



Positioning & Proposition

Marchal.online - 2023



Mission

Achieving “A Happy Planet” by help making value chains (and their individual undertakings) across the world sustainable.

Marchal.online 



Vision

1

Climate Change Mitigation & Adaptation

Helping companies achieve “Net Zero” or carbon-neutrality in line with the Paris Agreements and EU Climate Action Plan.

2

Resource use & Circular Economy

Helping reduce inflow and outflow of resources or “virgin materials”. Closing the loops within supply chains until they are self-sustainable/planet proof.

3

Pollution & Biodiversity

Protecting our ecosystems and people by mitigating all possible pollution hazards or even become biofriendly/ecopositive.

4

International Human Rights

A Happy Planet would mean happy people, as long as we also respect basic human rights and implement a true world-wide diverse, inclusive and equal society.



Payoff Marchal.online

Sustainability. marchal.online

Materialisation*. Monitoring. Management.
Marketing. Media. **More...**

**The assessment of sustainability/ESG-topics that will form the basis of a companies' transitional strategy.*



Understanding the market

Market trends

01

Dawn of the European Sustainability Reporting Standards.

Client Implications:

All big companies have to comply. There aren't enough sustainability consultants to meet demands now. But later on (2024 already) smaller companies will have to comply too. It's a smart business model for Marchal.online to partner up with an entire value chain to get all the SME's as a "collective client". So they can split costs. And Marchal.online is able to roll out an integrative and standardized approach.



**Conquer EU first
and then global
value chains**

Do something extraordinary.



Market trends

02

EU: SFDR/Taxonomy.
Global: GRI/TCFD/ISSB.

Client Implications:

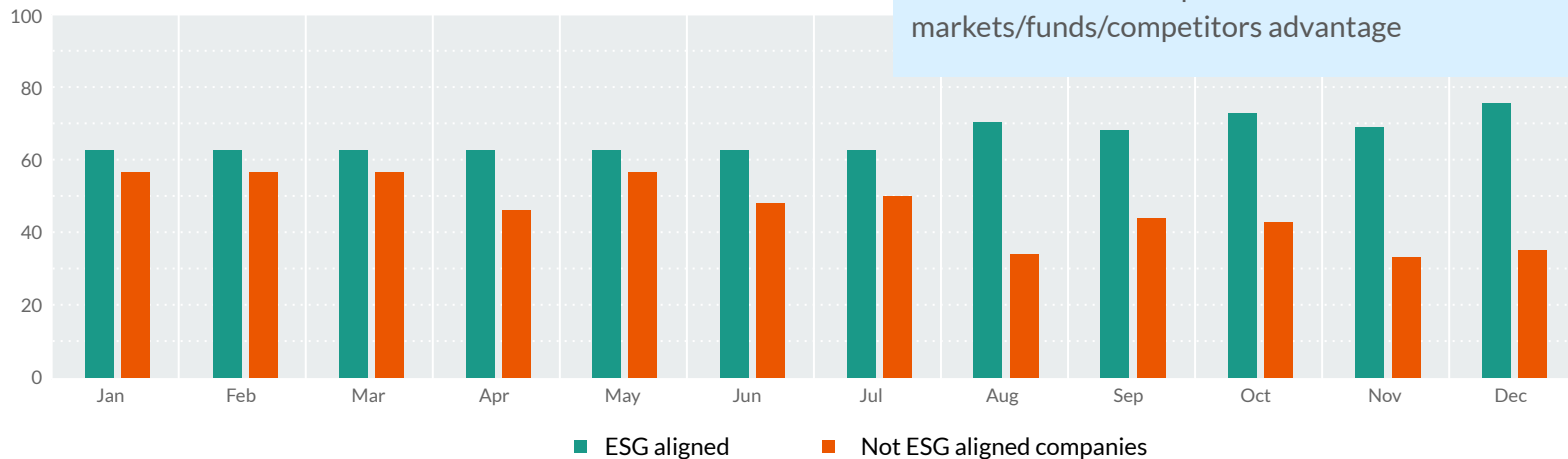
Not only do companies have to comply to all kinds of new legislation and sustainability standards. Companies won't receive funds from other investors anymore if they are not ESG-aligned. Another reason for all companies to amp up their sustainability markers.



Trend analysis

Even the consumers and end-users already are expecting more and more sustainability from companies and their products/services. There is a general, collective awareness that raises a need for companies to remarket.

Profits (%)



Although this graph is not factual, indeed it is proven that ESG investments are profitable and will lead to markets/funds/competitors advantage

Target audience

Clients will predominantly be large companies in the EU, or a conglomerate of SME's within an entire value chain like construction or packaging (play the cards right).

