

SELECTED CASE STUDY

Global EVP and employer brand transformation

South Pole

Research, strategy, proposition development and activation

ROB O'BRIEN



Public portfolio extract. Sensitive employee detail removed.

THE CHALLENGE

One global story for a diverse, purpose-driven organisation

South Pole needed a clear proposition that could connect employees to its purpose and work consistently across the candidate and employee experience.

Employee surveys and EVP interviews across 2022 and 2023 identified two recurring anchors:

PURPOSE

PEOPLE

with manager support and meaningful work reinforcing the story

THE PROPOSITION

A shared idea employees could recognise and candidates could understand

INTERNAL EVP

We All Play Our Part

EMPLOYER BRAND

Work for the World



The EVP expressed contribution and shared responsibility. The employer brand turned that idea outward, showing how work at South Pole creates wider climate impact.

The creative system used real employees, their roles and personal 'superpowers' to make the proposition visible.

THE APPROACH

From employee insight to a usable global system

01 Listen

Combined engagement survey themes with EVP interviews to identify what made people join and stay.

02 Define

Built the proposition around purpose, people and the impact of each employee's contribution.

03 Design

Created a flexible visual and verbal system using real employees, projects and workplaces.

04 Activate

Applied the story across recruitment, EDIB, office environments, social content and recruiter guidance.

The South Pole Story

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.

*Patrick Kägi, Thomas Camerata, Renat Wederger, Ingo Pahl, and Christoph Sutter
*Joined by Marco Kirschenner and Christoph Gröbel

Employee Perks and Benefits

Hi Spec Equipment - Laptop for home working plus 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 financial support through our EAP and Life Works app

(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

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.

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.

We All Play Our Part

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 Difference: ...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.

'Purpose Is Our Power at South Pole'

A practical playbook translated the proposition into messages, proof points and guidance teams could use.

ACTIVATION

One proposition across the moments that shape experience



Recruitment and social

Employee-led campaign content made purpose and contribution visible to candidates.



Workplace experience

Office messaging carried the same story into the physical employee environment.



Projects and impact

Project imagery connected individual roles with tangible climate and community outcomes.

THE OUTCOME

One connected story across the candidate and employee experience

The work created a coherent global system rather than a single campaign:

- A clear employee value proposition
- An outward-facing employer brand
- A consistent visual and verbal identity
- Practical guidance for recruiters and internal teams

ROB O'BRIEN

Led the research, strategy, proposition development and activation with People & Culture and global stakeholders.

