole's people feel a genuine connection to the purpose and mission, it's what brings our people together and they all feel no matter how small a part - they can make a real impact as a result of working at South Pole. Our people all feel as though they play a part in the success of South Pole and in the fight against climate change.



'we all play our part' is a message that connects all penguins - in the part they play at South Pole and the part they play in making a difference to our world. It's also a warning that we all MUST play our part and that we all are responsible for the future.

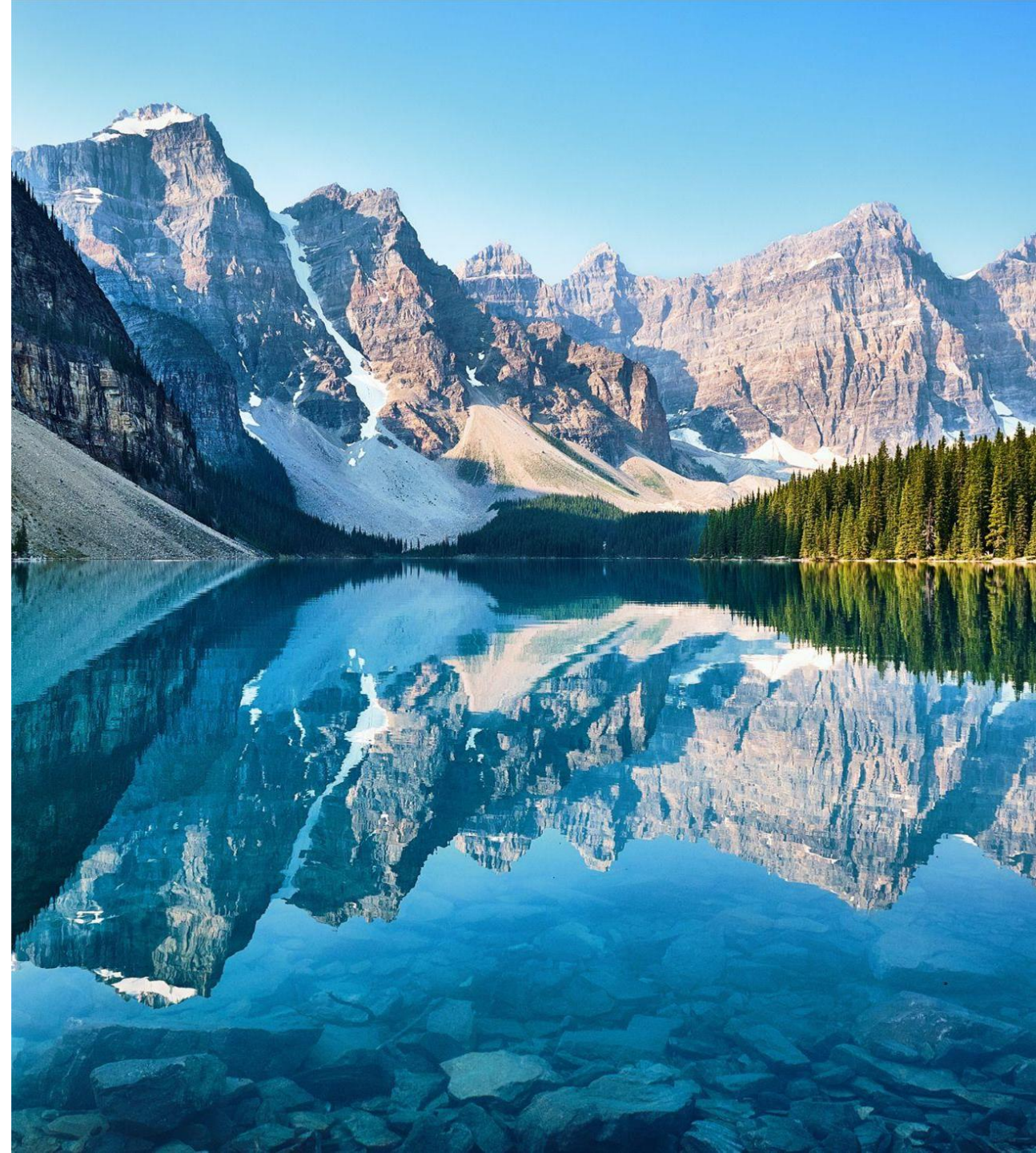
Building 'The Story' into the employee experience

Our story began in Zurich, with 5 friends* in 2002. They had a belief and a vision to shape and change the future of the world through climate empowerment, education and projects with their non profit organisation; MyClimate. These 'social entrepreneurs' went on to pioneer climate change with the introduction of South Pole in 2006*. More than 20 years on, with the support of some of the most passionate and talented entrepreneurs around them, who are empowered to all play their part and with their founding belief in aligning purpose with passion, people and profit, they have created South Pole, an organisation that has gone onto positively impact the lives of over 20 million people across the world through its projects, saving over 20,000 sq kms of forests from deforestation.

