



www.solipoints.com

FOR IMMEDIATE RELEASE

Soli Founder MacArthur Interviewed by American Sustainable Business Council

Cambridge, MA – 09.26.18 – Soli’s Founder Robert MacArthur was recently interviewed by the American Sustainability Business Council (ASBC) for its monthly Member Spotlight regarding how Soli can help the ASBC’s members fight climate change.

The ASBC’s goal for the interview was to introduce Soli to its members so they can better understand how they might help their customers and employees save the planet, while being viewed as being supportive of sustainable efforts through Soli’s loyalty plan.

Soli® is the patented shopping reward program that ties carbon reduction with everyday purchases to fight climate change. **Every dollar spent by consumers with participating merchants, no matter the content of the purchase, keeps two pounds of carbon out of the atmosphere and earns cash back.** Thus, the tagline *“It Pays to Save the Planet.™”*

The interview includes how the concept for Soli first came about, as well as how it helps fight climate change through a reduction in carbon credits available for pollution, and merchant companies that are already participating. Also discussed is how Soli verifies the carbon credits.

“Measurable” is key: Soli® buys only from cap-and-trade providers that are state government-audited to prevent greenwashing (overstating the climate benefits). “We can track our points right back to the original number of carbon tons we bought from our state-regulated provider,” MacArthur explains.

“Merchants -- online and on Main Street -- see Soli as a distinctive way to differentiate their firms from competitors’ and market to the ever-increasing number of climate-aware consumers, especially Millennials.”

Established in 2009, the American Sustainable Business Council is a network of businesses and business associations that have committed themselves to the triple bottom line of People, Planet, and Profit. ASBC members believe that sustainable business is good business, and a sustainable economy is a prosperous and resilient one.

Soli is a participating member in the UN Global Compact, the Association for the Advancement of

125 Mount Auburn Street, Ste 1649 | Cambridge, MA 02238-1649



www.solipoints.com

Sustainability in Higher Education, and is affiliated with non-profit Climate Remediation Foundation.

Soli and *SoliPoints* are trademarks of 335, Inc. Visit Soli at www.solipoints.com

For Media Inquiries, Contact:

Lilliane LeBel

Vice President Communications and Governance

llebel@solipoints.com

603-731-4016