

# Qi3 Environmental and Sustainability



*Sales & Marketing support for growing technology businesses*

## Background

The Environmental Sector consists of a diverse range of industries covering:

- Renewable and alternative energy sources
- Energy efficiency
- Water infrastructure and associated technologies
- Pollution control
- Waste management and associated technologies
- Environmental support services

Just one subsector, low carbon goods and services, was predicted to grow by 45% between 2007 and 2015 in the UK; contributing over £150 billion to the UK economy <sup>1</sup>. Clearly the Environmental market poses a significant opportunity for companies in the UK. Start-ups to large corporations and national governments across the world are embracing this burgeoning market as a source of growth and a route to competitive advantage.

Qi3 combines deep sector knowledge with extensive functional expertise to help our clients succeed. We work with large and small companies, academia, and Research Councils to help navigate the changing landscape markets through the identification, development and communication of customer benefits.

## Who we are

Qi3 has expertise in the environmental sciences and has undertaken a range of projects including the microbial degradation of hazardous organic liquid wastes, the incorporation of environmental sensing capability into consumer goods, novel approaches to environmental monitoring and new technologies in instrumentation. Our team consists of experts in market research, product marketing, marketing communication and commercialisation who really understand the market drivers and barriers to success in this sector.

## How can we help?

Qi3 has extensive experience in evaluating the fit between a technology and its potential markets. We aim to help companies develop strong value propositions, build lasting competitive advantage and increase market share through the identification of new opportunities. Qi3 demonstrates its value by:

- Generating, testing and adapting value propositions to meet the real needs of a target market
- Devising market entry strategies for businesses seeking to enter the market or established businesses looking to diversify
- Developing and implementing technology/ corporate acquisition strategies
- Generating potential customers and brokering strategic alliances, securing early sales opportunities
- Supporting the establishment of effective sales and marketing operations
- Providing independent, insightful knowledge about potential sources of funding



<sup>1</sup> [www.bis.gov.uk/assets/BISCore/business-sectors/docs/I/12-p143-low-carbon-environmental-goods-and-services-2010-11.pdf](http://www.bis.gov.uk/assets/BISCore/business-sectors/docs/I/12-p143-low-carbon-environmental-goods-and-services-2010-11.pdf)

Qi3 offers strategic, tactical and operational support to technology businesses, large and small. Our breadth and depth of commercial skills is combined with strong technical understanding and we deliver flexible packages depending on a company's individual needs.

## Domains

We help our customers to maximise their potential in a wide range of principal environmental domains, including:

- Remote sensing
- Networks of sensors
- Environmental monitoring
- Instrumentation
- Creating services using environmental data
- Pollution remediation technologies
- Sustainable engineering

## Clients

Qi3 has delivered numerous of projects in the environmental sector for clients drawn from major corporations, technology enterprises, government agencies, universities and research institutes.

Qi3 is involved at all stages of technology development within commercial and academic organisations. Our team has worked in the environmental domain for many years; enabling us to quickly and effectively provide expert input into your business.

## Specific project examples

### *Public Sector Programme Management*

- ESP KTN - Environmental Monitoring activity for the Electronics, Sensors, Photonics KTN (previously for the Sensors & Instrumentation KTN)
- NERC Networks of Sensors - management of Demonstration of High Resolution Networks Research Programme, focused on developing new technological approaches to the deployment of sensors in remote or hostile environments
- Centre for Earth Observation Instrumentation (CEOI) – management of knowledge exchange programme since 2007, involving identification and engagement of non- space industrial sectors for Earth Observation instruments and industry.
- NERC Environmental Monitoring Green Economy Strategy – interim knowledge and innovation management to help support development of the Strategy and provide a framework to increase the rate of Knowledge Exchange from the NERC community

### *Public sector – specific projects*

- NERC Environmental Instrumental Capability Mapping study - (determination of UK academic capability)
- NERC Environmental Metrology - event which aimed to raise awareness of the importance of metrology within environmental monitoring for science and industry
- NERC Environmental Monitoring Data Transformation – analysis and promotion of NERC capabilities in terms of data archiving, retrieval, modelling and simulation to end-users in the environmental consultancy sector
- CEOI Offshore Industry Consultation –bringing together scientists, potential industrial end users and data services consultancies to explore technology transfer opportunities from Earth Observation to the offshore-renewables, oil and gas exploration and maritime sectors

