

WINNER

Best International Sustainability Consultancy - Greater London Awards 2023
Corporate LiveWire Innovation & Excellence Award - Best Sustainability Consultancy 2024



BREAKTHROUGH SOLUTIONS TO GLOBAL CHALLENGES



Previous clients:



NatWest



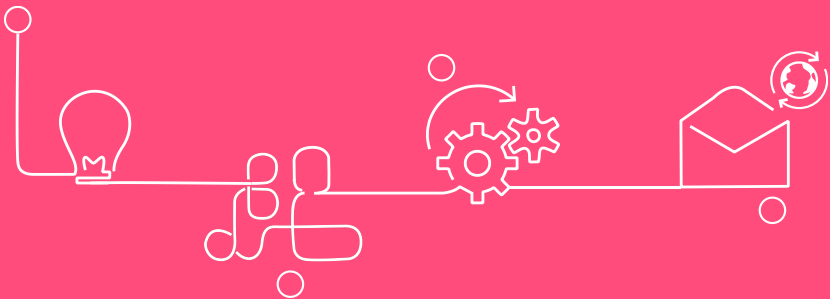
The London Institute
of Banking & Finance



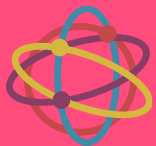
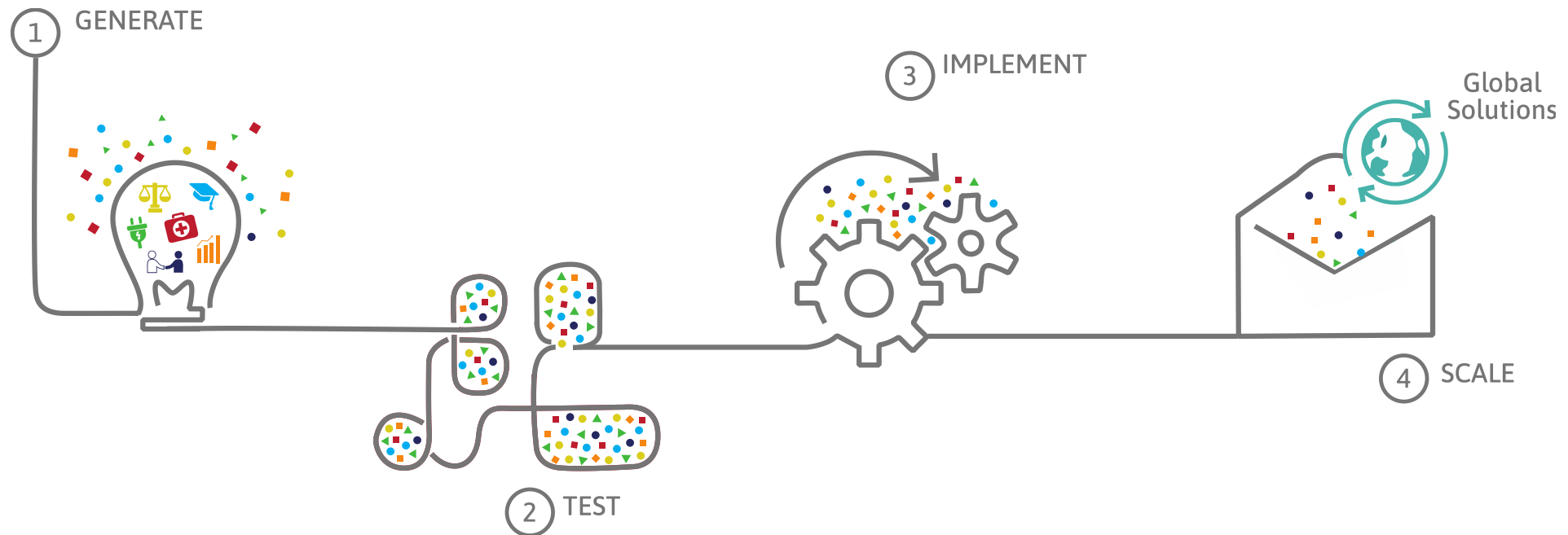
ScottishPower



