

Inspired PLC and the Green Economy Mark

Founded in 2000 and listed on the AIM in 2011, Inspired PLC has pursued an ambitious growth strategy and in the last seven years their strategic focus has evolved from being a procurement-focused energy adviser into a technology-enabled sustainability services provider.

Inspired operates four divisions: Assurance Services, Optimisation Services, ESG Services and Software Services, with more than 700 experts providing energy advisory and sustainability services to over 3,500 businesses who typically spend more than £100,000 on energy and water per year. The company's four divisions work together to help corporate businesses manage all aspects of their energy and sustainability programme through the lens of what it refers to as the "4Cs" – cost, consumption, carbon and compliance.

Wider factors are proving to be important market drivers for this growing UK-based company. The rise in energy prices has made energy a critical topic for boards and has brought with it dramatically reduced payback times for energy efficiency projects. ESG disclosure expectations are escalating and are becoming increasingly revenue-critical, as supply chains and customers demand them as procurement prerequisites. Then there is the need to deliver on net zero commitments: "2030 is a key milestone for the UK to achieve its reduction targets of 68% based on 1990 levels," notes Dr Michelle de Jongh, managing director of Inspired's ESG Services division.

"To meet those targets, we will need to have made progress as a country and our businesses will have had to change their operations and portfolios considerably," she says. "We value our own role in meeting the UK's target, not only will we be net zero before 2050 but we are able to realise greater impact by helping the wider market in delivering against their own targets. The provision of the Green Economy Mark shows the extent of our support to others in achieving their targets." For example, it is supporting other London issuers through [LSEG's Issuer Services Marketplace](#).

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The Green Economy Mark

Inspired obtained the Green Economy Mark in 2020. “It has been highly beneficial,” says de Jongh, and something which “definitely sets us apart from our competitors.”

Inspired’s journey provides evidence that the transition to a low-carbon economy provides growth opportunities and not just cost or regulatory risks.

“The Green Economy Mark demonstrates how we have pivoted our own business into greener sources of income, so we can show to our peer businesses that the pathway to a low-carbon economy is an opportunity that exists,” she says. “We have seen the value of the green economy and we have adapted our products and services accordingly. We are creating new technologies, jobs, processes, and businesses and are growing strongly as a result.”

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[Learn more about the Green Economy Mark, London universe of green economy equities and funds.](#)

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