A new B2B experience with ForTomorrow

A prototype of a renewed website and additional services for ForTomorrow's B2B customers

The prototype enhances ForTomorrow's B2B client experience by showcasing its unique offering more effectively and empowering businesses to communicate their positive impact. It simplifies ForTomorrow's innovative yet complex solutions through clear, visual communication, including an explainer video, infographics, and testimonials. Improved navigation and refined language make the website more intuitive, ensuring that clients can easily access actionable resources and support. By balancing creativity with feasibility, the prototype helps small businesses engage with sustainability in a more accessible and impactful way.

User problem

ForTomorrow is a non-profit organization that provides innovative solutions for carbon offsetting. Their approach combines two key strategies: participating in the European Emissions Trading System (ETS) by purchasing and canceling emission rights, and planting trees in Germany to remove CO_2 from the atmosphere. These methods offer a transparent and effective way to reduce emissions while ensuring local environmental benefits.

ForTomorrow provided a team of students at Forward College with the following challenge:

*"By cancelling emission rights and planting trees in Europe, ForTomorrow is already known as a reliable, innovative, transparent and user-friendly solution for people who want to offset their emissions. However, for companies, these compensation strategies might not be as well-known as forest protection and tree planting projects in the Global South. **How can ForTomorrow become the partner of choice for companies in their climate protection journey?**"*

Being tasked with improving ForTomorrow's B2B strategy, the team began with a research process to identify key user problems and needs. They conducted desk research and 13 interviews with companies, including both ForTomorrow's current clients and other organizations that fit a similar profile. To better understand potential business clients, the team identified several user profiles and selected one that seemed most relevant for ForTomorrow's B2B expansion. This profile, represented by Natalie Bauer, reflects a sustainability manager at a small company with a limited budget. She faces several challenges, including navigating changing sustainability legislation, securing internal approval for her initiatives, and managing budgetary constraints. To overcome these hurdles, Natalie requires flexible, cost-effective solutions that demonstrate the value of sustainability investments. She also needs practical tools and resources that help her make a stronger business case for sustainability, such as clear

guidelines for internal and external communication. She would benefit from resources that help her: 1) convince and engage her CEO and colleagues, and 2) communicate sustainability efforts both internally and externally to enhance the company's image.

Natalie's challenges and needs helped the team identify two main opportunity areas for ForTomorrow's B2B strategy.
Firstly, small businesses may lack the resources to effectively incorporate ForTomorrow into their marketing strategies. As a result, there is a need for more guidance in the form of informative and marketing materials to help clients communicate the impact of their partnership with ForTomorrow both internally to employees and externally to clients.
Secondly, there is an opportunity to enhance the user-friendliness of ForTomorrow's website's B2B pages, as some businesses may find it challenging to quickly locate the level of detail they require.

Solution

To address the opportunity areas identified, the team worked on a prototype of improved B2B website pages, as well as additional services for B2B clients. The strategy focuses on three key outcomes: customer acquisition, retention, and growth. For acquisition, it attracts new clients by providing more detailed, but easy-to-understand information on ForTomorrow's offers. For retention, it empowers clients to better communicate their sustainability impact to key stakeholders, adding value and strengthening relationships. For growth, it encourages existing clients to offset more.

For the B2B pages, the team has created a Figma prototype that, in addition to clearer language and improved navigation, includes four key elements to address a critical challenge: ForTomorrow's offsetting approach—canceling emission rights through the ETS and planting trees in Europe—is not the most common method. Many businesses are more familiar with offsetting projects in the Global South, such as forest protection or renewable energy initiatives. To ensure B2B customers fully understand the impact and benefits of ForTomorrow's approach, the prototype includes:

1. A thumbnail for an explainer video titled *"How Does ForTomorrow Cancel Emission Rights?"* to provide extra clarity about the ETS system.
2. Two infographics titled *"Why Plant Trees with ForTomorrow?"* and *"How Does ForTomorrow Cancel Emission Rights?"* to further clarify these processes.
3. A dedicated in-depth information page (image 2) that goes beyond the basic explanations found on the website. This page provides a detailed breakdown of ForTomorrow's approach, including the mechanics of the ETS system. By offering transparent, well-structured information, this page helps businesses confidently explain their sustainability choices to stakeholders.
4. Customer testimonials to promote ForTomorrow's credibility.

