

Climatise ICP Definitions

The 37 Ideal Customer Profiles for UK carbon accounting, organized by driver type.

The 37 Specific ICPs

Category A: Regulatory-Driven (Hard Deadlines)

ICP 1: SECR-Obligated (December Year-End) Size: ~3,300 companies (30% of SECR population)

Attribute	Detail
Trigger Problem	SECR report due by 30 September each year Data collection chaos across departments, consultant costs £10-20k, no year-round visibility
Decision Maker	Finance Director, Sustainability Manager, Company Secretary
Budget Timing	Q1-Q2 (prep window 6-9 months before year-end)
Urgency Level	High (legal requirement)

Capture Strategy: - Outbound: February-June (6-9 month prep window) - Content: “SECR Deadline Countdown” webinar series - Landing Page: [/secr-december-ye](#) - Scraper Signal: Companies House filing history shows December year-end

ICP 2: SECR-Obligated (March Year-End) Size: ~4,400 companies (40% of SECR population)

Attribute	Detail
Trigger Problem	SECR report due by 31 December each year Same as ICP 1, but different timing
Decision Maker	Finance Director, Sustainability Manager
Budget Timing	Q3-Q4 (prep window)
Urgency Level	High

Capture Strategy: - Outbound: June-September - Content: Same webinar series, different timing - Landing Page: [/secr-march-ye](#) - Scraper Signal: Year-end date extraction

ICP 3: Government Contract Bidders (>£5m) Size: ~5,000+ companies bidding on central government contracts annually

Attribute	Detail
Trigger	PPN 006 requires Carbon Reduction Plan at tender submission

Attribute	Detail
Problem	Scramble to create CRP before bid deadline, don't know Scope 3 requirements
Decision Maker	Bid Manager, Commercial Director, Sustainability Lead
Budget Timing	Reactive (tied to tender calendar)
Urgency Level	Critical (bid depends on it)

Capture Strategy: - Outbound: Signal-triggered (new contract awards from bidstats.uk) - Content: “PPN 006 Carbon Reduction Plan Template” (gated) - Landing Page: [/government-contracts](#) - Scraper Signal: bidstats.uk contract awards, Contract Finder API

ICP 4: NHS Suppliers (Tier 1) Size: ~2,000 NHS suppliers with contracts >£5m

Attribute	Detail
Trigger	NHS Net Zero Supplier Roadmap milestones
Problem	Apr 2024: CRP required for ALL contracts.
Decision Maker	Commercial Director, Head of Sustainability
Budget Timing	Now (2027 deadline approaching)
Urgency Level	High

Capture Strategy: - Outbound: Target NHS framework agreement holders - Content: “NHS Supplier Carbon Roadmap: What You Need to Know” webinar - Landing Page: [/nhs-suppliers](#) - Data Source: NHS Spend Comparison database, NHS SBS framework lists

ICP 5: NHS Suppliers (Tier 2 - SME) Size: ~8,000+ NHS suppliers with smaller contracts

Attribute	Detail
Trigger	Same NHS roadmap, but Apr 2024 extended to ALL contracts
Problem	SMEs without sustainability resource, don't know where to start
Decision Maker	Owner/MD, Operations Director
Budget Timing	Reactive
Urgency Level	Medium-High

Capture Strategy: - Outbound: Lower-touch (email sequences only) - Content: “SME Guide to NHS Carbon Requirements” (downloadable) - Landing Page: [/nhs-suppliers-sme](#) - Ambassador opportunity: Accountants/consultants who advise NHS suppliers

ICP 6: National Highways / Network Rail Suppliers Size: ~500 infrastructure contractors and consultants

Attribute	Detail
Trigger	PAS 2080 accreditation required by end of 2025
Problem	Complex whole-life carbon accounting, monthly reporting requirements
Decision Maker	Sustainability Manager, Commercial Director
Budget Timing	Now (2025 deadline imminent)
Urgency Level	Critical

Capture Strategy: - Outbound: Target National Highways/Network Rail framework holders - Content: “PAS 2080 Compliance Guide for Infrastructure” (gated) - Landing Page: [/infrastructure](#) - Data Source: National Highways supplier list, Network Rail frameworks

