

Author Jane Smith	Approver Pam Conway	Date 28/03/22	Cost Code S043532
Project name Business Park ESG Offering		Team name SME Marketing	
Background to the brief <p>What's the business and customer context for this brief?</p> <p>The ESG agenda is becoming more important to Biffa and to all our UK SME customers. The need for responsible and sustainable supply chains is leading companies to upgrade their approaches and to position their ESG credentials in a more positive light for their customers.</p> <p>Biffa has a great opportunity to help our SME customers, particularly those who rent their premises from a landlord or property management company to enhance their ESG credentials.</p> <p>In addition, we are sharing an update of our ESG strategy and progress against our plan at next quarter's investor day.</p>			
The challenge <p>In a nutshell what's the specific challenge you'd like this project to tackle?</p> <p>We are seeking external partner support to define and test a new SME service, working title "the sustainable business park". This offering should be based on our existing SME products services, complemented with new services from Biffa and a range of hand-picked business partners.</p> <p>We would like to research the needs of the target customers with respect to ESG, to define and visualise a short-list of propositions, and to test and validate these propositions with customers.</p>			
Objectives <p>What is the business objective you are looking to achieve?</p> <ol style="list-style-type: none"> 1) Incremental revenues from the new service 2) Improved customer retention 3) Contribution towards our ESG targets <p>What are the key marketing and communications objectives?</p> <ol style="list-style-type: none"> 1) Position Biffa as a leader in sustainable supply chains 2) Improve our reputation for ESG with key clients and external stakeholders 			
Audience & Insight <p>Who is the target audience for this piece of work?</p> <ul style="list-style-type: none"> • SME customer who occupy UK business parks • The customers and other stakeholders of these businesses <p>What's the most powerful insight, observation, or fact to be aware of?</p> <ul style="list-style-type: none"> • Having reduced emissions by 70% since 2002, Biffa will deliver a further 50% reduction by 2030...we are very well positioned to help our customers do the same. 			
Project outcomes <p>What do you want to be true once this project has finished?</p>			

<p>We will have a market-leading offering, that re-defines what ESG means to Biffa, our customers, and wider stakeholders alike.</p>	
<p>Deliverables</p> <p>What are the tangible deliverables of the project?</p> <ol style="list-style-type: none"> 1) Customer insight – a clear and compelling foundation of customer needs, issues, behaviours and attitudes 2) Proposition concepts – a portfolio of ideas that can be turned into viable products and services 3) Testing and validation of the best ideas 	
<p>Budget</p> <p>c.£50,000 for initial phase</p> <p>Include any specifics (e.g. production / media)</p>	<p>Timings</p> <p>Targeted start date 18th April</p> <p>Estimated project duration – agency to advise, but expect c. 4 – 6 weeks</p>
<p>Watch outs & Constraints</p> <p>Understanding of ESG goals, reporting and wider legislation valuable.</p>	<p>Key milestones / dates to be aware of</p> <p>Investor day June 30th</p>
<p>Inspiration</p> <p>Things that you admire that can give extra flavour, inspiration or motivation for the agencies</p> <p>https://www.unilever.com/planet-and-society/sustainability-reporting-centre/</p>	

Appendix

Docs shared separately	
Additional links	
Miscellaneous info	