

PR.7

Develop a value chain pitch

Requires dialogue

The aim of this activity is build a pitch which succinctly summarises the business benefits of eco-innovation for companies in your target market and the value chain that they are part of.



INPUTS

- Sustainability hotspots, from the activity *PR.4 Identify sustainability hotspots across the value chain.*
- General opportunities and threats, from the activity *PR.5 Identify the general opportunities and threats across the value chain.*
- Value chain vision, from the activity *PR.6 Develop a value chain vision.*

OUTPUTS

- A value chain pitch document that summarises the business case for eco-innovation tailored to your target market, used in the activity *PR.8 Plan and implement engagement activities.*

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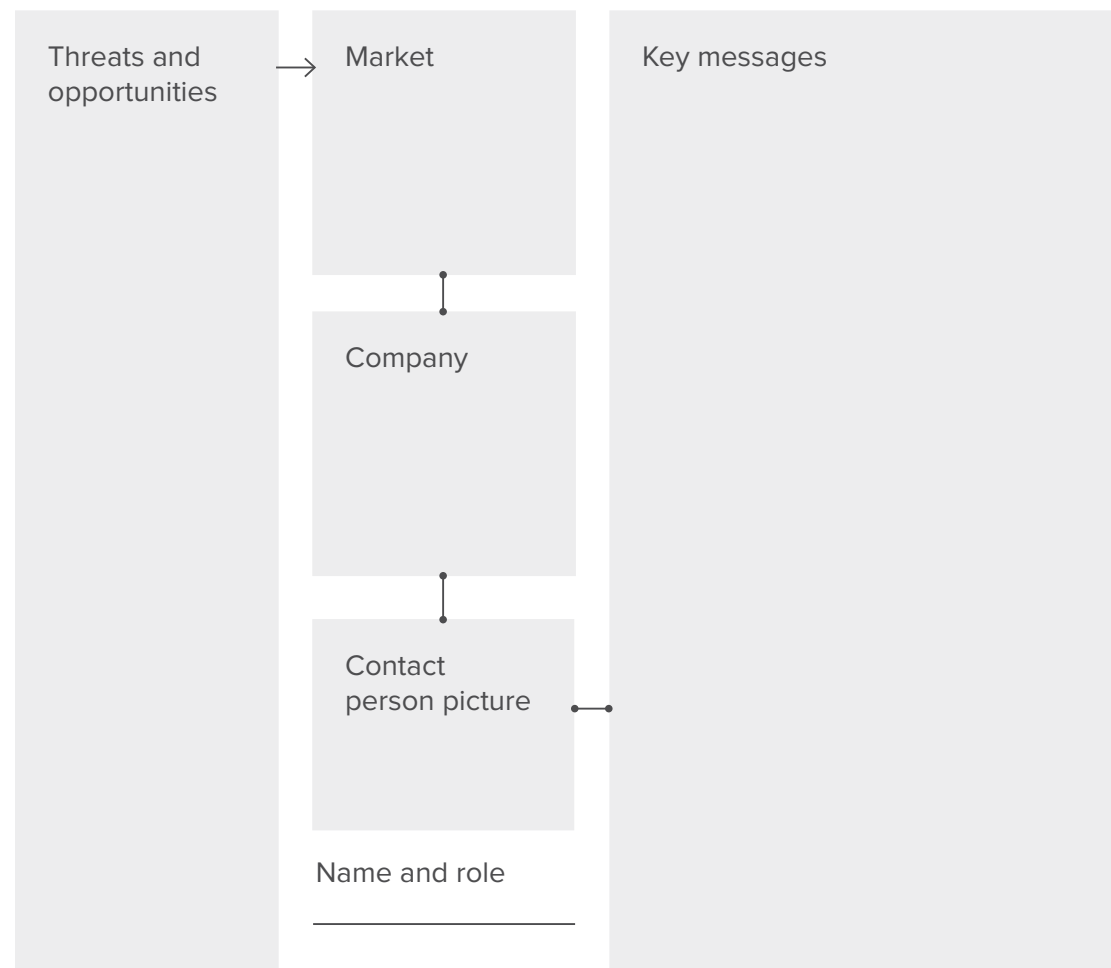
The Value Chain Pitch is a document that describes the key messages that you want to communicate to companies in your target market that will describe the potential benefits of eco-innovation and make them want to learn more about eco-innovation and the eco-innovation services that you offer. Exactly how you use the document will depend on the types of events and communication channels you use when you begin to engage companies. However, it is important to create a Value Chain Pitch document so that the key messages to the potential customer are consistent, no matter what format they are delivered or who in your team is delivering them.