ICP 7: Scottish Public Bodies **Size:** 180+ designated “major player” public bodies

Attribute	Detail
Trigger	Climate Change (Scotland) Act 2009 - mandatory annual reporting
Problem	Statutory Scope 1 & 2 reporting, pressure to include Scope 3
Decision Maker	Sustainability Officer, Finance Director
Budget Timing	Annual budget cycles (April-March)
Urgency Level	Medium (ongoing requirement)

Capture Strategy: - Outbound: Target list from Climate Change (Duties of Public Bodies) Order - Content: “Scottish Public Sector Carbon Reporting Guide” - Landing Page: [/scotland-public-sector](#) - Regulatory Calendar: Annual reports typically due late summer

ICP 8: Welsh Education Sector **Size:** ~1,500 state-funded schools + 14 FE colleges

Attribute	Detail
Trigger	Wales Net Zero 2030 target, education estate decarbonisation mandate
Problem	Building-by-building carbon assessments required, net zero route maps
Decision Maker	Local Authority estates, College Finance Director
Budget Timing	Tied to Welsh Government funding cycles
Urgency Level	High (2030 target)

Capture Strategy: - Outbound: Target Local Authority sustainability leads, FE college principals - Content: “Net Zero Route Maps for Welsh Education” webinar - Landing Page: [/wales-education](#) - Data Source: Welsh Government education estate list

ICP 9: ESOS-Obligated Companies **Size:** ~7,000 companies (overlaps significantly with SECR)

Attribute	Detail
Trigger	ESOS Phase 4 compliance deadline: 5 December 2027
Problem	Requires energy audits covering 95% of energy use, action plans
Decision Maker	Energy Manager, Facilities Director, Sustainability Manager
Budget Timing	12-18 months before deadline
Urgency Level	Medium (2027 deadline)

Capture Strategy: - Outbound: Target companies that filed ESOS Phase 3, not yet Phase 4 compliant
- Content: “ESOS Phase 4: What’s Changed and How to Prepare” - Landing Page: [/esos](#) - Data Source: Environment Agency ESOS notification database

ICP 10: Commercial Landlords (MEES Non-Compliant) **Size:** ~50,000+ commercial properties below EPC B

Attribute	Detail
Trigger	MEES escalation: EPC C by 2027, EPC B by 2030
Problem	Can’t let properties below threshold, costly retrofits, need to track progress
Decision Maker	Property Director, Asset Manager, Facilities Manager
Budget Timing	Capex cycles, often 2-3 year planning
Urgency Level	Medium-High (2027 approaching)

Capture Strategy: - Outbound: Target property management companies with large commercial portfolios - Content: “MEES Compliance Roadmap for Commercial Landlords” - Landing Page: [/commercial-property](#) - Data Source: EPC register, commercial property databases

ICP 11: UK Airports / Airlines (UK ETS + CORSIA) **Size:** ~50 airlines + ~30 airports

Attribute	Detail
Trigger	UK ETS annual reporting (31 March), CORSIA verification (30 April)
Problem	Dual reporting schemes, complex emissions accounting, offset requirements
Decision Maker	Environmental Compliance Manager, CFO
Budget Timing	Annual (aligned to scheme years)
Urgency Level	High (regulatory penalties for non-compliance)

Capture Strategy: - Outbound: Niche, direct approach to aviation compliance teams - Content: “UK ETS + CORSIA Compliance Guide” - Landing Page: [/aviation](#) - Industry Events: Aviation sustainability conferences

ICP 12: Maritime / Ports (IMO + UK MRV) Size: ~200 ship operators + 50+ ports

Attribute	Detail
Trigger	IMO 2023 GHG Strategy (30% reduction by 2030), UK MRV reporting
Problem	Carbon Intensity Indicator (CII) ratings, fuel reporting, decarbonisation pressure
Decision Maker	Fleet Manager, Environmental Officer
Budget Timing	Fleet investment cycles
Urgency Level	High (A-E ratings affect commercial viability)

