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Soli Announces Launch

Cambridge, MA – Soli®, the patented game-changing program that links consumers and brands together to fight climate change, is launching on May 14, 2018.

Soli is a new promotional program that rewards consumers for their everyday shopping, both monetarily and by lowering the carbon footprint.

“Climate change is one of the major challenges facing us today. Most people feel there is nothing they can do that will have a significant impact on climate change – but that’s not true! Together, we can make a difference every day and cumulatively over time with the Soli program,” stated Soli Founder and Chairman, Robert MacArthur.

For the first time, consumers can get financial benefits for lowering the carbon footprint, instead of paying for it. “Every \$24.00 spent on day-to-day purchases retires as much carbon dioxide as it takes a full-grown tree to do in one year,” explained MacArthur.

Soli is launching initially among millennials, college and university students in greater Boston, then throughout the US, to reach an estimated millennial market of 20 million. Soli lowers the carbon footprint with every dollar college students spend shopping from a network of select merchants. The program will then reach out to all consumers throughout the country.

“Our SoliPoints program ‘greenifies’ any product or service by tying purchases to verifiable reductions in carbon emissions. Our tagline is ‘It Pays to Save the Planet™’,” continued MacArthur.

“Soli is pleased to be working with the City of Boston,” said Brian Alexson, CEO. “This is a great opportunity for us to show people in the Commonwealth how they can have a significant impact on climate change on a personal level without changing their everyday behavior.”



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Solipoints is a participating member in the UN Climate Compact, the Association for the Advancement of Sustainability in Higher Education, and is affiliated with non-profit Climate Remediation Foundation.

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