

# Developing Business Propositions

## Carbon Label Company building a business for carbon reduction

### Situation

Carbon Trust Enterprises Ltd is a wholly owned subsidiary of the Carbon Trust and, through the development of low-carbon businesses, supports the Carbon Trust's mission of accelerating the move to a low-carbon economy. Carbon Trust Enterprises has launched a range of branded and asset businesses and is primarily focussed on the development of new business ventures and providing access to financial and strategic low-carbon opportunities for UK investors. It has currently launched businesses including Connective Energy, Insource Energy, Partnerships For Renewables, Carbon Label Company and Carbon Trust Standard Company. See: [www.carbontrust.co.uk/enterprises](http://www.carbontrust.co.uk/enterprises).

The H-I Network has been working with Carbon Trust Enterprises for a number of years on idea generation, proposition validation and business support. On this occasion, we focussed on the Carbon Label Company which helps companies measure, certify, reduce and communicate the carbon footprint of their goods and services.



### Objectives

Carbon Trust Enterprises asked the H-I Network to use their membership tailored programme to learn from the H-I experience of developing new business opportunities and venturing. The objective was to bring an external perspective and proven 'Business Cube' approach to the Carbon Label Company team. The deliverable was to provide a strategy review of the business with a focus on proposition, customer segmentation and next stages of the venture model development.

### Approach

H-I Network approach involved a number of tried and tested approaches to business development:

- The scope of the programme was outlined and agreed with the General Manager of the Carbon Label Company and Managing Director of Carbon Trust Enterprises
- Desk research and market insights were investigated by the H-I Network and Corven Ventures team members
- An offsite workshop was created and facilitated by the Network using the H-I 'Business Cube'
- Notes, insights and actions were rapidly fed back to the Carbon Label Company team
- A strategic review board presentation was discussed with the Carbon Label Company team for presentation to the steering board.

### Results

The H-I Network programme provided input and external perspective to the strategic review of a key venture in the Carbon Trust Enterprise portfolio of carbon-reducing businesses.

*"The Network programme has provided a good framework and external perspective to support the next phase of growth of the Carbon Label Company."*

Euan Murray, General Manager, Carbon Label Company

*"The H-I Network provides Carbon Trust Enterprises with great insights to the corporate venture approaches and a depth of knowledge in new business development. For the Carbon Label Company, the external perspective has been good to help focus on the key issues and broaden the business and carbon reduction offering."*

Andrew Wordsworth, Managing Director, Carbon Trust Enterprises



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