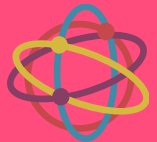
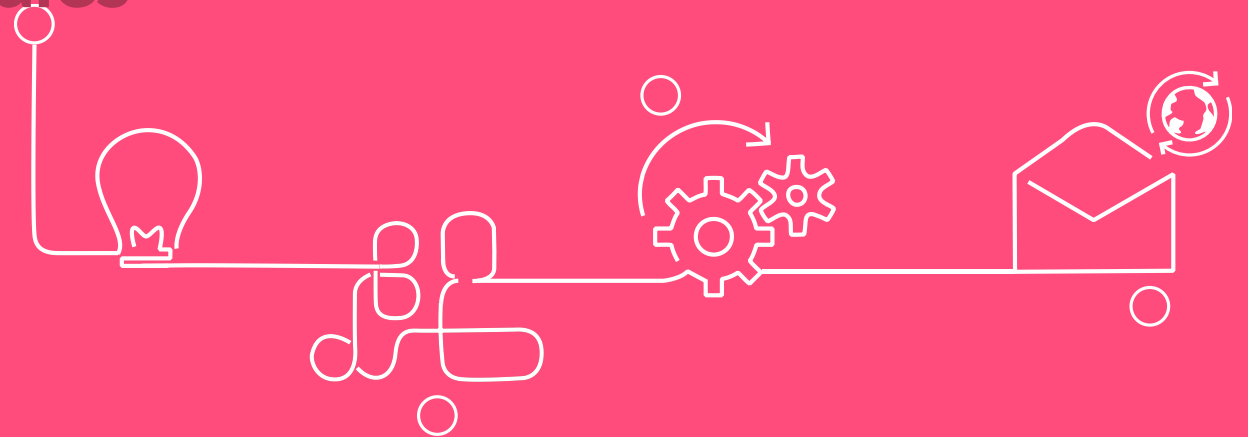
UNITED NATIONS



Innovation & Sustainability Programme



1. **Sustainability: Current Landscape in Business**
2. Designing for sustainable impact
3. Exploring the Challenge
4. Generating Project Ideas
5. Global innovation Case Studies



UN Sustainable Development Goal's 'presents a multi-million dollar opportunity in the global market'

Source: MORGAN STANLEY

45% of businesses have not incorporated any UN Sustainable Development Goals into their models

96% Consumers think businesses should be working towards the UN SDG's.