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The team also identified additional services that B2B clients would benefit from to better communicate their impact. These services address the high demands for bespoke solutions while balancing cost considerations. To make these services more accessible, the team proposes making them unlockable at higher purchase quantities, which would minimise extra costs and incentivize larger commitments. The proposed services include:

1. A quarterly impact report (image 3). This report is designed for internal communication with management, and employees. It includes relevant data such as market trends, project details, and impact metrics, and is personalized to strengthen client relationships.
2. An information video tailored specifically for internal use by employees. This video helps with the internal justification of sustainability efforts while boosting awareness and understanding of the company's initiatives.
3. Detailed disclosure guidelines provide clients with a clear framework for sharing their sustainability impact to ensure transparency and legal compliance.
4. A landing page on ForTomorrow's website. This page, already included as part of ForTomorrow's existing offering, supports branding efforts by giving companies a dedicated space to showcase their climate commitments. However, premium add-ons could be offered at an additional cost to provide more tailored features.
5. A marketing package. This package provides businesses with ready-to-use materials to support effective sustainability marketing campaigns. It includes infographics, high-quality images, video footage, and a script to help companies communicate their partnership with ForTomorrow across various platforms.
6. Advisory sessions with FT's marketing staff help clients improve both internal and external marketing efforts, providing guidance tailored to their needs.
7. A tree planting trip, offering a cost-effective and engaging solution for HR or CSR team-building activities. This initiative not only fosters team cohesion but also promotes familiarity with ForTomorrow's tree-planting programs.

The team's journey involved balancing creativity with feasibility. Many ideas had to be refined or postponed due to time and resource constraints, ensuring the final solutions were practical and impactful. Developing the Figma prototype was another key challenge, as the team worked to maintain a cohesive design language while operating independently from ForTomorrow's existing resources. By prioritizing solutions that were both accessible and automatable, the team ensured their recommendations would be feasible for a small, non-profit organisation. This work was positively recognised by ForTomorrow after the team presented the prototype to them. The project partner expressed to be positively impressed by the efforts undertaken.
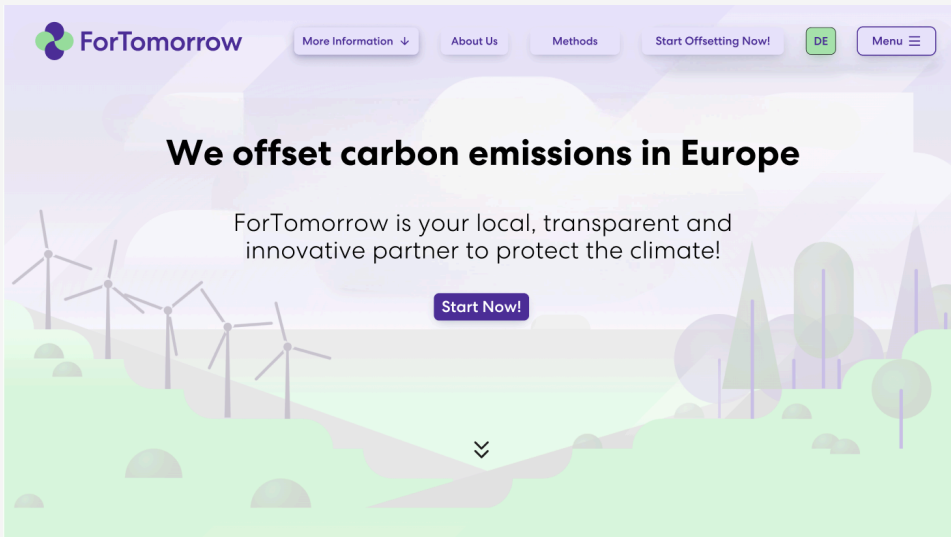
Image 1: New B2B Homepage

Image 2: ETS section on 'Detailed Information on our Methods' page

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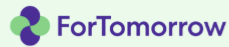
Dear [Contact Name],

This quarterly report highlights [COMPANY]s environmental impact through its offsetting initiative in Q1 of 2025. The report includes the reforestation and/or offsetting projects [COMPANY] has contributed to, the key achievements, and a section on latest updates to sustainability guidelines and their impact to GreenWall.

The report aims to give a clear and full overview of GreenWall's overall contribution, to help GreenWall gain an understanding of the impact of their contribution

Your Contribution

Date	ETS Credits (€)	Tree Planting (€)	CO2 offset (t)
01.01.2024	8.200	7.200	3000
02.01.2024	10.000	6.300	3000
Total	18.200	13.500	6000

Real-World Equivalent:

    Removing [car_eq_emissions] cars from the road for an entire year.

    The electricity emissions of [household_eq_emissions] German households annually.

The Impact

This February, we carried out a tree planting activity in the Black Forest, planting 600 fresh oak trees in an eroded area. Throughout their lifetime, these trees will sequester 900 tons of carbon emissions. We will continue to monitor and support their health in the coming years.

In March, ForTomorrow planted 2500 pine trees in the Bavarian Forest, which will take in 4300 t of CO2 over the coming 80 years. As part of our pledge for

Image 3: Page 1 of Individualised Impact Report

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