



STATEMENT OF INTENT - B2GREEN

Problems

We were struck by the major role that companies and their employees play in the enhancement of climate change. Therefore, we recognized that companies could drive fast change to innovate in order to reduce their overall environmental impact. One of the major problem created by companies is digital pollution and it is crucial in the context of a growing digital world. The data processing servers and data centers consume a large amount of energy, causing a significant release of CO₂ through their various operations and data processing. In France, 10% of our electric consumption is made by data centers¹.

Therefore, digital pollution is a main issue in carbon dioxide imprint as those data servers in order to function are significant energy users. Emails and particularly newsletters are very polluting, they travel thousands of kilometres through cables and weight a lot of Ko or Gb. For example, deleting 30 emails results in saving the energy of 24h consumption of switched on light bulb. It is thus necessary for companies and employees to be aware of the significant impact of digital pollution on our environment. Therefore, companies need to mobilize in order to tackle this issue. They are one of the main polluter on this concern as they gather so many digital tools. The problem of digital pollution is that people are not yet aware of its reality. Hence, when they are conscious of it, they see it as too complicated of an issue to be solved. Companies play a great part in mitigating climate change, therefore small actions from their part will allow drastic changes.

Proposed concept

Our goal is to empower the companies to become the leaders of the ecological change that is needed in our society through their employees. We want to put the emphasis on the necessary changes companies need to perform in order to achieve the great transition of the XXI century. In order to do so, we want to provide a set of pedagogical tools as well as their practical implementations designed for the employees. Another contribution of that project will also be the improvement of the well-being of the employees. This shows that reducing companies' impact on the planet also allows to improve people's well-being. Indeed, we truly believe that companies can drive change faster than governments. We have a global vision of companies' pollution. Our vision enables us to broaden our perspectives and bring a novative vision to the meaning of companies and their traditional structures. B2Green is therefore a platform that brings change in compagnies to develop greener behaviors. We aim to solve principally the problem of digital pollution that is at the core of corporate pollution — France generates 45,72 kg of e-waste (WEEE) per second — but also offer pedagogical tools to reduce carbon dioxide emission and create healthier and greener environment for co-workers. In the long-term, we will manage to convince a large proportion of corporations that they are the first contributors to a more sustainable economy at a global scale. Our strategy is built upon two main axis :

¹ Bihanic David, France's Digital Pollution, <http://www.davidbihanic.com/digitalpollution/>

² Baldé & Forti C., The global E waste Monitor 2017, PDF, (Online), <https://www.itu.int/en/ITU-D/Climate-Change/Documents/GEM%202017/Global-E-waste%20Monitor%202017%20.pdf>

1° Giving solutions to the employees to perform the ecological transition through pedagogical tools for reducing CO2 impact from employees : We aim to provide various information on digital pollution and how to mitigate it by cleaning mailboxes with Cleanfox, optimize the size of attachments, compressing files, shutting down devices, etc. In a nutshell, making the employees aware of the ecological impact within their company and put forward practical solutions for them to implement it in a daily basis.

2° Helping companies to perform the ecological transition by helping them change their working environment to make it more ecological with vegetal boxes — our bentobox —, install different trashes within the office and reduce and create awareness about the massive use of thrash (plastic, paper etc.)

The expected effects will reach both the employees and the company in its whole. The scope we try to bring is showing to companies that occupy a major role in the produced digital pollution that reducing their digital pollution and pollution overall is the result of simple and small steps and actions.

Why is this solution effective?


It can really help reduce the pollution impact of companies as well as creating greener and healthier environment. Simply because companies are major actors of energy production in general, therefore reducing their use of energy power is a first a step to decrease pollution. Other steps such as bringing greener workspace and pedagogical tools are a further accomplishment of aiming toward reduction of the environmental imprint.

Why is this solution original?

Its originality lies in the fact that it combines an inclusive and global approach of the way companies can contribute to the great transition needed. It tackles the impact of an environmental transition in the way employees relate to their environment as well as a bigger picture for companies in general.

Why is this solution feasible? and POC

First, we can rely on partnerships that are efficient. Furthermore, applying our project to a B2B formula, by selling our services to majors groups and companies, insure a sustainability and hope for a ROI on the long run. In order to test the feasibility of the solution, we can raise a crowdfunding in order to see if the project is attractive and reachable. Indeed, if people participate in the campaign it will show in part the feasibility and the attractiveness of it. Moreover, we could launch a business incubator in companies that offers one. This enables us to prove more clearly the feasibility, the risks and the major issues. Finally “fake it until you make it” is an other form of test that we will first put in place to be sure of the attractiveness of our offer. The objective is to create a prototype of our plateforme and carry out a survey towards companies and corporations and see how much interested returns we have from those same companies. This will allow us to designate more specifically which format and which target to really focus on. Where does the interest of our project lies and what aspects are the most interests’ carrier.