Read and see the full South Pole Story at www.southpole.com

*Patrick Bürgi, Thomas Camerata, Renat Heuberger, Ingo Puhl, and Christoph Sutter

* 2006 Joined by Marco Hirsbrunner and Christoph Grobel





What does 'we all play our part' mean?

Every time one person plays their part at South Pole, their contribution has a real effect and makes a huge impact. That impact can be felt when they contribute through their work and the ripple effect is felt by their colleague next to them, their team, their managers, the business and in many cases, the wider community. This is impact in its truest sense, and this is what we mean when we say, 'we all play our part'. Impact, Purpose and People continue to be the overwhelming themes whenever we ask our fellow Penguins what makes South Pole so unique or different to anywhere else they have worked before. Purpose is our power at South Pole and what sets us apart but also unites us. But each Penguin is unique and holds their own superpower. Each of these unique elements are hugely valuable to making up a team of people who all play their part in the success of the business and change in communities across the world as a result.

Living by our Guiding Principles at South Pole



Act and Empower Others is a key principle to the way we work with each other and our clients at South Pole. We share our knowledge with each other and ensure all of our people have the tools they need to be a success. We care about each other and by appreciating one another, we make our people feel like they really count, because we all play our part at South Pole.



Build Trust: We build trust by showing that we are caring, fair, open and honest people at South Pole. We build trust through our knowledge, experience, expertise and excellent results. We are a team that trust each other, we work together to deliver world class, changemaking solutions.



Be Ambitious: We are a team focused on achieving the net zero ambitions of all of our clients. Through SBT's we continue to innovate and find new ways to deliver unique solutions that enable the organisations we work alongside to exceed their targets and goals on climate change.

South Pole Our Culture



We are Changemakers

...we make a real impact on communities, to our fellow people and partners and to our planet. Our aim is to achieve maximum environmental benefit for all.



We are Entrepreneurs

...we bring entrepreneurial flair, agility and an open mind. We get the support and space to succeed, with the freedom to achieve our ambitions.



We are One Team

...we are unified through our shared purpose, and work together to deliver genuine climate impact for all. We constantly evolve — we do things differently, we think differently.



We Celebrate Differences

... we are driven by curiosity, passion, purpose & optimism, we believe everyone can make a difference. We know we everyone plays a part in shaping the future.

Perks and Benefits to working for South Pole

Hi Spec Laptop for home working – additional equipment available for fully remote workers

Personal Curiosity Budget – An annual training and education allowance to inspire you to learn and develop in those areas you are most curious about.

Flexible Vacation Benefits – Apply to buy up to one working week of additional annual leave each year.

Continuous Learning – Thousands of hours of learning materials tailored to support personal and professional development

Care for your emotional wellbeing– Unlimited access to mental, financial and physical wellbeing support. Compassionate leave, Mental Health first aiders.

Enhanced financial wellbeing – Access the best financial support through our EAP and Life Works app

(Additional benefits rolling out globally throughout 2023)

Life Insurance – Available for all employees across the world

Company Pension Schemes – Ask for more details

Healthcare – Easy to access healthcare options



EVP Statement

We are connected through our shared purpose and united through our passion. We all play our part as we work together to build a place that nurtures and sustains a global, inclusive culture. Our different backgrounds and varied perspectives help us innovative, generate better ideas and deliver world class solutions that help solve global climate issues. We continue our mission to build a sustainable and equitable society. Whether we are strategists, defenders or protectors – we all make a difference – **we all play our part.**

EVP Imagery

The new EVP and Employer Brand imagery built around 'we all play our part' and highlights the 'superpowers' of our penguins and their careers and roles within the business - showing the impact they make and the role they play - and proving that 'we all play our part' and that Purpose Is Our Power at South Pole. Employees who take part in the campaign will choose the 'superpowers' that best describe who they are.

