

## Environmental Technology Marketing

Identify the environmental benefits of your products and services, and develop strategies to reduce the impacts in the future.

### What we do

We help you to understand the environmental opportunity so you communicate the real benefits of your product to an increasingly environmentally aware market, and develop more environmentally sensitive products.

Many organisations are claiming environmental benefits for their products and putting a green shade on their marketing messages. But you risk damaging your reputation if the claims are unsubstantiated or you use inappropriate statistics. Companies, regardless of sector, are using the need to reduce their environmental impact as a driver to improve products and processes and reduce costs.

We take an informed yet pragmatic approach to helping you improve your environmental profile. By looking at both the product and your communications we ensure that you exploit existing environmental benefits while identifying improvements for the future. Our experience covers the automotive, energy and technology sectors, and we look to work with cleantech companies to help them exploit new developments.

### How we do it

#### Environmental performance

In both medium and large organisations there is pressure to improve the environmental performance, to satisfy both customer demand and corporate social responsibility objectives. We assist with the analysis of environmental performance from both an internal perspective, seeking ways to satisfy corporate objectives, and the external customer perspective, seeking ways to improve the environmental performance of your products for the customer. Through this we identify actions that will deliver the largest impact in improving performance. We incorporate both lifecycle analysis and specific environmental audits into this work.

#### Programme management

If you are introducing new technology into your business on a pilot or full-scale roll out basis, you will want an objective view of the project in order to communicate the value to the organisation. For example with a battery vehicle trial, or when aiming to reduce energy consumption by introducing telemetry or smart metering, you will need to know the value in terms of savings and any additional operational costs. And you will want to assess the soft benefits in terms of customer reaction. We understand programme management and consider all aspects of the project, ensuring you get a true picture unbiased by vendor enthusiasm.

#### Messaging

Many new products or environmental improvement plans will have some positive customer benefits, whether tangible or intangible. But some marketing agencies don't understand the technology or the environmental impacts enough to develop compelling but correct messaging - messaging that can be credibly presented by salespeople in front of the customer. We apply our extensive experience and technical knowledge to help you develop correct messages that are credible, so you avoid getting accused of "green washing".

#### Sales training

Your sales and marketing people are busy selling your products and services, so will almost certainly not have the time to review your business in the context of a changing, and more environmentally aware business environment. Do they know the difference between Sustainability and the 'Triple Bottom Line' or what the carbon footprint means in terms of their business day? We don't deliver general training but craft interactive briefing sessions around your specific product portfolio and industry.

## Customer business cases

Why should your customers choose your 'environmentally friendly' product over a competitor's cheaper solution? We develop customer business cases that include the usual capital and operational costs, but also focus on quantifying the environmental benefits, both tangible and intangible. These are delivered as a white paper or interactive spreadsheet that you can adapt 'on the fly'.



[www.expertek.co.uk](http://www.expertek.co.uk)



[info@expertek.co.uk](mailto:info@expertek.co.uk)



+44 (0) 1926 401960