

Levelling up the sustainability team

How Axis uses emissions data to win tenders and drive revenue

Emitwise 

The challenge

Keeping pace with customer expectations

The real estate sector is responsible for 40% of global emissions. Axis, a property services company, is under growing pressure to help address this.

“Many of our customers are social housing associations and local authorities serving the people who are most affected by the economics of climate risk,” explains Oliver Refson, Sustainability Manager at Axis.

“The government is bringing in strict regulation that affects these institutions directly, so they’re looking to us to help them decarbonise.”

Emitwise 

Tenders in this industry used to be decided by balancing price and quality. But Oliver has seen that sustainability is growing in weight, often playing a critical role in winning bigger contracts.

While this shift in customer expectation has happened quickly, the industry’s ability to keep pace is hindered by legacy processes.

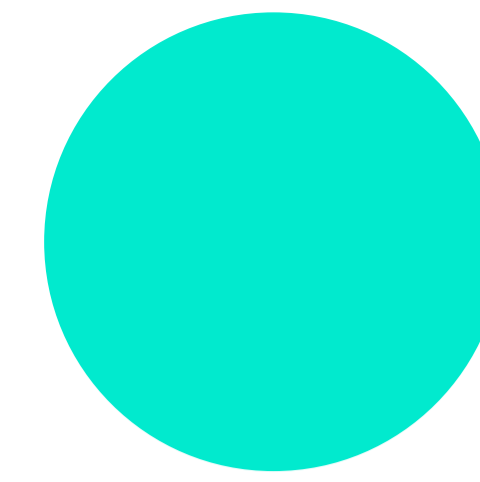
Oliver felt like he was spending all of his time pulling fragmented data points into bloated spreadsheets that offered little insight. He knew that in order to actually set reduction targets and take action on Axis’ carbon emissions, he would need a solution that would give him the space to be more strategic.



Sustainability used to be a nice-to-have and you could claim you’re environmentally friendly by planting a few trees and slapping a sticker on your website.

Now, our customers have aggressive decarbonisation targets they need to hit, and if you can’t help them get there, they’ll find someone who will.”

Oliver Refson, Sustainability Manager at Axis



The solution

A smarter way to manage carbon

To place the sustainability team in the driver's seat, the manual foundational stages of carbon management needed to be addressed with technology.

“Our customers are looking to partner with companies that can prove they're able to track and monitor their carbon emissions, set and hit reduction targets, and align with government regulations,” explains Oliver. “How could we convince them to work with us if we were stuck on that first point?”

This question led Axis to Emitwise, a carbon management platform that enables companies to progress to the strategic stages of sustainability.

With streamlined data collection and automated calculations in the platform, the team finally had the space to focus on insight and action.



To have all our emissions data in one centralised place, ready-to-go and broken down across dashboards and visualisations, you can see exactly where your carbon hotspots are. This allowed us to take the kind of action needed to benefit both the planet and our customers.

Oliver Refson, Sustainability Manager at Axis



RFP advantage

A competitive advantage when it comes to RFPs

Carbon-conscious deals

Ability to secure multimillion dollar deals with carbon-conscious criteria baked in

Revenue from sustainability

Sustainability seen as a revenue producer rather than a cost centre

The results

A smarter way to manage carbon

Oliver has proven that sustainability is not a cost to Axis, and it can play a prominent role in influencing revenue. He's taken the functionality and outputs of the Emitwise platform.

Market differentiation

"Having all these insights and reports ready at our fingertips gives us an extra service we pitch to prospective customers," says Oliver. Some of the selling points that Emitwise has given Axis are:

1. On-demand reporting. If a customer urgently needs a specific sustainability report

from Axis, they can instantly generate them in the platform.

2. Granular oversight. Axis can answer extremely specific questions from customers by drilling down into individual emission points.

3. Mutual targets. If a customer has a reductions target, Axis can set and monitor the same target in-platform to align completely with their goals.



Unlocking bigger contracts

The largest companies are most at risk from changing government regulation. Proof of sustainability is a particularly important factor in their procurement process.

Many of these potential customers have specific sustainability rounds in their RFPs to weed out companies that aren't sophisticated in this space.

"We've recently been able to use data and insights from Emitwise in bids for multimillion dollar contracts," says Oliver. "Without the detail and accuracy it provides, we wouldn't be able to progress through these sections of the bid."



Sustainability is starting to be viewed as a solution to our operational and supply chain challenges.

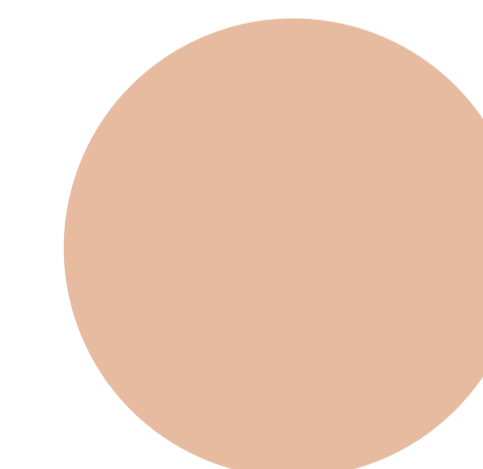
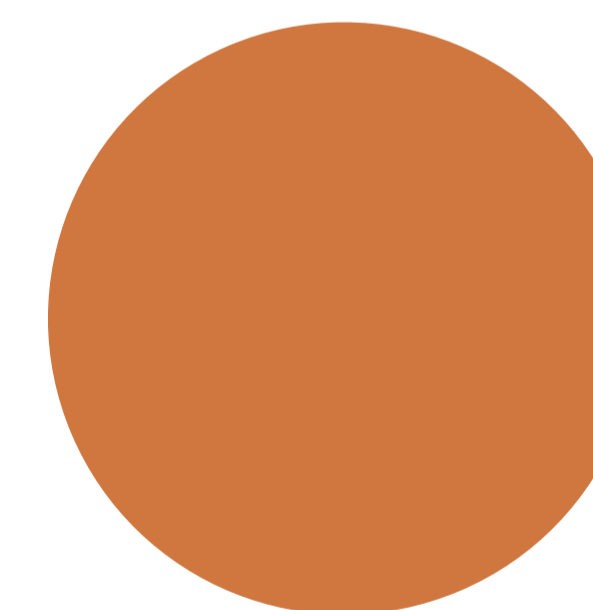
The C-suite recently came to me with concern over the high price of our utilities and asked if we could find a sustainable alternative that would reduce costs over time. The fact that they're now linking what we do with ROI is what any sustainability team wants to hear."

Oliver Refson, Sustainability Manager at Axis

Gaining internal recognition

This change in the sustainability team's influence on revenue has changed their role internally at Axis.

Thanks to the data and insights they now have, they're able to talk to stakeholders across the company in the language they best understand.



What lies ahead for Axis and the real estate sector?

While Axis might have a head start on its competitors, Oliver believes that the entire construction and housing industry is heading in the same direction.



We might all be taking different paths but we all have the same goals and we all share information when something is working. If you're not able to help your customers meet their goals, you're not going to win bids. It's inevitable that we all need to take this data-driven approach to sustainability."

Oliver Refson, Sustainability Manager at Axis

**Thank you
for reading**

Our carbon story

Emitwise 