



reducing hurdles to growth for low carbon projects

for free



www.carbonleapfrog.org

reducing hurdles to growth



Leapfrog is a new and unique business-led charity that galvanises and channels free professional advice from leading service providers across a range of disciplines into UK and international carbon reduction projects.

Leapfrog is the brainchild of Steve McNab, Environmental Partner at law firm Travers Smith, who founded it in 2006 after firsthand experience of how stellar renewable energy projects can, despite best efforts, flounder due to different strands of professional advice being inaccessible or unaffordable at key stages of development.

Numerous low carbon initiatives are slowed down or fall by the way side due to hurdles such as the high cost of specialised professional services or problems in attracting funding, because they are beyond the risk profile of venture capital and other funding organisations.

At the same time there is a growing and significant willingness of organisations to give staff time and/or funds to deserving projects as part of their environmental and CSR commitments. However, since these pro bono commitments are typically made across a broad range of projects and are not well coordinated by service providers, the combined impact is often limited and difficult to assign a tangible value.

this is where Leapfrog comes in...

Having identified a gap where vital professional services can really help reduce hurdles to growth, Leapfrog meets that need by brokering skills and acting as a transformational change agent. It draws from a motivated group of leading professionals to build multi-disciplinary project teams of service organisations and individuals, accelerating project delivery and measuring its success in tangible carbon reduction.

Leapfrog unblocks the often complex obstacles that can inhibit the growth and impact of important carbon reduction projects.

project growth
carbon reduction

for free



The Leapfrog model addresses the very real and urgent need for different facets of society to come together to tackle climate change. It helps proactive groups in the UK and overseas to deliver high-impact, scalable carbon reduction initiatives.

The charity's focus is on carefully selecting low carbon projects according to our screening criteria:

- financial viability of the project
- existing momentum and support
- evidence of direct and scalable impact on carbon reduction
- support by Leapfrog will accelerate delivery
- for international development projects, strong social benefits and poverty alleviation are also essential.

leapfrog project teams

Selected projects are then matched with dedicated project teams, designed to deliver a unique synergised package of free service and support within a coordinated project management framework.

leapfrog projects

Leapfrog projects range from community energy efficiency, renewables and microgrids to international development to carbon innovations and clean tech entrepreneurs, with a focus on 3 main work streams:

- delivering carbon reduction and renewable energy projects at the grass roots community level
- helping early stage carbon innovations and clean-tech companies accelerate their business plan
- delivering carbon reduction and renewable energy projects in developing countries

business & finance

- fundraising
- corporate financial advisory
- tax
- strategic advice
- insurance & risk
- business coaching
- logistics
- accounting
- intellectual property
- carbon finance & emissions trading

legal

engineering & environmental

- environmental consulting
- procurement
- carbon consulting
- project management

marketing

- design
- technical writing
- branding
- public relations

contacts

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leapfrog pilot projects

Leapfrog is in the exciting position of already having some initial projects in progress and others where sourcing and selection has been completed.

The 7 pilot projects comprise: • African solar kerosene lamp replacement (**with SolarAid**) • 4 UK community programmes, 1 with a complex renewable energy powered micro-grid (**Ashton Hayes**), 1 behaviour change (**Student Switch Off**), 1 hydro (**Bollington**), 1 Biomass (**National Trust**) • a new generation solar cell technology (**FireFly**) and • a unique not-for-profit clean tech investment fund (**Low Carbon Foundation**).

leapfrog's impact

Leapfrog's 7 pilot projects are receiving around 4,000 hours of professional services (worth c. £1m) which should help them deliver a carbon reduction of approx. 30,000 tCO₂e per annum. Current resources and membership mean we can soon take on several more projects.

In 3 years time our aim is to have the capacity in the UK for at least 100 projects a year, delivering 60,000 free professional hours (worth c. £12m) equating to a carbon reduction of 500,000 tCO₂e per annum.

stakeholder benefits

Leapfrog project partners will benefit in the most obvious way, by overcoming their specific hurdles to success and directly reducing carbon emissions.

Professional volunteers will benefit by gaining personal satisfaction from 'doing their bit for climate change' in a very tangible and action leveraged way, and have fun doing so. Leapfrog provides excellent networking opportunities and is developing a bespoke training programme.

Volunteering Organisations will benefit through satisfying their CSR and environmental pledges, brand enhancement and positive publicity as well as in the area of talent management and higher employee satisfaction rates. Leapfrog may be able to wrap around and gear up existing CSR projects you support.

Financial Supporters and Sponsors may benefit from brand enhancement, achievement of charitable and environmental goals and preferential access to quality carbon credits.

get involved

We are keen to talk to any organisation or professional that wishes to participate in a project whether through skills or finance, or to propose one. Internships and secondments to support the development and international expansion of Leapfrog are available.

We are looking to build the Leapfrog membership and find winning projects to support.

Please get in touch via www.carbonleapfrog.org

leapfrog delivery team

Chief Executive Officer Dr Belinda Howell

Chief Operating Officer Amy Clarke
(seconded from The Bubble Consultancy)

Founder Steve McNab, Travers Smith
Garry Charnock, RSK
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