

# CESG

Unlocking the Commercial Value of ESG



**MAP ROOM**



**“We don’t have the time or money to waste on sustainability, it’s not a requirement and our customers are not interested...”**



**MAP ROOM**

### **Consumer Purchasing Power**

80% of UK consumers now consider the sustainability credentials of goods and services in buying decisions. Two-thirds consider sustainability to be more important to them than two years ago. Market demand for sustainable products outpaces traditional market growth by +8%.

### **Access to Investment and Funding**

Loans, grants and equity investments are available to businesses with sustainability credentials at preferable rates. The UK lending market for sustainable businesses alone exceeded £30bn in 2022 and will continue to grow, with £50bn per year in funding opportunities required by 2026 to achieve the UK 2050 targets.

### **Supply Chain & Procurement**

75% of FTSE250 firms now monitor and report Scope 1 and 2 emissions, with 50% reporting on Scope 3. The requirement for firms to report on the impact of their supply chains will continue to increase. 46% of Chief Procurement Officers / Buyers play a lead role in ESG benefit realisation and efficiency creation.

### **Business Valuation**

Evidenced research in the UK and US, indicates businesses with a higher ESG score attract additional valuation multipliers of up to x1.8. This may increase further where long-term cash flows from sustainable products can be evidenced. Businesses with particular certification such as B-Corp can expect x2 multipliers.

# Unlock the value of sustainability

## Risk & Assurance

It can be difficult to know where to start, to establish what is important and critically to avoid virtue-signalling or greenwashing.

Our team work closely with your business to establish a deep understanding of who you are and what you want to achieve, helping us guide you most effectively.

Whether you want to assess your emissions profile, bring a sustainable product to market or benchmark your activities to peer group, we will provide you with enterprise-level assurance. The plans, targets and initiatives you embark upon will be effective, and robust and will realise tangible benefits for your business.

## Strategy & Framework

To realise value from sustainability, a clear and robust framework is essential.

Map Room Practitioners help our customers shape an overarching Strategy that encompasses your company's unique vision, a clear roadmap towards what you want to achieve and well-defined metrics to track your progress and measure benefits.

We ensure that core framework components are realistic and aligned to recognised methodologies based which are relevant to your industry. Tangible and achievable ambitions are key, we set our customers up for success.

## Operating Model

Our team recognises that your organisation may need support in building the necessary skills and resources to drive your sustainability initiatives.

We offer extensive Operating Model design support and delivery capability to help strengthen your in-house capabilities. We provide training, knowledge transfer, and guidance to ensure your team is equipped to lead the way toward sustainability.

With our help, your organisation will become a well-oiled machine, capable of implementing and maintaining sustainable practices effectively.

## Growth Opportunity

Accessing Capital Investment, Green Lending and Sustainability Grants can help fund your sustainability journey and broader business. We have the necessary resources, experience and network to make this happen.

We also connect businesses, whether you are a growing business seeking an investor, an existing business seeking a delivery partner, or you are looking to acquire talented individuals.

We can also develop internal schemes which motivate employees and stakeholders to embrace sustainable working practices. By aligning incentives with sustainability goals, we can drive meaningful transformation and ensure long-term success.

# Adding the “C” to **ESG**

Formed in 2012, we are part of the UK’s leading C ESG Consultancy & Advisory Group, partnering with organisations from global corporates to family businesses.

We understand that ESG cannot be viewed in isolation, nor should it just form part of an investor report, it should underpin enduring commercial success. After all, without commerciality, no business can be truly sustainable.

We have developed a unique C ESG framework which places commercial interests at the forefront of ESG and our methodology is underpinned by driving profitability for your business.

## **Our C ESG Specialisms**

Framework, Strategy, Road Map, Target Setting

Carbon Accounting, Scope 1,2 & 3

Investment Decision Support

Transitioning Energy Mix & Utilisation

Sustainable Sourcing & Supply Chain

Waste Efficiency & Secondary Utilisation

Circular Products, Recycling & Re-conditioning

Temporary and Permanent Delivery Resourcing

Certification and recognition





With locations across the UK, Simply Asset Finance serve over 20,000 customers with finance and leasing support exceeding £1bn in value.

As part of the businesses commitment to being at the forefront of the asset finance market and in line with investor requirements, the Simply leadership team wanted to understand the emissions profile of the business for both Scope 1 & 2.

The Map Room team working in partnership with Simply to understand their base, structure, cost profile, energy mix and logistics profile. In short order, we provided a detailed and repeatable Scope 1&2 assessment and comprehensive report.