Once complete, the Value Chain Pitch will be the basis for all your communication and engagement activities, whether it is preparing a presentation for a seminar, writing a white paper, or creating an eco-innovation service flyer.

HOW TO GO ABOUT IT

1. Define the type of organisation a particular message is for (the 'target market') and who specifically within the organisation the message is intended for (the 'target audience') before detailing the actual key messages.
2. Define what the key messages should be for your target market and audience by reviewing the sustainability hotspots and significant threats and opportunities and then describing how eco-innovation can help to address and the threats and make the most of the opportunities.
3. Repeat this process for each of the different types of target market and target audience that you want to communicate with.

Template of Value Chain Pitch



Value chain pitch

Project _____

Date _____

Version _____

Threats and opportunities

What are the key threats and opportunities?

Market

Company

Add a picture or drawing

Contact person name and role

Key messages

What can't this person miss regarding the potential benefits of eco-innovation for their company?


☐ Are these messages aligned with the value chain vision?

Used during activities

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LEARNING CASE STUDY OF VALUE CHAIN PITCH

Threats and opportunities <ul style="list-style-type: none">• Fishing activity• Energy intensity of the production phase• Significant fish loss and waste• International fishing companies obtaining licenses to fish in the region• Concerns about overfishing and the impact of by-catch on the marine eco-system associated with purse seine and long line fishing methods• Increasing consumer awareness of the unsustainable nature of current tuna fishing practices leading to consumer-led campaigns for improved sustainability practices within fishing and fish processing industry.• Reports of slavery-like conditions on board tuna fishing vessels, with links to human trafficking.	Market <p><i>Tuna processing companies in my country</i></p>	Key messages <ul style="list-style-type: none">• Overfishing of tuna means that tuna stocks are dwindling.• The consequences of this in the short term are higher costs to purchase tuna and in the long term a real risk that within 15 years tuna will no longer be available in the local seas at the current rate of depletion.• These risks threaten the entire value chain and can only be solved through collaboration and innovation.• Eco-innovation is an approach that can be used to address major sustainability threats such as these.• Eco-innovation involves adapting your business strategy, business model and operations to make the most of the opportunities available to you whilst working with the value chain to address sustainability threats.• We have a proven methodology to support the implementation of eco-innovation that we can use to help you
	Company <p><i>CEOs of tuna processing</i></p>	
	 <p><i>Add person picture or drawing</i></p>	
	Contact person name and role <p><u>Thao Park</u></p> <p><u>Owner/Director/CEO</u></p>	<input checked="" type="checkbox"/> Are these messages aligned with the value chain vision?

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TIPS & TRICKS

SHORT TERM FOR ATTENTION

When considering the significant threats and opportunities, it may be beneficial to focus on the issues that will have an impact within two years, as these issues are more likely to catch the attention of a CEO.

INSPIRATION FOR BENEFITS

The UN Environment report on the 'Business Case for Eco-innovation' can provide some ideas for the types of benefits that companies might obtain through eco-innovation.

LONG TERM ALIGNMENT

You can also review the value chain vision you defined previously as the key messages should be aligned with this long term vision.

BACKGROUND INFORMATION

References and resources

Developing a value chain pitch:

UN Environment (2014). Business Case for Eco-innovation. UN Environment, Paris. Available from: <http://www.unep.org/resourceefficiency/Business/Eco-Innovation/TheEco-InnovationProject/TheBusinessCaseforEco-innovation/tabid/1036905/Default.aspx>