This type of imagery would also be used in video content to highlight our people, tell their stories and create a culture of inclusion.

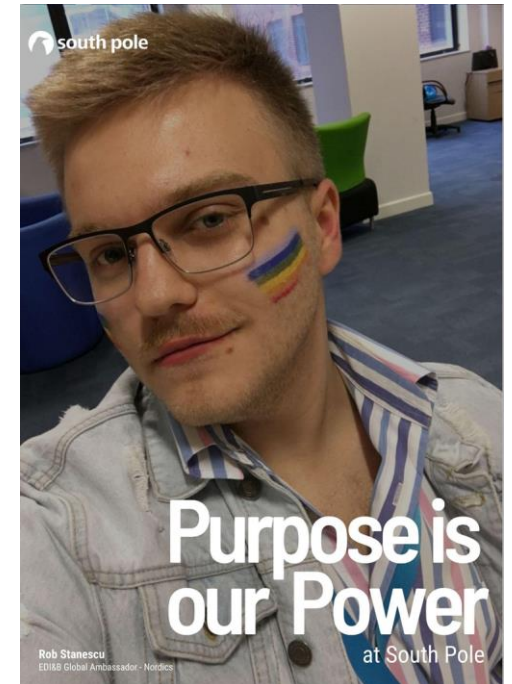
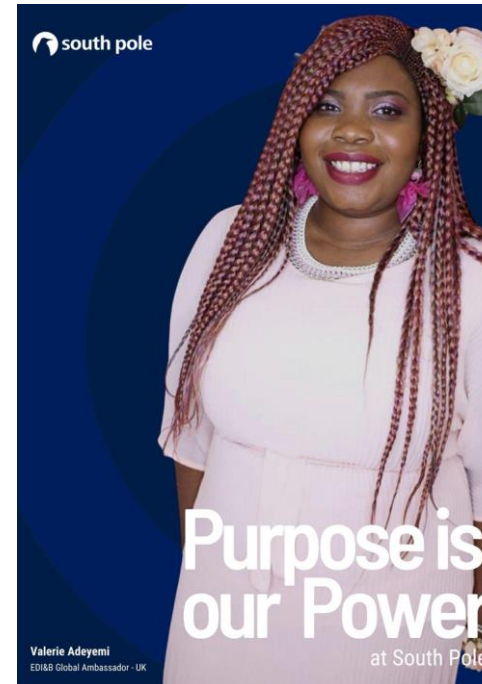
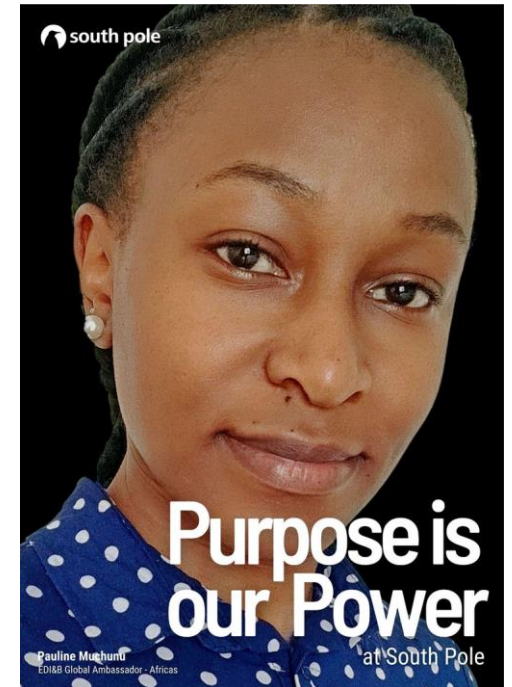
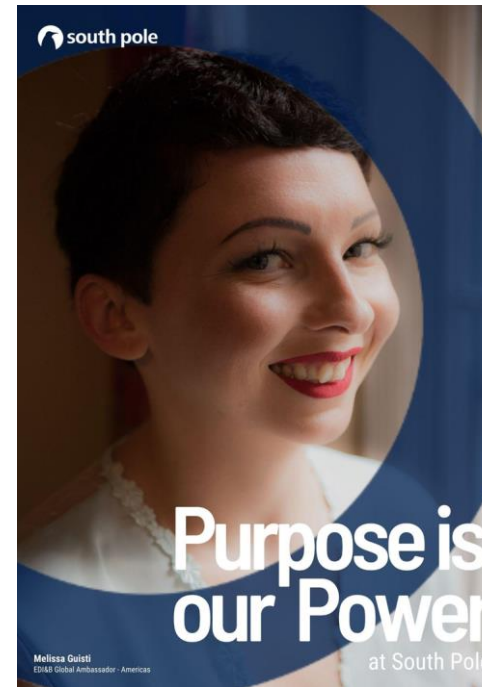
All images shown are images of our Penguins across the world.