Source: Forum for the Global Challenges, Birmingham University, 2022



Innovation Project Cycle

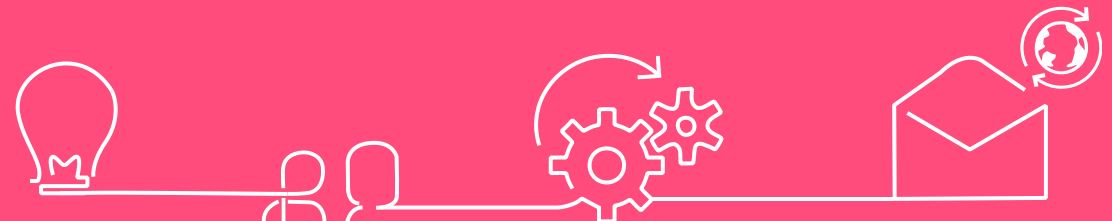
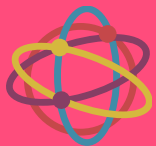
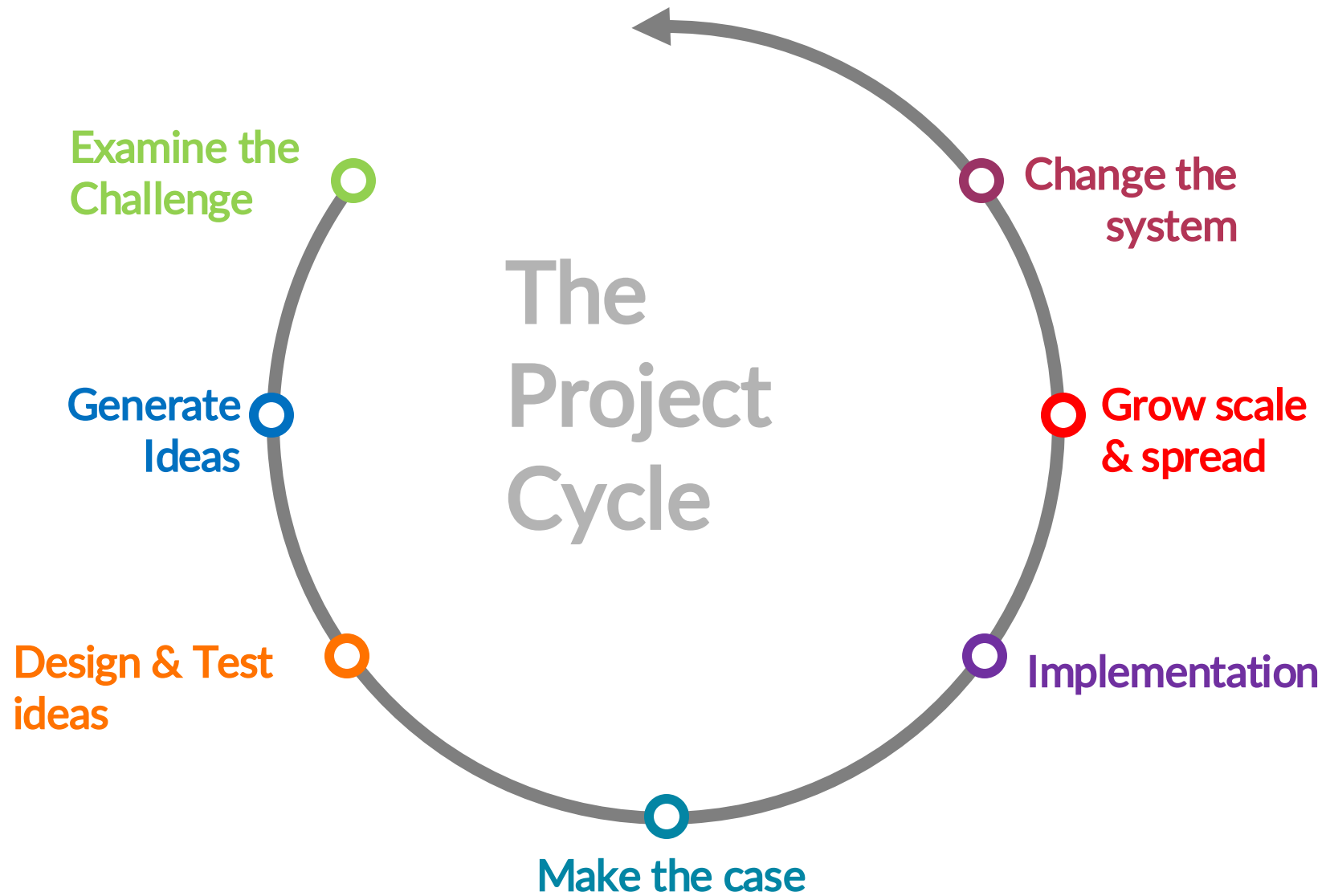
Old Way

- Start with solution
- Pilot lasts for 6 months
- Partner with the same stakeholders & 'the usual suspects' consultants
- Projects are talked about publicly only at the end, focusing on showcasing results

New Way

- Start with the challenge
- Prototype between 6 – 8 weeks
- Partner with a new network of entrepreneurs, think tanks, innovators, end user
- Solutions are openly shared and others are involved from the beginning

