



Business communications for the clean energy and clean tech sectors

Great Circle
an agency with real sector experience



A hybrid agency

Great Circle is an unashamed hybrid – a business communications and marketing agency that is grounded in the clean tech and clean energy sectors.

Great Circle's principals have worked within the fields of Environmental Management Systems [ISO14001], forest certification [FSC], distributed energy, environmental software, environmental policy and reporting, remote sensing and GIS, climate change, environmental and renewable energy markets.

Great Circle harnesses this experience and works with its partners to create highly effective marketing, corporate and financial communications strategies for clean technology and clean energy companies.

Key competencies

Market assessments

Branding, marketing and communications strategy

Environmental policy and communications

Multi-platform communications

Public policy engagement

Financial and investor communications

Employee and stakeholder communications

Crisis and risk communications



Renewable Energy - Operating Environment

The renewable energy sector a range of market and operating pressures, including:

- concerns about security of supply
- a rapidly evolving policy framework
- changing patterns of supply and demand
- climate change 'carbon' pressures
- raw material supply pressures
- shifting financial and investment priorities
- ever evolving technology
- local policy constraints
- varying community acceptance
- harsh operating environments
- remote access to grid networks

Renewable Energy – Communications

While the renewables industry 'has never had it so good', it:

- > struggles to speak with one clear voice
- > remains vulnerable to investor sentiment
- > faces ongoing questions over scalability.

Given this rapidly shifting operating environment, there is a pressing need for companies in these industries, operating across the energy supply chain, to map and understand market dynamics in order to communicate effectively with customers, regulators, investors, employees, suppliers, local communities if corporate value is to be maintained and enhanced.



Clean Tech and Services - Operating Environment

The operating environment is characterised by:

- a rapidly evolving policy framework
- Increasing water, waste, air quality, land contamination concerns
- climate change 'carbon' pressures
- shifting financial and investment priorities
- ever evolving technology

Clean Tech and Services – Communications

The clean technology and services sector:

- > is now a mainstream investment target
- > will consolidate over the next 5 years
- > will need to find and attract many more people.

While the market environment may be favourable, clean tech and services companies will need to understand their market drivers like any other companies. Having understood the market 'pain', they will have to shape their offer accordingly....if they are to succeed. This is fundamentally a communications challenge.



Dr Michael Groves, Founder, Great Circle

After completing a PhD in satellite imagery and aerial photography, Mike worked for Aspinwall, a leading environmental consultancy. He then created the first academic thesis on sustainable forest certification and worked for SGS Forestry, part of the world's biggest inspection company. He worked on the Principles and Criteria of the Forest Stewardship Council (FSC), the world's leading forest certification scheme while running the South-East Asia Environment Division of SGS. As well as leading FSC certification audits across Indonesia, Malaysia, Vietnam and Papua New Guinea, Mike also lead a pan-Indonesia pre-IPO due diligence audit of a major timber group.

Mike has created corporate environmental reports for Scottish & Newcastle and Macsween, advised Bank of Scotland on its response to climate change and helped renewable energy and environmental research organisations to respond to market opportunities.

Competencies and experience

- Business strategy
- Branding, marketing and communications strategy
- Environmental policy and management
- Environmental and carbon risk management and reporting
- Digital communications
- Innovative discussion/engagement formats



A range of services with global reach

Great Circle is a College Hill Company. College Hill Group is the UK's fastest growing business communications consultancy. From its base in London and through its network of international offices, College Hill offers a range of specialist services delivered by leaders within their fields.



great circle



Case Study

Debating the future for energy and renewables

Great Circle has created and delivered lively and engaging debates for clients such as Ernst & Young, McGrigors LLP and Production Services Network (PSN). The topics include:

Climate Change and business

The business of renewables – the green crunch

Energy – the next 50 years

Marine energy – rolling on or waving bye-bye

These debates can cover any chosen topic, even non-energy or environment related. They are used by Great Circle's clients to engage in a lively and effective way with their customers, partners and other sector stakeholders.



Case Study

Caledon Green: Distributed Energy for the commercial property sector



Caledon Green develops renewable energy systems for the commercial property and land management sectors. Great Circle advised on corporate strategy, positioning and communications.

Corporate strategy

Advising the management team on competition and competencies and facilitating introductions to key contacts.

Communications strategy

Developed key messaging and positioning, benchmarked Caledon Green against competitors and highlighted key awareness raising opportunities.

Media relations

Developed stories around corporate deals:

Creation of a JV - Caledon Buccleuch Bioenergy.
Investment in Green Highland Renewables.



Case Study

Scotland & Northern Ireland Forum for Environmental Research

Great Circle consulted with corporate and government stakeholders and devised associated communications strategies.

Stakeholder consultation

Devised a questionnaire and contacted key corporate and government stakeholders.

Government and corporate communications

Delivered a series of 'masterclasses' to the SNIFFER Board and employees on effective communication with the Scottish Government and the corporate sector.

Communications strategy

Delivered a communications strategy that highlighted current perceptions of SNIFFER and effective means of communicating with the corporate sector.



Case Study

Macswéen of Edinburgh



Great Circle provides marketing and communications support, including input to the environmental management strategy. Macswéen won a prestigious VIBES environmental award in 2008 and the Scottish Food and Drink Excellence Award for sustainability in 2009.

Environmental strategy

Advise on environmental priorities and effect introductions to technology and service providers.

Environmental report

Specify, write and manage the production of Macswéen corporate sustainability reports.

Issues management

Assessing key food industry issues and developing a Macswéen position and associated messaging.

Media relations

Business, issues based, food industry and consumer.

Crisis communications

Real time crisis communications exercise.



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