EDIB Imagery

At South Pole, we strive to build and nurture a culture where inclusiveness is an automatic reflex. We know that the power to start building a better future and climate for everyone begins with inclusivity and social justice. Equity, access, participation, visibility and rights for all of our employees is vital as we tackle those challenges we face, these all signify an environment where all colleagues feels supported to bring their whole selves to work. We are made up of a wonderful tapestry of people all who play their part in the future of our business and the world.

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EVP Cheatsheet

You can find all the key EVP information in one easy to use 'cheatsheet'

The South Pole Story

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Our Culture



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'Purpose Is Our Power at South Pole'



Introducing: Penguin Global Resource Groups

Global ERG's will meet 3x every quarter to suit Penguins in APAC, Australia, EU and Americas Time zones.



WIN

Women Inclusion Network

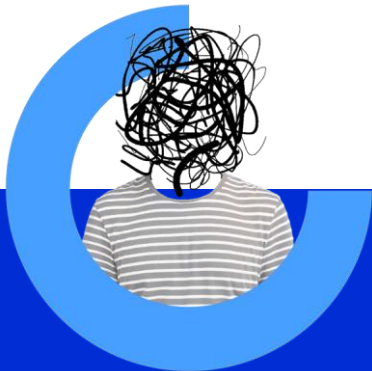
The Women Inclusion Network's aim is to positively and proactively contribute to creating a diverse workforce at South Pole where women are empowered to reach their full potential.



FUSION

LGBTQIA+

FUSION serves to foster an inclusive community at South Pole, advancing equality for lesbian, gay, bisexual, transgender, queer/questioning, intersex and asexual people. The LGBTQIA+ PRG consists of LGBTQIA+ individuals and allies interested in LGBTQIA+ issues for employees at South Pole.



Minds Of All Kinds

Minds of All Kind is focused on neurodiversity and mental health. The mission of the PRG is to champion neurodiversity at South Pole in order to create an inclusive workplace for minds of all kinds.



REACH

Race Ethnicity And Cultural Heritage

The aim of the REACH resource group is to create a supportive and collaborative community for South Pole employees who represent racial, ethnic and cultural minorities across the globe.

From EVP

South Pole We All Play Our Part

To Employer brand

South Pole Work For The World

Understanding the Employer Brand Messaging

WORK FOR THE WORLD puts the emphasis on the power and impact behind the work at South Pole. It's not just about working for a company. The work we do has far reaching effects. Everyone at South Pole works for a bigger cause – climate impact – and by working for South Pole, you can make your contribution to helping communities, each other and organisations change the way they think and do business.

Work for the World is our main 'employer brand' and call to action. It can alongside our people and project imagery, images of offices, environment.