 **Expected positive impact** : The expected positive impacts are various.

Qualitative :

- Bring well-being to employees through the development of a greener working space.
- Spreading awareness among employees to make them more conscious of their daily behavior's impact and therefore change behaviors in a positive way.
- We attempt to move the issue of environment at the core of CSR field in order to modify CSR and companies' concerns toward a focus on the environmental issue.

Quantitative : This renewed environment of companies helps in reducing costs of electricity, reducing waste, trashes and therefore participating in reducing the companies environmental impact.

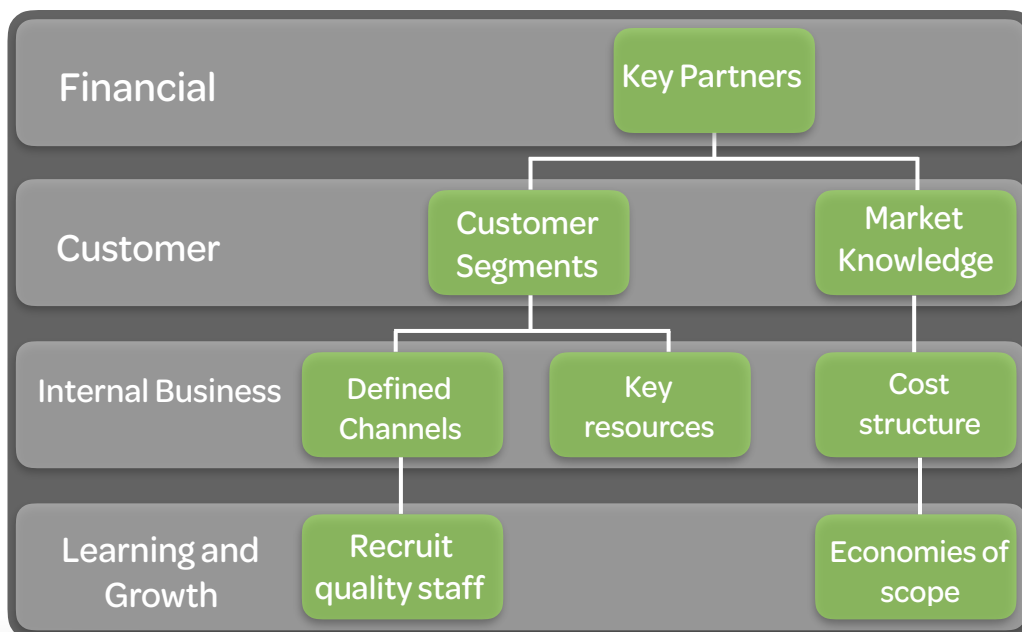
 **Major risks and actions to reduce them**

One major risk might be the failure of the business model. Many causes may lead to it such as the lack of customers, too much costs etc. We wish to tackle this issue by communicating about the project and our offers. We should realise campaigns to spread our brand and our concept. The idea would be to use the segmentation of the market previously made to lead this marketing campaign. We should put the emphasis on the expected added value companies may get by involving themselves into sustainable solutions through our services. First, lack of strong partners may lead to reduce impact of our solutions. Our business model depends a lot on key partners to provide us recognition with labels as well as qualitative material. If we skip the step of building strong partnerships, we will not have enough resources to enter into the market and we will not succeed. In order to counter those risks, we aim to built strong communication, work hard on our marketing strategy and develop partnership with strong leaders of the environmental issues to gain support and legitimacy. Given that we are entering a new term of market, we could face difficulty to measure our concrete impact. Are our solutions definitely creating positive externalities? Are investments engaged by our customers worth it? To answer that issue, we thought to measure several concrete variables before and after the setting up of our solutions in these companies and compare them. Variables we could use are the following : well-being of people in the company, tons of garbage (waste reduction or not), measuring e-waste reduction as well as the consumption of electricity etc. What we deeply expect is that these drafts of solutions would lead people to be conscious of the importance of changing their behaviors to preserve the environment. Digital pollution is measurable in its sense of energy saving. The risk is that people are less aware of digital pollution and think that it asks for too much efforts. We have to communicate on the fact that we are bringing simple solutions, applicable in our daily behaviors to tackle this core problem. A final risk for our project is the fact that our solutions could be used as greenwashing by companies targeted in order to reinforce the idea that they are acting for sustainable solutions. If companies only buy products offer to make their brands become greener without changing behaviours of both their employees and society by sending positive signals, we consider it as a failure in the great transition. To reduce that risk, we count on our pedagogical tools. Based on our deep strategic analysis, our work comes within the scope of a serious and lasting collaboration between companies and ourselves. The idea would be to step by step show them how important it is to act different ways in order to reduce their environmental footprints.