- 01 | CSRD Compliance/reporting
- 02 | Sustainability strategy (marketing & transformation)
- 03 | Operational change projects (ESRS propositions)
- 04 | Media & communication
- 05 | Certification & quality improvement

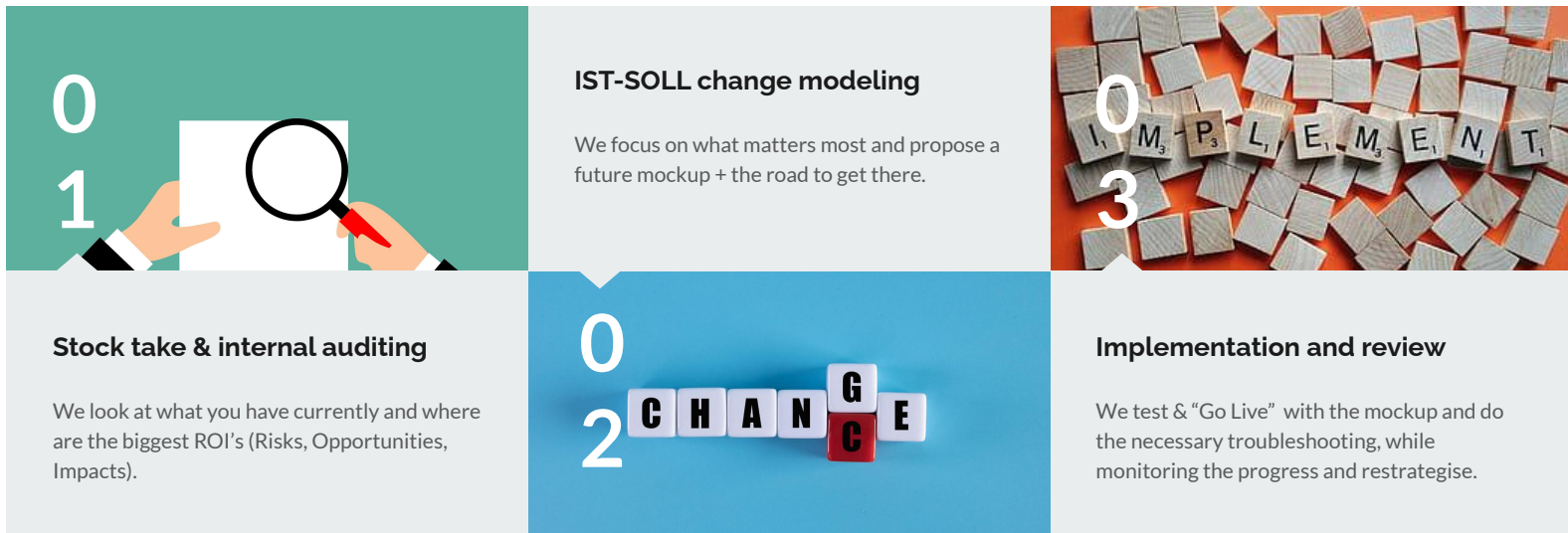




Proposed solution

Key service is partnering strategically with big companies or an association of companies within an entire value chain - to manage year cycles towards sustainable change and KPI improvements.

Process



Deliverables

All sustainability services have a certain return on investment, and they weren't truly sustainable if they weren't profitable. Sustainability is looking at long-term, real profits instead of short term gains. Incorporating People & Planet markers in the Profit Strategy is winning long term.

Avg. cost of bad people
management

45K

Lose talent, lose money.

Avg. cost of non ESG-alignment

690K

Miss out on ESG, miss market
capital and opportunities

Avg. cost of non-compliance
(CSRD/legislation)

100K

The costs of carbon and fines
when not complying.

* These numbers are pulled out of a hat just to make a point.

2023

Partnership acquisition & proposition

Value Chain approach to engaging and building up partnerships to collaborate on sustainability

Deeper and wider collabo's + innovation

Whilst running the programs, all partners step up to see how the train can move more smoothly and how more stations can be included.

New strategy roll out full year cycle ' 24

Proceeding from the original set out goals and KPI's a new year cycle can begin to excel and grow further.





Sustainability Advisor & Strategic Partner

Abe

10+ years in sustainability (from the start).
Experience: sectors government, defense,
investment banking & construction/industry



Support

Among others, Abe mainly gets support from family and his reference network - but also from partnered firms and certain associations for sustainability entrepreneurs.



Human Rights, Education & Digital

Carla Anigbo



IT & Photography

Dorus Marchal



Legal

Freek Marchal



**Step up.
Partner up.
Marchal.online**