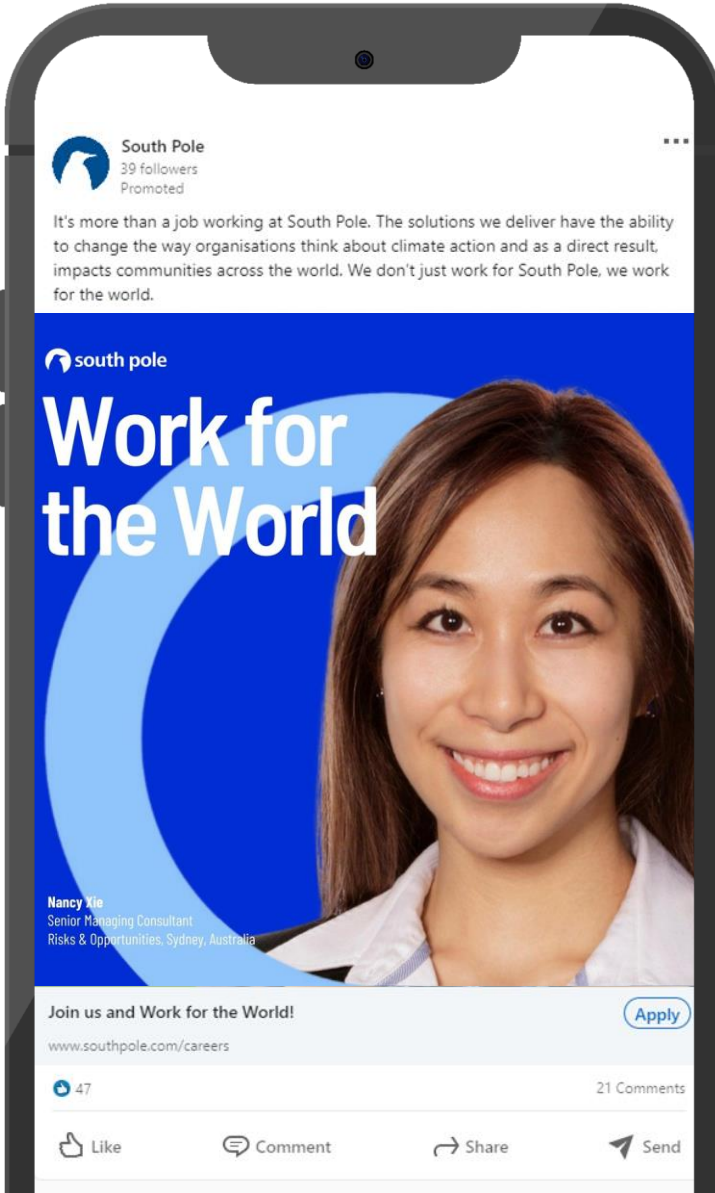
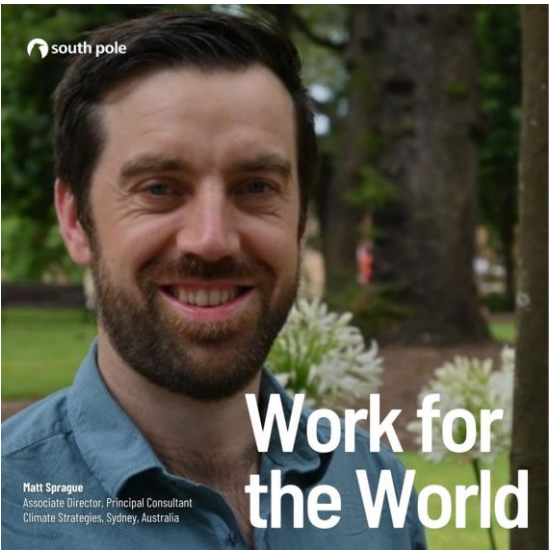
PURPOSE IS OUR POWER. Purpose and people consistently come out on top as the main driver for all Penguins at South Pole. Our people see Purpose at South Pole as the most powerful and compelling reasons in what makes working at South Pole so unique.

When we use 'Purpose is our Power' – it is always accompanied with images of our people looking into camera (on occasions stock imagery may be used for specific attraction purposes but much be people images looking into camera). This tagline is also effective when used with powerful images of diversity.



