

New Business Development for the Carbon Trust

Service Area	New Business Development, Strategic Sales and Marketing	Sector	Climate Strategy
Client	The Carbon Trust	Date	1 Year, 2008-2009

The Project

The Carbon Trust is partially funded by the UK Government and has the mission of “making business sense of climate change,” helping the UK’s transition to a low carbon economy. Maddox has worked with the Carbon Trust for over five years. During this time, we have helped the Carbon Trust to develop as an organisation and build new capability, we have developed new offerings for it to take to companies in the UK, and we have worked on specific projects internally and externally for Carbon Trust clients.



Our Role

Amongst the many projects we completed for the Carbon Trust, we assisted in designing and development of a new Advisory Service offering aimed at large companies, helping businesses develop an integrated strategy to minimise their carbon emissions whilst helping them understand and plan for the impacts of climate change on their business. The new offering combined strategic advisory services with more technical elements focused on energy efficiency and carbon reduction. Maddox helped the Carbon Trust develop a methodology, analytical framework and supporting processes for delivering this service.

Maddox was then retained to sell and deliver pilot projects to several large UK companies on behalf of the Carbon Trust (Clients included Ladbrokes, Alliance Boots and Merlin Entertainments). . As part of these pilot projects:



- We worked with the clients to identify barriers which had prevented previous implementation of carbon saving initiatives, and to identify new opportunities.
- We assessed key climate change events which might impact their businesses. We collated and analysed client and market data to quantify the likely financial impacts of key climate change events on the business, developing bespoke analyses as required and which were compelling to senior management.

- We developed a consensus-based strategy and action plans for moving clients along their “carbon journey,” delivering cost savings, reduced risk, increased revenue and / or enhanced reputation.

We then reviewed and re-defined the offering as appropriate based on the learnings from the pilot projects. Having demonstrated through the Pilot Programme that there was a market for this new service, we then worked with the Carbon Trust to formally launch the service and ensure they had the appropriate skill set to deliver it:

- We developed a sales and marketing plan for the offering, identifying potential clients and developing suitable sales collateral, and trained the Carbon Trust’s staff in sales techniques to promote the new service
- We worked with the Carbon Trust’s core staff to develop the skills necessary to deliver the new advisory service, including the presentation skills needed to interact at a more senior level in the client organisation than was customary for the Carbon Trust’s Solutions group.

The Outcome

The new service was successfully designed and tested, filling a gap in the market and providing a key element in the evolution of the Carbon Trust. After Maddox’s role in successfully selling and delivering the new service on a pilot basis, the Carbon Trust can now deliver it with its own staff as part of business-as-usual.