

Sharp

BRAND
PERFORMANCE

THE CLEANTECH REVOLUTION

AND YOUR GUIDE TO NOT
GETTING LEFT BEHIND...

FREE YOUR GOOD



Certified



Corporation

THE TIME IS NOW!

THE MOMENTOUS RISE OF CLEANTECH INDUSTRIES HAS CREATED A SHIFT IN B2B EXPECTATIONS, AS THEY ALIGN WITH GOVERNMENT NET ZERO POLICIES ACROSS THE GLOBE.

More and more corporations are prioritising a transition to clean energy as investment funding in solar, wind and green hydrogen continues to soar.

A move towards carbon neutrality is already happening.

The Cleantech industry supports

3%
OF TOTAL UK EMPLOYMENT

With a GVA of

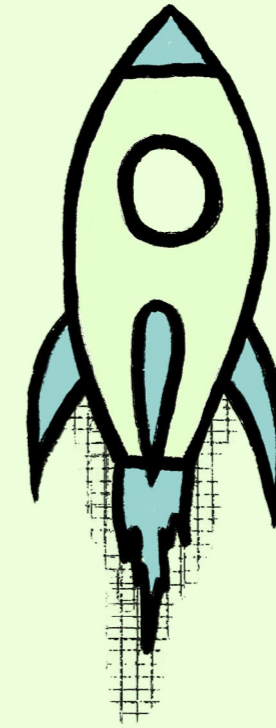
£74
BILLION

The global market for Cleantech technologies is set to rise to more than

£1.5TN
BY 2035



**“CLEANTECH BRANDS
WITH CRYSTAL CLEAR
MESSAGING AND A
DISTINCTIVE IDENTITY
WILL SCALE FASTER...
AND GO FURTHER.”**



MANDI TAYLOR
STRATEGIC PARTNER,
THE SHARP AGENCY

LET'S BREAK IT DOWN INTO FIVE STEPS...

1.

DIG DEEPER TO TRULY KNOW YOUR CUSTOMERS' WANTS, NEEDS, PERCEPTIONS AND BARRIERS

In order to scale, Cleantech companies need to expand their impact through a deep understanding of customer needs and market demands.

Startup Genome

2.

THINK LIKE A CUSTOMER TO SEE THE COMPETITOR LANDSCAPE FROM YOUR CUSTOMERS' POINT OF VIEW

Cleantech startups focusing on customer-centric solutions, such as user-friendly EV chargers, attract significant investment and market growth.

Hypervolt

3.

DEFINE YOUR DIFFERENCE TO STAY RELEVANT IN AN INCREASINGLY CROWDED MARKET

In the evolving Cleantech landscape, staying aligned with market and regulatory shifts, such as global decarbonisation targets, is crucial. Cleantech firms that remain relevant through innovation and strategic investments thrive amid changing political frameworks.

Deloitte

4.

COMMUNICATE CONSISTENTLY TO ARTICULATE YOUR BRAND PROMISE

Brands that clearly communicate their sustainability initiatives resonate better with consumers. Research shows that consumer products tied to sustainability and quality outperform in customer conversion and loyalty.

BCG

5.

TELL A COMPELLING STORY TO CRAFT AN IMPACTFUL BRAND NARRATIVE

Companies leveraging storytelling, such as highlighting environmental and social impact, differentiate themselves in the Cleantech sector.

Deloitte

The Cleantech Revolution

Now you know what you need to do, let **Co-Create**
by **SHARP** bring your Cleantech brand to life...

**THROUGH OUR EXPERIENCE
IN SCALING CLEANTECH
BRANDS, WE'VE LEARNED THE
IMPORTANCE OF CO-CREATE IN
SHAPING A BRAND'S IDENTITY,
VOICE AND EMOTIONAL
CONNECTION WITH
CUSTOMERS AND INVESTORS.**



RICHARD SHARP
CREATIVE PARTNER,
THE SHARP AGENCY

HERE ARE THREE COMPANIES WE HELPED TO SCALE...