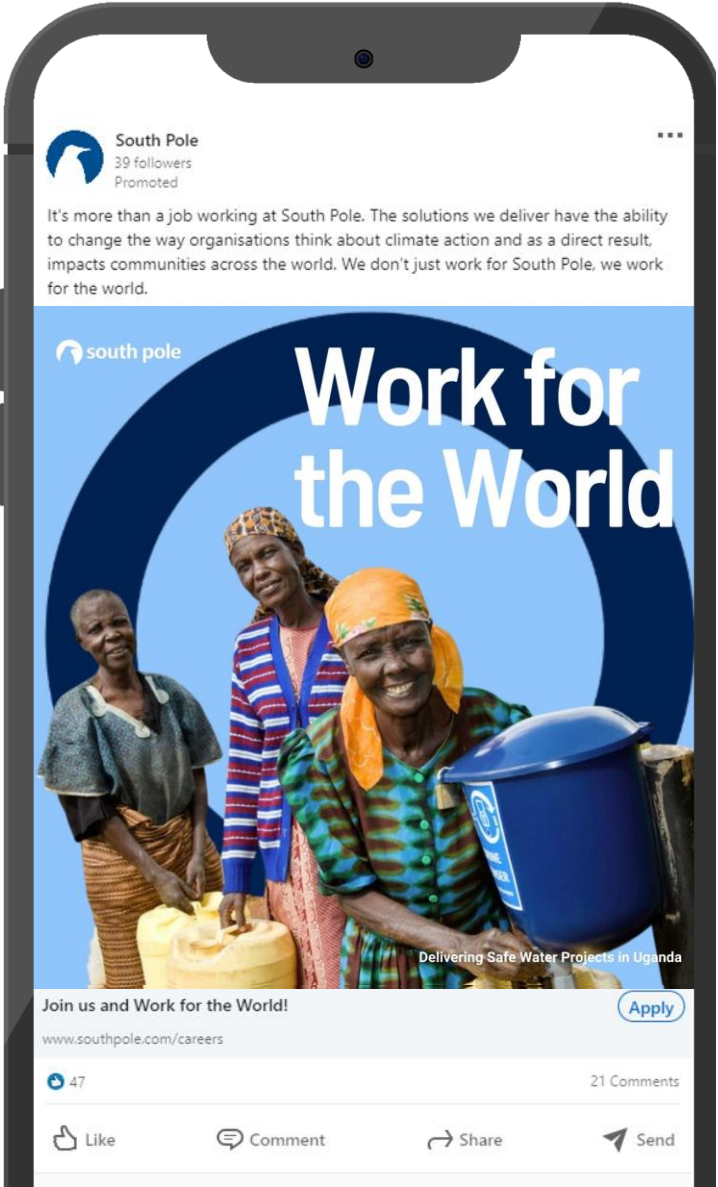
Work for the World: Team Imagery

All images shown are images of our Penguins across the world.



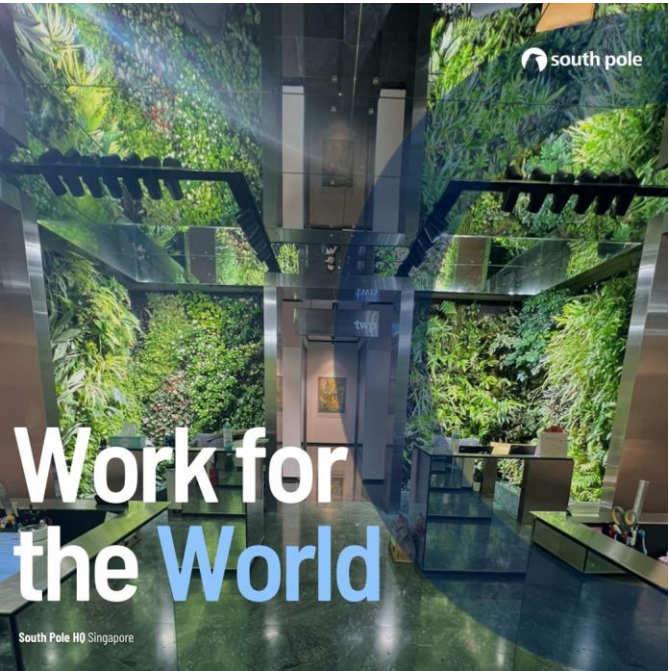
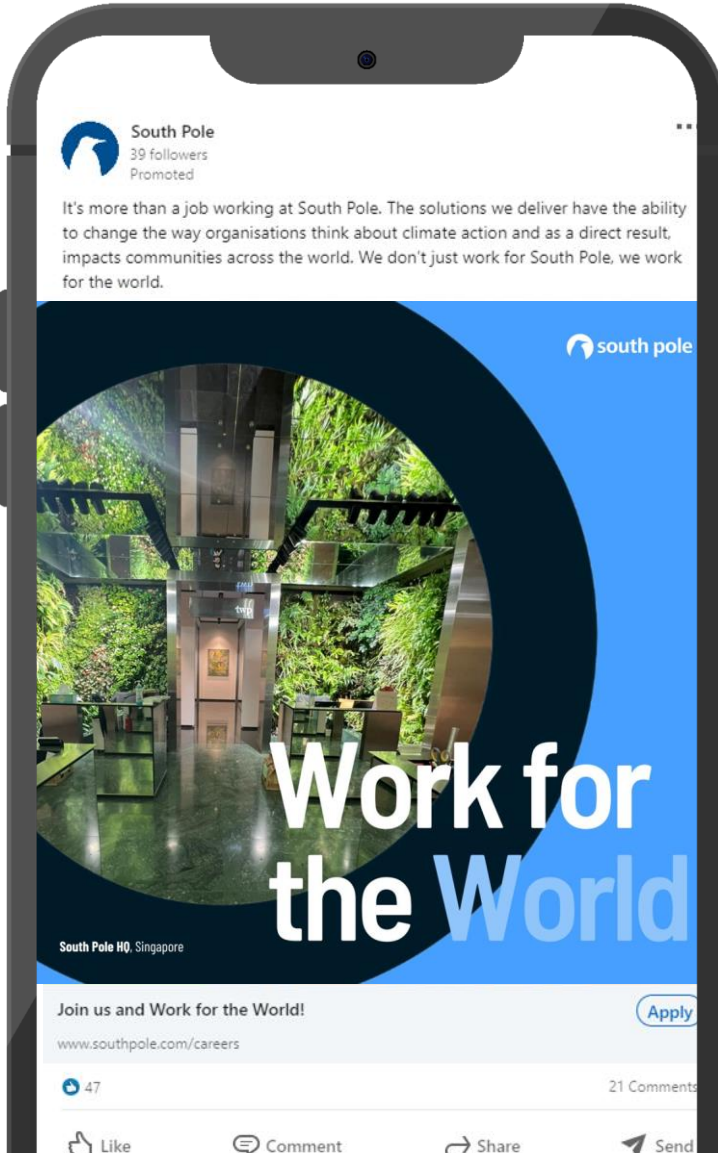
Work for the World: Project Imagery