Capture Strategy: - Outbound: Target UK-flagged operators, major port authorities - Content: “IMO Carbon Intensity Requirements Explained” - Landing Page: [/maritime](#)

Category B: Supply Chain Pressure (Customer-Driven)

ICP 13: Tesco Suppliers (Food & Drink) Size: ~3,000+ UK food & drink suppliers

Attribute	Detail
Trigger	Tesco Scope 3 targets, Courtauld 2030 commitment (50% reduction)
Problem	Required to provide product-level carbon data, no internal capability
Decision Maker	Commercial Director, Sustainability Manager, Quality Manager
Budget Timing	Often reactive to Tesco questionnaires
Urgency Level	High (commercial relationship at stake)

Capture Strategy: - Social Listening: Monitor for “Tesco carbon requirements” discussions - Content: “How to Report Carbon Data to Major Retailers” webinar - Landing Page: [/food-drink-suppliers](#) - Ambassador: Food industry consultants

ICP 14: Sainsbury's / M&S / Co-op Suppliers Size: ~5,000+ suppliers across these retailers

Attribute	Detail
Trigger	70%+ of UK grocery market committed to Courtauld 2030
Problem	Multiple retailer requirements, inconsistent formats, Scope 3 complexity
Decision Maker	Same as ICP 13
Budget Timing	Reactive
Urgency Level	High

Capture Strategy: - Same as ICP 13, combined approach - Content: WRAP Scope 3 Protocol explained - Landing Page: /food-drink-suppliers

ICP 15: Packaging Manufacturers (FMCG Supply Chain) Size: ~1,500 UK packaging companies

Attribute	Detail
Trigger	Customer RFQs now require carbon footprint per job
Problem	Packaging = 30% of FMCG emissions, brands demanding granular data
Decision Maker	Commercial Director, Operations Director
Budget Timing	Reactive (customer-driven)
Urgency Level	High (competitive differentiation)

Capture Strategy: - Outbound: Target print and packaging companies - Content: "Carbon Footprinting for Packaging: Win More Business" - Landing Page: /packaging - Proof Point: Arc-UK won major contracts with carbon-at-quote

ICP 16: IT Managed Service Providers Size: ~2,000 UK MSPs

Attribute	Detail
Trigger	Enterprise customers require carbon data on IT services for Scope 3
Problem	ICT = 4% of global emissions, clients asking for IT carbon footprint
Decision Maker	MD, Operations Director
Budget Timing	Enterprise contract cycles
Urgency Level	Medium-High

Capture Strategy: - Outbound: Target MSPs serving large enterprises/public sector - Content: "Sustainable IT: What Your Enterprise Clients Are Asking For" - Landing Page: /it-services

ICP 17: Engineering Consultancies (Bidding on Government Work) Size: ~3,000 engineering consultancies

Attribute	Detail
Trigger	PPN 006 + PAS 2080 requirements in infrastructure tenders
Problem	Need CRP for every government bid, technical carbon expertise expected
Decision Maker	Bid Manager, Commercial Director, Practice Lead
Budget Timing	Tender calendar
Urgency Level	High (bid qualification)

Capture Strategy: - Outbound: Signal-triggered (tender announcements) - Content: “Carbon Reduction Plans for Consultancy Bids” - Landing Page: [/engineering-consultants](#)

ICP 18: Defence Contractors **Size:** ~500 UK defence contractors (above threshold)

Attribute	Detail
Trigger	MOD sustainability requirements, PPN 006, SSRO reporting
Problem	Complex supply chain, sensitive data handling, CRP requirements
Decision Maker	Commercial Director, Compliance Manager
Budget Timing	MOD contract cycles
Urgency Level	High

Capture Strategy: - Outbound: Target ADS (AeroSpace, Defence, Security, Space) member companies - Content: “Carbon Reporting for Defence Contractors” - Landing Page: [/defence](#)

Category C: Voluntary / Values-Driven

ICP 19: B Corp Certified Companies **Size:** ~2,500 UK B Corps (and growing)