WE BOOSTED EFFECTIVE ENERGY

EFFECTIVE ENERGY, LED BY A TEAM OF AMBITIOUS CHANGEMAKERS, SOUGHT TO POSITION THEMSELVES AS LEADERS IN THE CLEAN TECH SECTOR.

They faced the challenge of breaking through a crowded market while clearly communicating the tangible benefits of their energy-saving solutions. With sustainability top of mind for consumers but often misunderstood, they needed a brand strategy that would inspire trust, drive action, and reflect their mission to create meaningful change in the world.

↑ ATTRACTING 12.5k+ MORE USERS THAN THE PREVIOUS WEBSITE

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CO-CREATION TO BOOST BRAND PERFORMANCE

We partnered to deliver a transformative brand strategy through our bespoke Co-Creation methodology, uncovering deep insights into consumer perceptions, barriers to engagement, and market opportunities.

The insights gained informed a refreshed brand identity and messaging strategy that positioned Effective Energy as a trusted authority in the clean tech sector.

We developed and launched a high-impact campaign that boosted brand awareness, strengthened consumer engagement, and drove measurable business growth.

By integrating stakeholder collaboration with a performance-driven approach, we delivered tangible results, underscoring the power of co-creation in achieving both meaningful impact and exceptional brand performance.

HOW WE HELPED

- Co-Create Proposition
- Brand naming
- Product naming
- Brand Identity



Power your world, your way, with Social Energy



WE POWERED UP CROWDCHARGE

CROWDCHARGE IS LEADING A SUSTAINABLE ENERGY REVOLUTION FOR AMBITIOUS BRANDS AND COMMUNITIES.

Their AI-driven platform tackles the challenges of EV adoption by optimising charging, reducing grid stress, and switching seamlessly to the best energy tariffs. To accelerate their mission and connect with energy leaders, car manufacturers, and consumers, CrowdCharge needed a bold brand to drive change.

A BRAND TO POWER CHANGE

We worked with CrowdCharge to create a brand that inspires action and places humanity at its heart.

The symbolic logo—the ‘O’ and inverted ‘A’—signifies “net zero for all,” while the emotive strapline, Powered by Humanity, reflects the potential of collective progress. Imagery filled with natural light and warmth conveys human connection, optimism, and a shared vision of a brighter future. Paired with electric colours and bold headlines, the brand radiates hope and a commitment to sustainability.

By uniting people and businesses under this powerful identity, CrowdCharge sparks a new energy era—where vehicles are powered by sunshine, not fossil fuels, and a low-carbon future becomes a reality for everyone.



HOW WE HELPED

- Interviews
- Collaborative Proposition
- Brand Identity



WE RE-ENERGISED ZERON

TECHNICAL EXCELLENCE MEETS MARKET EVOLUTION

As the UK's original Voltage Optimisation (VO) manufacturer, GW Energy had spent 30 years at the forefront of energy-saving technology, with their solutions trusted by global brands including Kellogg's, IKEA, ASDA, and Amazon.

Through intensive Co-Creation sessions with key stakeholders, we uncovered a crucial insight; the business needed more than just a new name - it needed a brand identity that would position them as leaders in the net-zero revolution.

The name Zeron emerged as a powerful embodiment of their mission, with the distinctive zero icon symbolising their ultimate goal.

SPARKING A BRAND REVOLUTION

Working closely with the Zeron team, we developed a comprehensive brand strategy that transformed complex technical solutions into clear, compelling messages. The new identity included powerful headlines that cut through the noise: "Lower Voltage. Lower Carbon" and "The Revolution Will Be Optimised" anchored by the empowering brand promise "More Power to the Planet".

The refreshed visual identity, featuring a vibrant natural colour palette and distinctive typography, positioned Zeron as a forward-thinking leader in sustainable energy solutions, helping businesses across the UK move one step closer to net zero.