Our work enabled the Simply team to demonstrate their ongoing commitment to emissions reductions to the market whilst also providing detailed and robust insight to funders and investors, facilitating ongoing and preferential funding lines.



An independent, privately owned restaurant group, Paragon comprises 11 large venues, employing over 600 staff across the North West.

The Group's ambition is to create a lasting and durable legacy in the areas it selects for venues, in addition to significantly expanding its portfolio and valuation.

To support their ambitions, the Paragon team had targeted B-Corp accreditation, cementing their commitment to being an enduring force for good.

Map Room worked hand-in-hand with the Groups internal teams to establish a baseline for B-Corp application, the core categories for enhancement, a tangible plan for improvement and tracking metrics.

80 points are required to achieve full certification, upon commencement the Paragon Group scored 4 points, following our action plans they are now at 78 points with a clear path to achieving accreditation.

Registered B-Corps receive on average a x2 multiplier for PE investment.



A progressive business with assets over £20bn and 3,700 colleagues, Close Brothers is a significant financial services firm.

As part of the Banks growth strategy, the Senior Leadership Team wanted to consider the market opportunities for ESG investment across lending, acquisition and talent.

Our team delivered a holistic market report for the Bank identifying key areas of lending and investment with "Green" credentials in line with their underlying Net Interest Margin requirements. In addition, we conducted a whole of market talent identification review and selected several early-stage venture businesses for investment consideration.

As a direct result of our work, Close Brothers has acquired a number of key individuals to support its growth in sustainable finance and has increased its commitment to funding energy transition by £1bn per year to 2027.



# Our Team

If you want to drive commercial value from your business, improve your societal impact and do so under expert guidance, our team are here for you.



**Liam Maguire**  
Commercial Sustainability Director

Liam leads the Commercial Sustainability Practice and has extensive experience across financial services, construction, manufacturing and agriculture.

Previous roles with Ideal Standard, Quinn Group, Encirc, Aynsley China and many more provide Liam with the unique blend of knowledge and experience across multiple sectors and specialisms.

A recognised Sustainability expert, Liam is a respected and trusted thought leader and consultant.

Liam Maguire



**Darran Messen**  
Associate Director & Strategic Advisor

With over thirty years' experience in industry and sustainability, Darran is a highly respected industry expert.

Formerly the Managing Director of certification for the Carbon Trust and a non-exec Director for Velocys, Shoreham Ports and the Vehicle Certification Agency (VCA).

An expert in fossil fuel transition, renewable fuels, logistics and low carbon projects, Darran provides a unique skillset to Map Room which can be applied on a global scale.

Darran Messen



**Elena Cinquegrana**  
Associate Director & Delivery Partner

A leading voice in climate and sustainability, Elena has spent a large part of her career supporting major corporates in their quest to enhance the ESG credentials,

Previous roles with KPMG, McClaren, PhotoBox, BP and Shell. Elena has a wealth of sustainability experience.

She delivered the BP Pulse EV Charging proposition into the UK and has broad expertise in driving commercially focused change. She is also an advocate for social mobility.

Elena Cinquegrana

Unlike traditional consultancy firms, we are led by and operated by experts in their fields. Our highly experienced teams support clients with leading edge industry experience, technical capability and deep market knowledge.

### Head Office

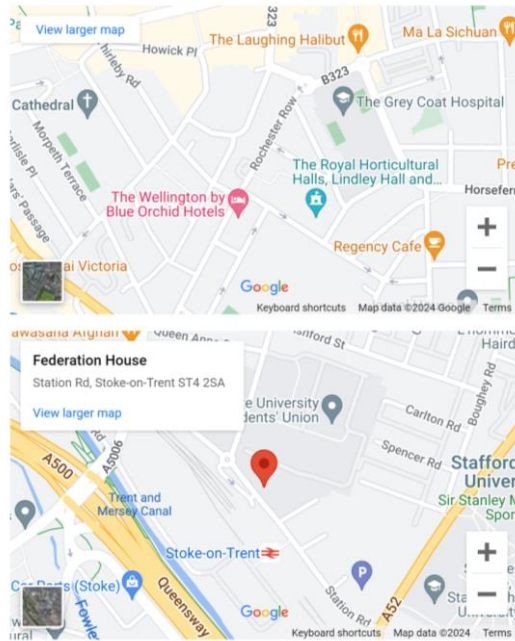
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# Thank You



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