Attribute	Detail
Trigger	B Impact Assessment requires climate metrics, recertification every 3 years
Problem	Manual carbon tracking undermines credibility, BIA scoring on climate
Decision Maker	Founder/CEO, Head of Impact
Budget Timing	Pre-recertification (varies)
Urgency Level	Medium

Capture Strategy: - Outbound: Scrape B Corp directory for UK companies approaching recertification - Content: “Improving Your B Corp Climate Score” - Landing Page: [/b-corp](#) - Reddit: r/bcorporation engagement

ICP 20: SBTi Committed Companies **Size:** ~1,500 UK companies with SBTi commitments

Attribute	Detail
Trigger	SBTi validation requires baseline + annual tracking
Problem	Committed publicly, now need to deliver on targets
Decision Maker	Sustainability Director, CFO
Budget Timing	Post-commitment, ongoing
Urgency Level	High (public commitment)

Capture Strategy: - Outbound: SBTi public database (companies with “committed” status) - Content: “Turning Your SBTi Commitment Into Action” - Landing Page: [/sbt](#)

ICP 21: CDP Disclosers (First-Time) **Size:** ~500 UK companies disclosing for first time annually

Attribute	Detail
Trigger	CDP questionnaire deadline (usually July), supply chain requests
Problem	Overwhelming questionnaire, don’t know what data to collect
Decision Maker	Sustainability Manager, Investor Relations
Budget Timing	Q1-Q2 (prep for July deadline)
Urgency Level	Medium-High

Capture Strategy: - Outbound: Companies receiving CDP supply chain requests (often from customers) - Content: “First-Time CDP Disclosure Guide” - Landing Page: [/cdp](#)

Category D: Sector-Specific Niches

ICP 22: Multi-Academy Trusts (MATs) **Size:** ~1,200 MATs covering 10,000+ schools

Attribute	Detail
Trigger	DfE mandate: Sustainability lead + climate action plan by 2025
Problem	SECR applies to large MATs, multi-site data collection nightmare
Decision Maker	CFO, Estates Director, Sustainability Lead (new role)
Budget Timing	Academic year budget (September)
Urgency Level	Medium-High

Capture Strategy: - Outbound: Target MATs with 10+ schools (more complex) - Content: “Carbon Reporting for Multi-Academy Trusts” - Landing Page: [/education](#) - Data Source: Get Information About Schools (GIAS) database

ICP 23: Universities (England - Voluntary, Wales - Mandatory) **Size:** ~160 UK universities

Attribute	Detail
Trigger	HESA reporting (mandatory Wales), institutional net zero targets
Problem	Complex estates, Scope 3 from student/staff commuting
Decision Maker	Director of Estates, Sustainability Manager

Attribute	Detail
Budget Timing	Academic year budget cycles
Urgency Level	Medium (reputational)

Capture Strategy: - Outbound: Target universities with published net zero targets - Content: “University Carbon Accounting Best Practices” - Landing Page: [/higher-education](#)

ICP 24: Housing Associations (SHDF Recipients) **Size:** ~1,500 housing associations, 104 SHDF Wave 2.1 projects

Attribute	Detail
Trigger	Social Housing Decarbonisation Fund reporting requirements
Problem	Must report progress on EPC upgrades, need to track carbon impact
Decision Maker	Director of Assets, Sustainability Manager
Budget Timing	SHDF funding cycles
Urgency Level	Medium (funding compliance)

Capture Strategy: - Outbound: Target SHDF wave recipients (public data) - Content: “Carbon Tracking for Social Housing Decarbonisation” - Landing Page: [/housing](#)

ICP 25: UK Breweries & Distilleries **Size:** ~3,000 breweries + 500 distilleries

Attribute	Detail
Trigger	Customer/retailer carbon requirements, Net Zero Brewery Protocol
Problem	Fermentation emissions, energy-intensive processes
Decision Maker	Owner/MD, Head Brewer, Operations Manager
Budget Timing	Varies
Urgency Level	Medium

Capture Strategy: - Content: “Carbon Footprinting for Craft Breweries & Distilleries” - Landing Page: [/breweries](#) - Industry Events: Craft brewing conferences

