

Success Story

Making sustainable the new normal with Sage Earth

By connecting their accounting software with Sage Earth, Inspiration Space tracks their environmental impact.

“Setting up Sage Earth was probably the most frictionless tech experience I’ve had.”

Liana Fricker

Founder, Inspiration Space



The Challenge

The Carbon Literacy training requires participants to complete a climate action plan. However, Inspiration Space found that accurately documenting baseline rates and improvement over time was difficult. Most of the available options were expensive, complex and subject to human error.



The Solution

Inspiration Space discovered that Sage Earth provided the accurate, measurable sustainability data they needed. And because it worked automatically with their accounting software, that data was accurate and constantly available in a user-friendly dashboard, requiring little intervention or effort.



The Result

Inspiration Space uses Sage Earth with its accounting software to provide constant, real-time information about its carbon footprint. This allows the company to quantify and offset its carbon emissions, benchmark and monitor sustainability, and help other businesses do likewise.

- Ability to quantify carbon footprint secured £8k grant funding.
- Sage Earth helped to secure around £30k new business.
- Allows Inspiration Space to quantify and prove its sustainability.

Sage

Company
Inspiration Space

Location
United Kingdom

Industry
Business Services

Sage Products
Sage Earth

**INSPIRATION
SPACE**

About Inspiration Space

Inspiration Space provides training, community support and mentorship for entrepreneurs; its Carbon Literacy training helps companies to thrive in a green economy.



The need for commercialised sustainability

Liana Fricker, Founder of Inspiration Space and named Startups Magazine “Most Influential Women of 2022”, does not mince her words when it comes to sustainability. “I’m trying to commercialise sustainability, to all intents and purposes. People do care about the Earth, but above all, we care about our ability to live on it. The planet survived the asteroids, after all; it was the dinosaurs that didn’t make it. Our ability to live well depends on commercial endeavour—but we need to make business sustainable. We need to make it transparent, accountable,” she explains.

To meet this need, Inspiration Space offers Carbon Literacy training, which provides entrepreneurs and ‘companies of one’ with the knowledge and understanding they need not only to make their businesses provably sustainable, but also to thrive in the rapidly expanding green economy.

As part of this course, Inspiration Space asks participants to prepare a climate action plan. However, when planning the Carbon Literacy training, Liana quickly realised that taking accurate, reliable baseline measurements of sustainability indicators, and quantifying the business’s ongoing carbon footprint, was easier said than done. Most of the available options were expensive, time-consuming and relied heavily on manual input, leaving them vulnerable to human error.

Sage Earth: real-time data without the effort

Liana knew that Inspiration Space and others needed a tool that would quantify the business’s current sustainability and then measure the progress from that point to sustainability goals, such as net zero. The data had to be accurate, timely and reliable—for example, Liana knew that sustainability grants were available in her area, but also that applicants had to provide verifiable sustainability data to secure this funding.

Inspiration Space also wanted to act as a sustainability role model by confidently suggesting sustainability applications and tools to its community members and clients.

While using a sustainability solutions platform one evening, Liana learned about Sage Earth and was instantly hooked. She realised that not only did Sage Earth calculate, track and visualise all the sustainability data she needed, but that it did so by connecting with the company’s existing accounting software.

In other words, Sage Earth would calculate the carbon footprint of verified business activity automatically, with no need for laborious manual input or spreadsheet calculations. Furthermore, it would operate continuously in the background to provide a constantly accessible, real-time overview of the business’s sustainability progress and goals. She signed up and integrated her accounting software with Sage Earth immediately.



Inspiration Space is also pleased that Sage Earth allows it to be a role model for sustainability.

Frictionless integration

For Inspiration Space, the friction-free implementation of Sage Earth was striking. “It took less than 10 minutes to be up and running. I connected it to my accounting software and all the information was there,” says Liana.

That ease of use has continued and is one of the things Liana likes best about Sage Earth. “It’s just really easy to use. It’s really functional, the dashboard is simple, it’s not over complicated,” she says.

Putting Sage Earth to work

As soon as they integrated Sage Earth, Inspiration Space used it to take baseline measurements of sustainability and develop a carbon budget. It became clear that as the business was growing, so too were its carbon emissions. Liana decided to use carbon syncing to offset the actual and future carbon emissions which—thanks to Sage Earth—she could now see and quantify accurately.

What is more, Sage Earth is helping Inspiration Space to extend sustainability along the supply chain. The business now chooses to work primarily with others who track their carbon footprint and is verifying the sustainability of goods and services used by the business, such as software. And of course, all these business activities factor into their own Sage Earth calculations and responses.

Meanwhile, Sage Earth remains in the background, quietly monitoring the sustainability of Inspiration Space without the need for manual intervention. It is there whenever the business needs to draw on the data or report against sustainability—it provided the data required to secure an £8,000 sustainability grant, for example—but it is both uncomplicated and unobtrusive.

Modelling sustainability

As a business that works primarily with start-ups and entrepreneurs, Inspiration Space is also pleased that Sage Earth allows it to be a role model for sustainability. Not only do they refer to Sage Earth in carbon literacy discussions and training—confident in the knowledge that it is a reliable and effective tool—but also the business can demonstrate and model the sustainability benefits that Sage Earth has brought.

For Liana, sustainability is at the heart of Inspiration Space—not only because the business is committed to sustainability, but also because in 2023 there is simply no more intelligent way to do business. Within an increasingly green economy, setting out to be sustainable and being able to verify the sustainability of a business is probably more commercially valuable to that business than traditional assets, such as a website, she suggests.



“Sage Earth helps to normalise sustainability in business, which is just as it should be.”

Liana Fricker
Founder, Inspiration Space

Sustainable business: the new normal

Looking ahead, Liana hopes that Inspiration Space’s role modelling of sustainable business, and the frictionless way in which Sage Earth helps the firm to achieve that, will contribute to making transparent, accountable sustainability the new normal. She points out that once businesses see their carbon footprint in black and white which is precisely what Sage Earth gives them—it is almost impossible to ignore. It is that type of awareness, and the responses that businesses make to it, that drive real and lasting change.



Sage

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