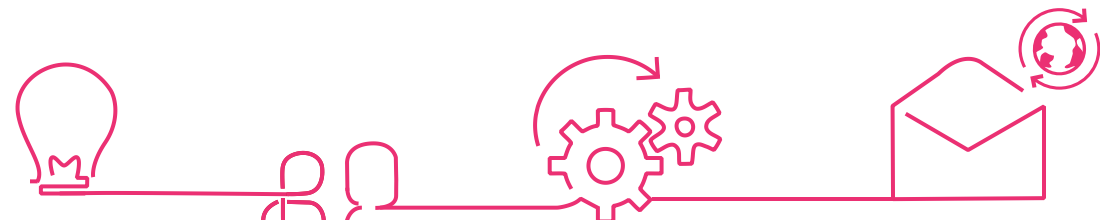
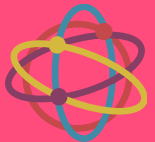




Exploring the Challenge

You need to spend time understanding and 'exploring' your challenge

- Often, we design services which are not meeting the needs of the target group, because we haven't properly understood the problem.
- Asking the right question(s) helps to frame your challenge and provide a better understanding.



Exploring the Challenge



20,000,000

low-birth-weight and premature babies are born each year.



Exploring the Challenge

- The original challenge: “How can we provide a better incubator?”
- After asking questions, they reframed the challenge, “How do you keep a baby warm?”
- Key issues: affordable, accessible
- The idea – a miniature sleeping bag – not an incubator



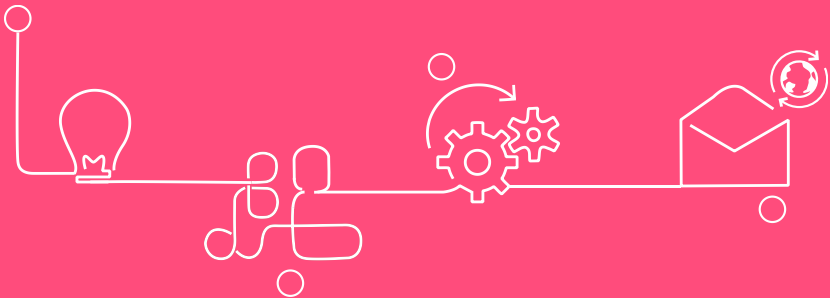
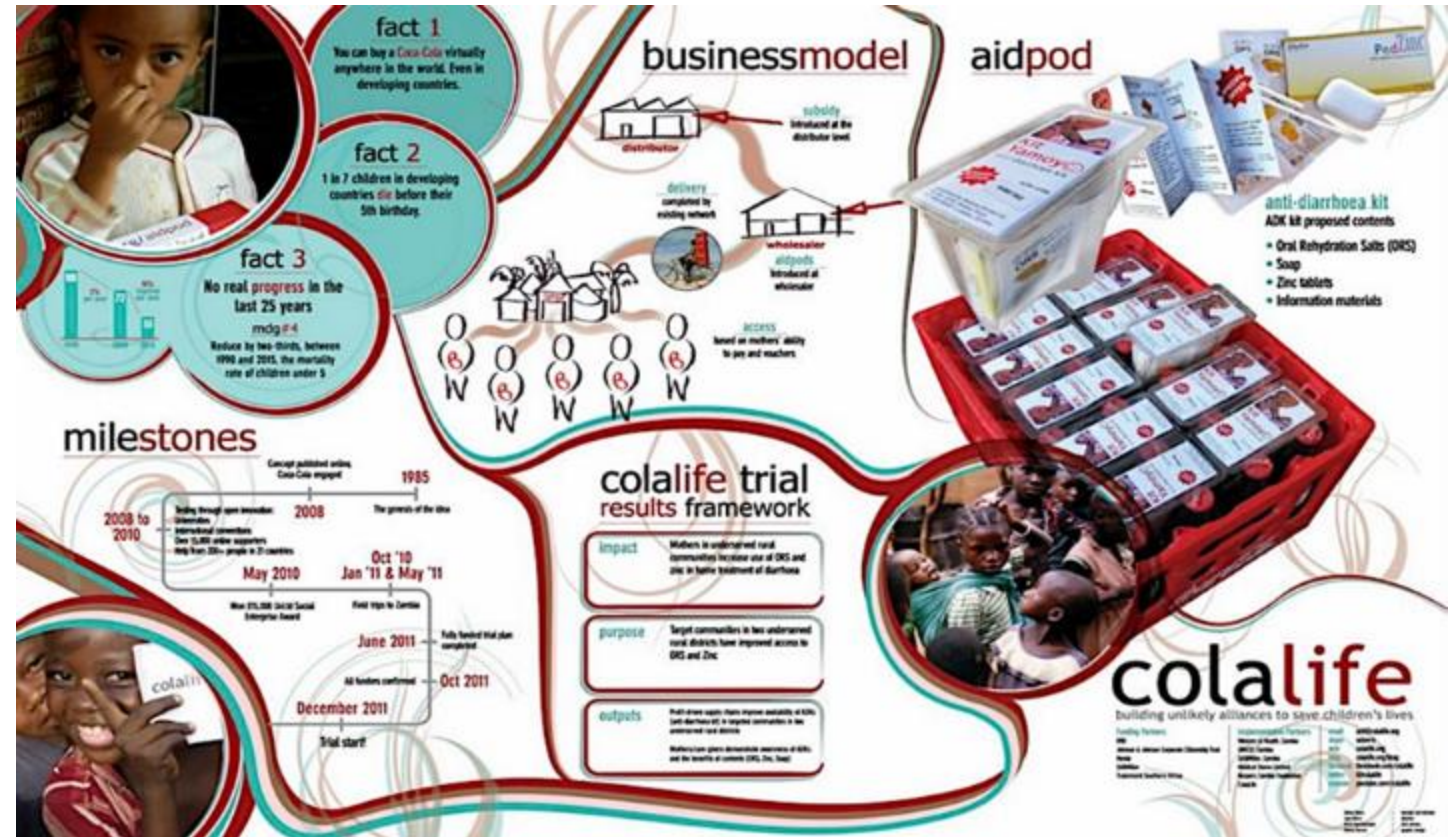
UN CHINA