All images shown are images of our projects across the world.



Work for the World: Location Imagery

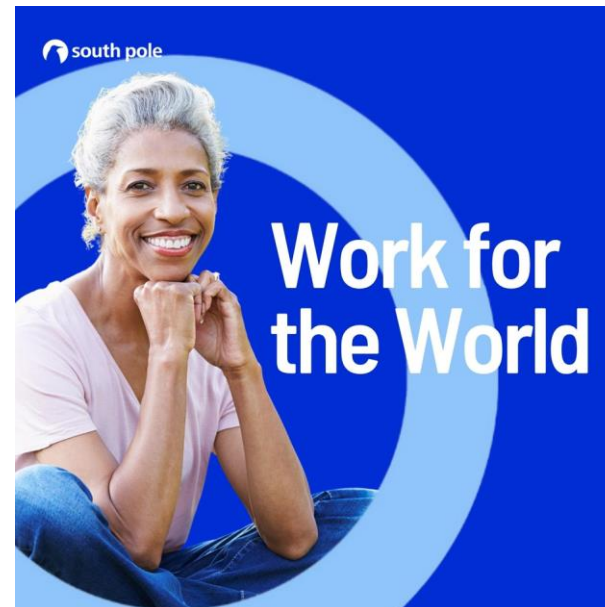
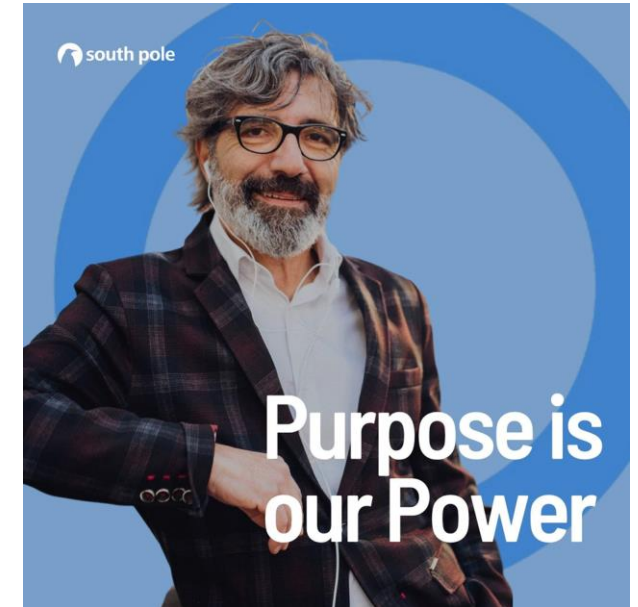
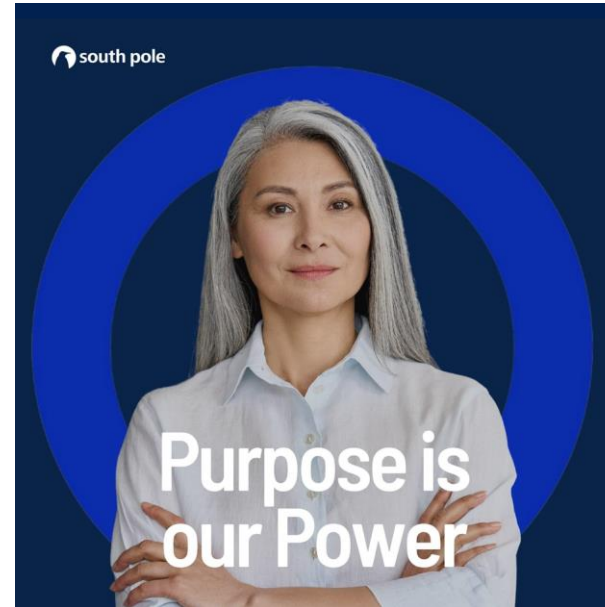
All images shown are images of our offices across the world.