ICP 26: UK Manufacturers (250-500 employees) **Size:** ~2,000 mid-market manufacturers

Attribute	Detail
Trigger	SECR threshold, customer supply chain requirements
Problem	Energy-intensive operations, complex Scope 1, supply chain pressure

Attribute	Detail
Decision Maker	Operations Director, Energy Manager, Finance Director
Budget Timing	Annual budget cycles
Urgency Level	High (SECR + customer)

Capture Strategy: - Outbound: Target by SIC code (manufacturing 10-33) - Content: “Carbon Accounting for UK Manufacturers” - Landing Page: [/manufacturing](#)

ICP 27: UK Retailers (Multi-Site) **Size:** ~1,500 retailers meeting SECR thresholds

Attribute	Detail
Trigger	SECR, dominant Scope 3 from supply chain
Problem	Multi-site energy data collection, supplier engagement
Decision Maker	Head of Sustainability, Operations Director
Budget Timing	Annual
Urgency Level	High

Capture Strategy: - Outbound: Target retailers with 10+ sites - Content: “Multi-Site Carbon Reporting for Retail” - Landing Page: [/retail](#)

ICP 28: Construction Companies (Tier 2/3) **Size:** ~1,000 construction companies meeting SECR + PAS 2080 pressure

Attribute	Detail
Trigger	PAS 2080 flow-down from Tier 1 contractors, tender requirements
Problem	Project-based emissions, embodied carbon, multiple client requirements
Decision Maker	Commercial Director, Sustainability Manager, Bid Manager
Budget Timing	Project-based
Urgency Level	High (tender qualification)

Capture Strategy: - Outbound: Target subcontractors to National Highways/Network Rail Tier 1s - Content: “PAS 2080 for Tier 2 & 3 Contractors” - Landing Page: [/construction](#)

ICP 29: Hotels & Hospitality Groups **Size:** ~500 hotel groups/chains, 50,000+ individual hotels

Attribute	Detail
Trigger	UK SRS requirements (coming), corporate booking requirements
Problem	Multi-property tracking, HCMI methodology, corporate client demands

Attribute	Detail
Decision Maker	Group Sustainability Director, Operations Director
Budget Timing	Annual
Urgency Level	Medium-High

Capture Strategy: - Outbound: Target hotel groups with 5+ properties - Content: “Carbon Reporting for Hotel Groups” - Landing Page: [/hospitality](#) - Industry: UKHospitality events

ICP 30: Law Firms (Top 200) **Size:** ~200 large UK law firms

Attribute	Detail
Trigger	Client RFP requirements, Law Society climate guidance, reputational
Problem	Scope 3 from business travel, client ESG expectations
Decision Maker	Managing Partner, COO, Head of ESG
Budget Timing	Partner draw cycles
Urgency Level	Medium

Capture Strategy: - Outbound: Target Am Law / Legal 500 ranked firms - Content: “ESG Requirements in Legal: What Corporate Clients Expect” - Landing Page: [/professional-services](#)

ICP 31: Private Equity Portfolio Companies **Size:** ~5,000 PE-backed companies in UK

Attribute	Detail
Trigger	PE fund ESG requirements, TCFD pressure, exit positioning
Problem	Sudden requirement from investor, no internal capability
Decision Maker	CFO (reports to PE), CEO
Budget Timing	Investor reporting cycles (quarterly)
Urgency Level	High (investor mandate)

Capture Strategy: - Outbound: Target PE portfolio companies (PitchBook/Crunchbase data) - Content: “ESG Carbon Reporting for PE Portfolio Companies” - Landing Page: [/private-equity](#)

ICP 32: Local Authorities (Climate Emergency Declared) **Size:** ~397 UK councils, 300+ declared climate emergency

Attribute	Detail
Trigger	Self-imposed net zero targets (many 2030), LGA reporting guidance

Attribute	Detail
Problem	Scope 3 = 70-80% of emissions, political pressure to deliver
Decision Maker	Climate Officer, Director of Environment
Budget Timing	Council budget cycles (February/March)
Urgency Level	Medium-High