Thus, even if they started doing it just for their brand, they may change their minds and totally benefit from our products in an environmental safeguarding process.

Deployment strategy and major milestones

We recognized that companies and their employees are a great deal of population that in their daily working behaviors impact greatly the environment. Companies can drive fast change to innovate in ways of decreasing environmental impact. Then, our deployment strategy starts with a financial ground. We, as partners, will invest 1K euros each and then compound 8K of corporate capital. As a corporation holding an environment preservation purpose, we expect to gather public fundings aimed at “green” project like ours. Afterwards, from our fine market knowledge, we intend to exploit the different customer segments (public institutions and private corporations) we defined and address them with appropriate plans of communication, hencing their part to play in fighting against climate change. Alongside, we will raise our brand awareness by collaborating with schools and educational programs. In the expansion of our activity and the development of our firm, a key issue is to bring talents on board and benefiting from their intellectual skills and creativity by having a strong corporate culture. On the side of our market, we want to sustain a strategic focus on customer experience in order to have a higher frequency of consultancy with B2Green’s clients. Overall, a core issue to look at will be related to maintaining a balanced cost of structure. We plan for economies of scale to happen with our customer base increasing, as well as economies of scope coming from our product diversification.



Return on investment analysis

One is looking for the highest Return On Investment. Because the business is only starting, we are expecting high investment costs for now. However, we decided to focus on the SROI « Social Return on Investment » (SROI). Developed in the 2000’s, it allows taking into account extra-financial impacts of the project such as social and environmental ones. It helps us understand the Environmental Social and Governance criteria.

An undertaking metric like that would have a cost which may have a negative impact on the ROI. Nevertheless, there would be a benefit for the society and the environment, which would give a positive SROI. Our business model is based on both manufacturing and services, characterized by high costs. Although fixed costs will remain identical regardless the volume of services. Investments will be needed in R&D to develop prototypes and measure the positive impacts of our solutions. The remuneration of this investment would occur lately, thus a loan must be considered. Long-term investments will be depreciated throughout the business life. Economies of scale lies into a higher volume of production correlated with a lower overall cost per unit. This is clearly not the path we want for our business since we focus on a value-driven approach. Our company will rather incur economies of scope, which refer to a product diversification. Our different products will likely have common resources and share similar marketing models and distribution channels which will highly lower the costs. Our main ROI, considering our fixed and variable costs will be driven through the growth of our company on the market and the increasing demands of our services.

Organization

We would hire a team of experts in strategy with skills in sustainable development. First, we would offer audit to companies or public authorities after having got in touch with them, or after having answered to a demand coming from them. Then, we would elaborate precise strategies according to the characteristics of their companies. This deep analyse would help us to define which inputs would be the best answer to manage their environmental transition and lead to durable outcomes. As this part is really technical, we need partner with strong skills in strategy. Also, as it concerns the environmental field, we need experts in sustainable development. Thus, we would create a theory of change matrix which would establish a link between characteristics of the company targeted, inputs we think would be the best to fit these characteristics, outputs generated and measurable outcomes. Finally, the analysis would be provided through a concrete plan. A close relationship would ever exist between our customers and us and regular reviews may be given to them in order to improve and may be change plans we provided. B2Green has many resources at its disposal to achieve its objectives. The core ones are our knowledge and expertise of our experts in both strategy and sustainable development. Indeed, our activity is focusing on services as we would apply strategic tools in the environmental sectors (swot analysis, inputs, outputs, benchmarking, etc.). We would also sell common but durable items made from recycled products (bento boxes, etc.) as well as concrete and pedagogical tools to reduce e-waste. Moreover, we hope getting the Afnor certification concerning socially responsible investing³. It would guarantee the transparency and traceability of investments we offer to our customers, reassure them in their decisions by guaranteeing funds in sustainable economy help them to stand out from their competitors. As a start up, our intern organization is flexible. It allows to be productive and efficient as well as taking decisions rapidly. Finally, everybody can have a say in the matter and bring bold ideas which fosters our creativity in a daily basis.

VISIT our website to get involved ! : <https://b2green.wixsite.com/website>

3 : <https://certification.afnor.org/developpement-durable-rse/label-investissement-socialement-responsable>