EDIB: Diverse Imagery

(Stock imagery has been used while original photography is developed)

The campaigns can be adapted to attract applicants from multi generational backgrounds and show us an organisation that has the infrastructure to manage experienced professionals.



Graduate Attraction



Africa



North America



Localised Attraction



APAC Regions



Social Recruitment Marketing



EVP In Office Messaging



How we talk

Our tone of voice is simple, trustworthy & friendly.

Yes, we know all the big technical words, but we use them sparingly

We choose our words carefully and back up everything we say with science

Climate is complicated enough. We use friendly, accessible language that draws people in



Our language can be serious, fun, simple or technical, depending on the occasion and audience.

And always accessible to the reader.

Our short story

Hello.

We're South Pole, the climate company.

We're in business to help solve the climate crisis.

We do so by developing the projects and solutions
needed to enable everyone, everywhere
to make a true impact on climate change.

Our longer story

Hello.

- Who** We're South Pole, the climate company.
- Why** We're in business to help solve the climate crisis.
- How** We do so by developing the projects and solutions needed to enable everyone, everywhere to make a true impact on climate change.
- What** Change starts with understanding. We work to build trust and create a shared global understanding of what needs to be done explaining how possible it is to solve, even with the technology available today.

Next comes action.

We are ambitious, developing and finance innovative climate projects and technologies. Our climate projects are the most extensive in the world, helping companies compensate for their emissions while they rethink their value chains, and funding the urgently needed restoration of nature and growth of renewables, among other things.

We empower others by helping companies decarbonize their operations, by measuring their emissions, working with them to set ambitious targets then helping them implement strategies to achieve them and playing a leading part in a net zero world.

Finally, while work is being done by companies to decrease their environmental impact, we trade them verified credits to mitigate their damage.

Result Together, these activities have the power to change climate change. Working with our clients and partners, we believe we can help remove over 100GT of carbon for our atmosphere, and show the world the way to remove much more.

It's a big mission, but we're up for it, working like the future of humanity depends on it.

Because it does.

Lead lines

Steal them, use them. That's what they're here for.

Or create your own, using the same ambitious, empowering tone of voice.

We're in business to help solve the climate crisis.

We're here to create true climate impact at scale.

Climate change affects everyone, so we need everyone, everywhere to help solve it.

Everyone's talking about a better world. We're here to help make it happen.

We have boots on the ground and in the boardroom

We're 'for-profit' and 'for-planet' at the same time

When science and innovation work together, everything is possible



Recruiter Advice

Some tips and messages for recruiters that can sum up the journey South Pole are on.

We are getting there...

We are not perfect.

Sometimes we take risks.

We are passionate.

We are a Purpose for Profit organisation.

We're here to make a difference.

If we get it wrong, we'll figure out how to get it right next time.

4 P's - Passion, Purpose, People, Profit.

What can new talent expect?

A challenge.
Hard Work.
Friendships.
Knowledge Sharing.
Purpose.
To be challenged.
Fun times.
Social events.
Fluid working.
Ups and Downs.
High Speed.
People who care.
Mistakes
Passion.

Still there....?
.....Then you're ready!



South Pole: *Our Global Presence*





For more info

r.obrien@southpole.com