Capture Strategy: - Outbound: Target councils with 2030 targets - Content: “Local Authority Carbon Accounting: Scope 3 Made Practical” - Landing Page: [/local-authorities](#) - Data Source: climateemergency.uk database

ICP 33: Water Utilities **Size:** 10 major water & sewerage companies

Attribute	Detail
Trigger	Ofwat AMP8 environmental performance requirements
Problem	EPA metrics, sludge emissions, supply chain carbon
Decision Maker	Head of Environment, Sustainability Director
Budget Timing	AMP cycles (5-year)
Urgency Level	High (regulatory)

Capture Strategy: - Direct approach (small market) - Content: Industry-specific case study

ICP 34: Data Centres **Size:** 523 UK data centres

Attribute	Detail
Trigger	EU Regulation 2024/1364 (sustainability reporting), customer Scope 3
Problem	High energy intensity, customer demands for carbon data
Decision Maker	Operations Director, Sustainability Manager
Budget Timing	Capex cycles
Urgency Level	High

Capture Strategy: - Outbound: Target data centre operators - Content: “Data Centre Carbon Reporting: EU and UK Requirements” - Landing Page: [/data-centres](#)

Category E: Emerging / Niche Opportunities

ICP 35: Insurance Companies (Lloyd's Syndicate Members) **Size:** ~80 Lloyd's syndicates + major UK insurers

Attribute	Detail
Trigger	PRA SS5/25 climate risk requirements, Lloyd's ESG guidance
Problem	Underwriting exposure to climate risk, portfolio carbon footprint
Decision Maker	Chief Risk Officer, Head of Sustainability
Budget Timing	Underwriting year
Urgency Level	High (regulatory)

Capture Strategy: - Direct approach (specialist market) - Content: “Climate Risk and Carbon Disclosure for Insurers”

ICP 36: Franchise Networks Size: ~900 franchise brands in UK, 50,000+ franchisees

Attribute	Detail
Trigger	Franchisor SECR includes franchisee operations (potentially)
Problem	Aggregating data across hundreds of independent operators
Decision Maker	Franchisor: Operations Director, Sustainability Lead
Budget Timing	Franchise renewal cycles
Urgency Level	Medium

Capture Strategy: - Outbound: Target franchisors meeting SECR thresholds - Content: “Carbon Reporting for Franchise Networks” - Landing Page: [/franchises](#)

ICP 37: Recruitment Agencies (Serving Enterprise Clients) Size: ~500 large recruitment agencies

Attribute	Detail
Trigger	Enterprise client Scope 3 requirements (purchased services)
Problem	Being asked for carbon data in RFPs, no capability
Decision Maker	MD, Operations Director
Budget Timing	Client contract cycles
Urgency Level	Medium

Capture Strategy: - Outbound: Target agencies with public sector/enterprise clients - Content: “Carbon Reporting for Service Businesses” - Landing Page: [/professional-services](#)

ICP Prioritisation Matrix

ICP	Market Size	Urgency	Competition	Fit	Priority
Governmen	5,000+	Critical	Medium	High	Tier 1
Contract					
Bidders					
NHS	2,000	High	Low	High	Tier 1
Suppli-					
ers (Tier					
1)					
SECR	3,300	High	High	High	Tier 1
(Dec					
YE)					
SECR	4,400	High	High	High	Tier 1
(Mar					
YE)					
National	500	Critical	Low	High	Tier 1
High-					
ways					
Suppli-					
ers					
B Corp	2,500	Medium	Medium	High	Tier 2
SBTi	1,500	High	Medium	High	Tier 2
Commit-					
ted					
Food &	8,000+	High	Medium	High	Tier 2
Drink					
Suppli-					
ers					
PE Port-	5,000	High	Low	High	Tier 2
folio					
Compa-					
nies					
Manufactur	2,900	High	High	Medium	Tier 2
MATs	1,200	Medium	Low	High	Tier 3
Local	397	Medium	Medium	Medium	Tier 3
Authori-					
ties					