

Success Story

Sage Earth guides Velo to do the right thing

Sector specialist B2B marketing agency builds sustainable business strategy with Sage Earth software

“Our client work in this area stems from being credible, which is grounded in our Sage Earth dashboard.”

Libby Reynolds-Horne

Account Director, Velo



The Challenge

As a growing business, the Velo team knew their activities impacted the environment, which had to change. The ambition was clear—to be net zero by 2030, but also pioneer sustainable marketing techniques and help tell their clients' stories from a place of credibility.



The Solution

Underpinned by the Greenhouse Gas Protocol, Sage Earth software offers companies high levels of confidence in the calculation of their carbon footprint from which effective decarbonisation actions can be planned and delivered. This became the starting point on which Velo's plan to do the right thing was built.



The Result

Sage Earth easily connected with Velo's existing accounting software through an API to use reconciled spend data to build an initial automated carbon footprint, quickly giving the agency visibility into its impact, costs and providing insight on immediate steps to take.

- 25% reduction in high-impact areas.
- Accelerated net zero ambition by five years.
- Integrated with accountancy system in minutes.

Sage

Company

Velo

Location

United Kingdom

Industry

Business Services

Sage Products

Sage Earth

Velo //

About Velo

Velo is an award-winning specialist B2B marketing agency for global technology, industrial and professional services companies that target a niche. The company has been built purely on recommendations.



Sage Earth has provided ground zero, and plots progress

Velo is an award-winning B2B marketing agency for global technology, industrial and professional services companies. Since its inception in 2010, Velo has grown in size through recommendations and today holds an impressive international roster of clients across its specialised sectors.

ESG has become an increasingly important part of those client relationships, either telling client's own ESG stories or making sure that as a business, Velo operated in a way that is consistent with our clients' own sustainability programs. Doing nothing was not an option.

Before making any commitments, Velo Managing Director Paul Crabtree wanted to find the right carbon accounting partner to help the business use data and insight to guide its sustainability strategy. Impressed by the offering from Sage Earth—particularly its SME focus and API-led, off-the-shelf integration with accountancy software, Xero—Velo signed up to Sage Earth in August 2022. Making the API connection through the Xero accounting software was quick and easy. This only needs to be done once, and the data then updates in real-time to track impact over time.

Sage Earth makes an operational impact

Within minutes of going live, a carbon footprint analysis spanning scopes 1, 2 and 3 was calculated in a methodology that is compliant with the Greenhouse Gas Protocol and therefore appropriate as a measurement technique for SBTi compliance. This led to the agency making many small changes from the get-go.

“We’re favouring local suppliers, evaluating travel choices in different ways, and have doubled down on flexible working practices so our team can do their bit too,” explains Velo’s Finance Director Yeni Olubamowo. “The Sage Earth data is essential to this, as it is guiding the action plan and helping measure impact,” she adds.

At the same time, Yeni has used the insights to make team members more accountable for the impact of their own decisions using new spending categorisations adding 10 new nominal codes. Quarter-on-quarter spending in high-impact categories has fallen 25% as a result.

“Our employees appreciate the direction. All members of the team echo that they want to work in an agency that lives its values and has a wider purpose, which means better staff retention. We’re finding it easier to recruit, too,” adds Yeni.



Visibility from the Sage Earth dashboards is driving new conversations within the business.

Accelerating the business's ambition to become net zero

Sage Earth's reporting showed that the company's footprint was already quite low across scopes 1 and 2. Scope 3 emissions, like many businesses, are much larger. As a global marketing agency, these areas are predominantly data server use and the delivery of ads on MarTech platforms like LinkedIn, HubSpot and Google. Combined, the business was responsible for 51.8 tonnes of annual emissions and has now built a strategy that combines making better operational decisions with carbon-offsetting and pioneering sustainable marketing strategies, which has already seen it achieve carbon neutrality across scopes 1 and 2 at the end of 2022.

"We believe that visibility creates accountability," says Paul. "Sage Earth has guided our ambition, our ESG strategy and our timeframes. It has meant we've been able to go quicker than we thought possible and been more ambitious, including a commitment to achieving a science-based net zero target," Paul continues.

Transforming Velo's work and working practices

Visibility from the Sage Earth dashboards is driving new conversations within the business. Efforts to make more sustainable decisions are no longer nebulous – the wider team can see the impact of its choices and use this visibility to be accountable for making better decisions.

Paul says that the visibility from Sage Earth has also led to Velo's work changing too. "We're exploring more sustainable marketing production practices to cut the carbon footprint of the work we do and are running projects to test whether B2B audiences respond better to messaging with a sustainability angle," he explains. This has included designing ESG reports through to brand storytelling for company credibility presentations.

He adds: "While we wanted our path to sustainability to match our clients' ambition, we also knew we had to be realistic about the scale we would be able to achieve ourselves, as well as making sure we helped others. Sage Earth gives us the tools to do both."



“It has given us the visibility we needed. Without Sage Earth and their team, quite simply, we would have no plan.”

Paul Crabtree
Managing Director, Velo

More than software

Through the partnership, Velo has relied on the Sage Earth team to provide expertise around terminology, frameworks and credible certifications. This has saved hours of research with no question off limits, accelerating the Velo team’s understanding.

Paul says that it has brought commercial benefits too. “Many of our clients’ procurement teams evaluate sustainability credentials when evaluating suppliers. We’ve won new clients but more importantly reassured many existing ones from our ESG strategy, which all started with Sage Earth,” Paul explains.

Confirming that choosing Sage Earth was a smart move, Paul says none of the above would be possible without the credentials that started with Sage Earth. “It has given us the visibility we needed. Without Sage Earth and their team, quite simply, we would have no plan,” he says.



Sage

© 2023 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.