E-Waste App

- China produced over 3.5 million tons of electrical goods waste (“e-waste”).
- Urgent need for environment-friendly disposal of toxic elements
- Used in 22 cities
- 5,900 electronic items successfully collected and disposed per month
- Total searches for the Baidu Recycle App numbering 253,820 per month



UNICEF- ZAMBIA



Feedback from participants

“This session offered a great balance of discussion and activity which meant I came away with immediate tasks to action”.

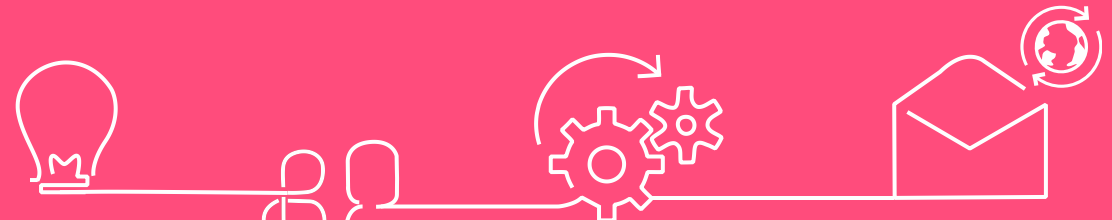
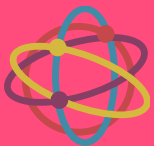
United Nations Global Compact – Impact Manager

“Tanya gave our group the perfect amount of theory, inspiration and time to craft our own innovative ideas in break out sessions.”

Unilever – Lucinda – Social Manager

“Tanya Popeau’s approach to innovation was captivating...I relished discussing sustainability topics with professionals from various sectors”.

ESG Advisory – Richard Cooper



Contact Us

Contact me for a FREE WEBINAR

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