

# Market Report on Sustainability and Carbon Management for Large UK Energy Users

Submitted by: Cambium LLP

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The first (in-depth) report into the Participants of the UK CRC Energy Efficiency scheme has found that there is a wide variation and some unexpected results regarding the perceived interest in Sustainability and Carbon Management across the 19 Sub-Sectors within the Public and Private Sectors that are affected by the Scheme. This will lead to more action by the Participants and opportunities for others to support them.

There are some revealing data and conclusions.

Strong performing Participants appear in all 19 sectors, but there are also a much larger number than expected lagging behind these Leaders. One of the key findings is that although the Private Sector outnumbers the Public Sector by 3 to 1 in total numbers of organisations in the Scheme, the Public Sector has 2.5 times as many Participants classed as 'Leaders' in their attitudes to Sustainability. Within the 'Laggards' segment, the Private Sector outnumbers the Public Sector by over 10 to 1. All of these trends in all Sub-Sectors affected are examined in detail and the data provided.

The report 'The Sustainable Innovation Opportunities Created by the CRC Energy Efficiency Scheme' (90 pages), has been launched by sustainable innovation specialists Cambium at Intellect's HQ in London to an audience of interested groups and journalists, it provides a detailed and comprehensive analysis of the composition of the Sub-Sectors containing the 2,770 large Public and Private Sector organisations required to be in the Scheme.

This report will be of great interest to a wide range of audiences, such as Suppliers and Consultants to these organisations; Industry and Trade Bodies as well as the CRC Participants themselves; Policy makers and Influencers; Politicians and Parties; Environmental Groups; and Investors. The report's conclusions provide increased awareness of the unexplored market opportunities for innovations that improve Sustainability or Carbon Management amongst CRC organisations.

This Research arranges the CRC Participants into 19 Sub-Sectors and measures the level of interest in 4 key indicators for Sustainability, specifically:

- 'Sustainability'— a measure that reveals general interest in Sustainability
- 'Carbon' – a score indicating interest in Carbon emissions control and management
- 'Social Awareness'- an index of the interest level in Social and Environmental Responsibility
- 'Environmental ROI' – an indicator of the interest in the quantification of additional financial value from investment projects in terms of environmental and social benefits

These four indicators are then used to segment each of the 19 Sub-Sectors showing their adoption rate of Sustainability activity into those who are Leaders, Early Majority, Late Majority and Laggards.

Fifteen percent of the Private Sector organisations make no mention at all of any of the above Indicators, compared to less than one percent in the Public Sector. This finding is indicative of a lack

of awareness of Sustainability, carbon management and corporate environmental responsibility in parts of the Private Sector.

The Report identifies and explores the significant differences between the Public and Private Sector attitudes to the “Carbon” Indicator and the “Social Awareness” Indicator and makes recommendations for better targeting of the market opportunity by Suppliers and other groups.

What is being said about this new report?

“We are very impressed with the detailed approach taken in this report and the granularity of information provided about the sectors that it covers. The results suggest that there could be unexplored market opportunities for low carbon products and services and indicate where those opportunities are likely to be found. We are of course delighted to see the ICT sector performing so well in terms of sustainability leadership” - Emma Fryer, Head of Climate Change Programmes (Intellect).

“New legislation from the UK Government, in combination with leadership from highly visible large companies, is increasing the interest in low carbon "eco-innovative" technologies. This report provides new clear insights regarding this emerging marketplace and will help eco-innovators understand how to capitalise on the sustainable innovation opportunity more effectively” - Gareth Jones, UK Centre for Economic & Environmental Development (UK CEED).

“As the energy costs of the Datacentre come under increasing scrutiny, Rackspace has invested in ever more efficient technology to ensure we can provide world class PUE (Power Usage Effectiveness). The Cambium report has provided us with a more detailed understanding of the Enterprise market which has given greater insight into the needs of current and future customers” - Luis Rios, Head of Sustainability and CSR ( Rackspace Hosting)

Established in 2008 Cambium LLP is a specialist consultancy that accelerates the growth of technology businesses in the Cleantech, ICT, and Engineering market sectors. Their aim is to help these innovators to capitalise on the growing trends by large organisations towards the adoption of Sustainable business strategies and policies. Their services help client’s by enabling their sales, marketing and professional services teams to understand and then accelerate the Sustainability agenda within large Enterprises. During the last two years they have been helping technology Suppliers, such as HP and others, as well as many smaller entrepreneurial businesses to capitalise on these market opportunities.

The report can be purchased at: <http://www.cambiumllp.com/crc-ees/crcreport/>

A free summary of the report with a full list of contents and tables, is available at <http://www.cambiumllp.com/wp-content/uploads/2011/03/CRC-Market-Research-Report-Outline.pdf>