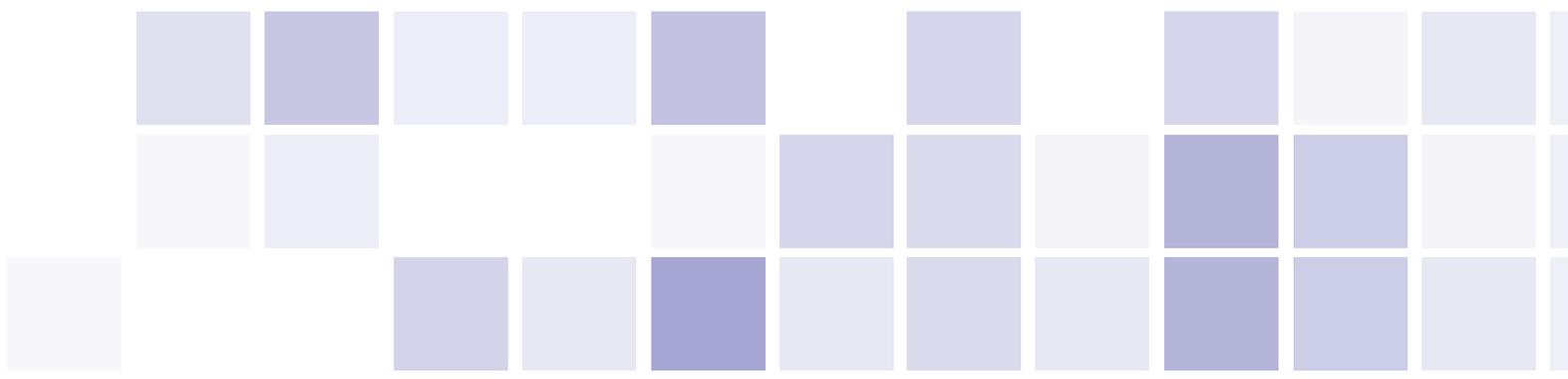
- ESA Integrated Applications Programme – Workshop on Transport, Energy & the Environment: Identifying New Environmental Services
- ITI Tech Media – analysis of opportunities for photonics technologies in environmental applications. Investigation of the environmental sensing market and its receptiveness to disruptive technologies
- Plymouth Marine Laboratories – Use of “caged bacteria” as a means of monitoring water pollution

**Private sector**

- Unilever and Swarraton Partners– Due diligence on a company providing plasma coating technologies which reduces environmental impacts of fabric-treatment processes
- HTSPE – use of novel materials in battery technologies for reduced environmental impact
- Intellitect Water – Markets for component technologies from an in-pipe, continuous water monitoring instrument for potable water supplies
- Zonogard – use of environmental gas sensors in consumer electronics to warn against dangerous levels of carbon monoxide
- Innova Power – Business planning support for a system for the production of hydrogen In-situ as an alternative energy source
- Vantage Power – Business planning support for a company which aims to convert buses to run on hybrid engines, reducing CO2 emissions
- Heriot-Watt University – Market potential for a system to monitor the condition of bridges and other concrete structures. An early warning system to identify areas for repair as early as possible, reducing overall costs

**Funding and Grants**

Qi3 is able to offer its services with expert staff registered on the Manufacturing Advisor Service (MAS) Directory. This enables companies to receive support from Qi3 staff together with enabling grants of up to £3000. The Qi3 team facilitates access to these funds through all appropriate methods, including sales, collaborative, R&D, grants and equity finance. Qi3 has an excellent track record of enabling companies of all sizes to access funds for technology development.



## Customer Reference

“Your support in helping to formulate Impact Plans for grant applications is also gratefully acknowledged. Impact Plans are a new initiative by the Research Councils and your commercial background, contacts and know-how has made a significant contribution in identifying routes to market for our public sector R&D.”

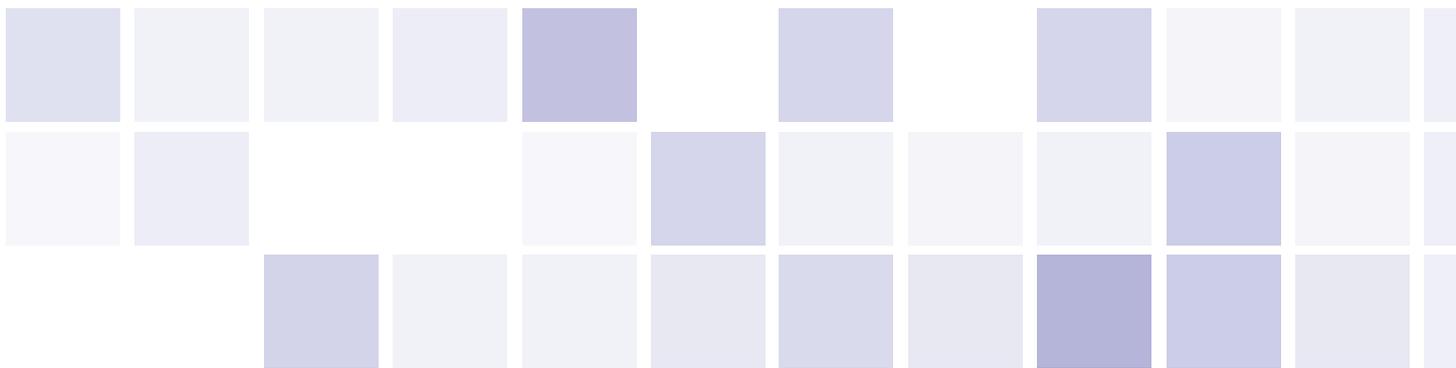
- Dr R D Ogilvy, Team Leader - Geophysical Tomography, British Geological Survey

“...you and your team have provided the CEOI project teams with invaluable advice and guidance in knowledge exchange and technology transfer. Your work in ‘technology mining’ has been particularly valuable and has assisted the CEOI projects in obtaining additional funding in excess of £3m to develop the non-space potential for their technologies. In addition you and your team have provided extensive publicity for the CEOI developed technologies through a variety of journals, publications and circulars, which has provided a number of excellent contacts for the teams and opportunities for additional application areas for the technologies.”

- Mick Johnson, Director, Centre for Earth Observation Instrumentation

## How do I get started?

Call Robin Higgons on +44 (0)1223 422404 or email [robin.higgons@qi3.co.uk](mailto:robin.higgons@qi3.co.uk) for a confidential discussion of your needs. For further information, please visit [www.qi3.co.uk/domains/market-domains/environmental-sustainability/](http://www.qi3.co.uk/domains/market-domains/environmental-sustainability/)



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