



and



Leading a global change

climatetrade.com



Santander, the global banking group, partnered with us to pioneer a groundbreaking initiative in the finance industry.

Our collaboration enabled Santander to empower its customers to actively offset their carbon footprint by purchasing carbon credits assigned to certified projects.

This partnership exemplified Santander's commitment to sustainability and provided a unique opportunity for customers to make a tangible impact on environmental conservation and renewable energy projects.



➤➤ The Customer

Santander, a global banking group headquartered in Spain, has a strong presence in retail and commercial banking across various countries.

With a history spanning over 160 years, Santander is committed to driving sustainable practices and reducing its environmental impact.

The bank is known for its commitment to innovation, customer-centric approach, and digital transformation. Santander Bank provides a comprehensive suite of products and services, including retail banking, corporate banking, investment banking, asset management, and insurance.

With a focus on fostering financial inclusion, Santander strives to meet the diverse needs of individuals, businesses, and institutions, while maintaining a strong emphasis on ethical and sustainable practices.



➤➤ The Challenge

During the United Nations Conference on Climate Change (COP25), Santander made a significant announcement, pledging to achieve carbon neutrality by 2020.

In their endeavor to embrace sustainable business practices, Santander sought to address scope 3 emissions and actively involve their customers in their sustainability journey.

Santander were keen to demonstrate their commitment to not only reducing their own environmental impact but also driving systemic change. By addressing scope 3 emissions and involving their customers in sustainable practices, the bank sought to set an an example for other organizations to follow, inspiring a collective movement towards a greener future.

➤➤ The Solution

ClimateTrade provided Santander with a solution that allows its customers to measure their carbon footprint and take action against climate change. Through our plug-and-play API technology, Santander customers are now able to track their sustainable activity, receive eco-friendly tips, and access relevant information to reduce their carbon footprint, all within Santander's own ecosystem via the website or banking app.

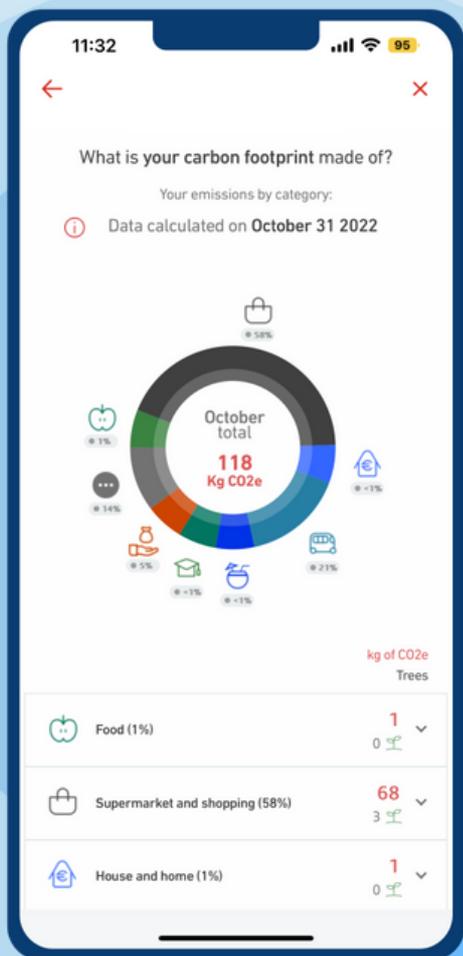
Additionally, customers have the option to voluntarily offset their emissions by participating in various projects that aim to prevent new emissions or absorb existing ones through carbon credits. Our blockchain technology ensures the traceability of carbon offset transactions, guaranteeing their real impact in the fight against climate change.

This collaboration enables Santander to support renewable energy generation, ecosystem conservation, and reforestation initiatives, aligning with their sustainability strategy and commitment to achieving net-zero emissions.

➤➤ The Results

By collaborating with ClimateTrade, Santander empowered its customers to have a deeper understanding of their carbon footprint based on their purchasing activities.

This partnership offered transparency and valuable insights into the environmental impact of these transactions, enabling Santander customers to make informed decisions and take proactive steps towards reaching carbon neutrality.



»» Why ClimateTrade?

Santander chose ClimateTrade as its partner for carbon offsetting as we were able to provide seamless integration of our API directly into their own platforms and offer a secure and transparent marketplace, with high quality and verified environmental projects.

Santander were able to pre-select environmental projects that best aligned with their brand vision and values, while allowing their customers to select from one of these meaningful causes.

They chose to focus on three initiatives in Latin America: a wind farm in Mexico, a reforestation project in Colombia, and a renewable energy plant in Brazil.

**Ready to learn how we could
do the same for you?**





[Learn more
climatetrade.com](https://www.climatetrade.com)



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