Before




After



HOW WE HELPED

- Co-Create Proposition
- Brand naming
- Product naming
- Brand Identity



 **Zeron**

The next energy revolution is already here. Zeron OPTISAVE reduces your energy consumption, carbon emissions and energy bills. Ready to optimise your business?



BRAND PERFORMANCE THROUGH THE POWER OF CO-CREATE

If scaling is the challenge, then Co-Create by SHARP is the answer.

Our sessions with your internal team, carefully selected clients and industry experts will nail your proposition and give you a distinctive, ownable identity that will help you scale.



RESULTS THAT SPEAK FOR THEMSELVES

100%

increase in spontaneous awareness

40% MOM increase on target acquisitions

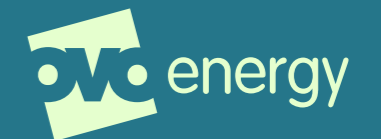
22% Unprompted awareness uplift

16% Uplift in brand awareness

BEST EVER

Facebook campaign performance

SUSTAINABLE CLIENTS WE'VE HELPED TO SCALE



Worked across multiple channels to create insight-led performance campaigns to improve and build on results



Customer co-creation led to a dynamic brand identity and compelling messaging that significantly boosted business growth

CROWD CHARGE

Strategic brand and design toolkit to build consistency across all marketing channels



Naming, brand identity and marketing campaigns for our sustainable British wool brand

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**BRAND
PERFORMANCE**

**IF YOU'RE
NOT TICKING
ALL THE BOXES,
GIVE US A CALL.**

Certified

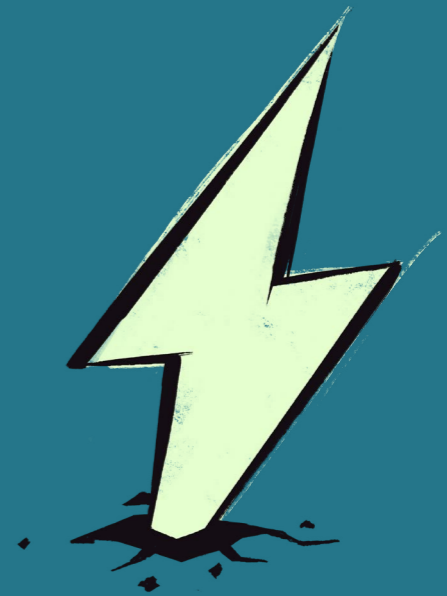
Corporation

SHARP has been verified by B Lab to meet high standards of: social and environmental performance, transparency, and accountability.

This hard-won B Corp certification means we're ideally placed to help your brand behave better and deliver sustainable, long-term success.

**TICK ALL
THAT APPLY**

1. WE HAVE CARRIED OUT RESEARCH ON AND WITH OUR CUSTOMERS	
2. WE KNOW WHO MAKES UP OUR FULL VALUE CHAIN	
3. WE HAVE MADE CLEAR STRATEGIC CHOICES ABOUT WHO WE'RE TARGETING	
4. WE KNOW WHAT OUR TARGET AUDIENCES' CHALLENGES, NEEDS, MOTIVATIONS, DECISION MAKING PROCESSES ARE	
5. WE UNDERSTAND THE COMPETITOR LANDSCAPE FROM OUR CUSTOMER'S PERSPECTIVE	
6. WE HAVE CLEARLY ARTICULATED OUR DIFFERENTIATING POSITION IN THE MARKET	
7. OUR BRAND IS DISTINCTIVE AND EASILY RECOGNISED BY CUSTOMERS	
8. WE CONSISTENTLY TELL A COMPELLING STORY TO OUR AUDIENCES	



**READY TO
OPTIMISE
YOUR BRAND FOR
THE CLEANTECH
REVOLUTION?
GET IN TOUCH TODAY.**

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