

SURPRISE

CASE



Written by

Jean-Philippe Levasseur - CEO, Carbone Québec
Florence Benoit - Marketing Coordinator, Carbone Québec
Jasmine Duplessis - VP Academic, Happening Marketing 2025



BEYOND COMPENSATION

INTRODUCTION

Since its creation in 2022, Carbone Québec has evolved from an innovative carbon capture startup into a strategic player in ecological transition. Winner of the 2024 Startup of the Year Award from the Saguenay-le-Fjord Chamber of Commerce and Industry, the company has quickly established itself as a key partner for businesses seeking to reduce their environmental footprint.

Initially recognized for its reforestation activities across Québec and the creation of carbon credits, Carbone Québec is now much more than a carbon compensation provider. It offers comprehensive support to businesses in their transition to carbon neutrality.

The company is notably:

- An expert in the Écoleader Fund, enabling businesses to access funding for their sustainability initiatives, ESG integration, and decarbonization efforts.
- A pioneer of decarbonization cohorts in the aluminum sector, having launched a first initiative this year. Additional cohorts across various industries are currently in development.
- Specialized in strategic consulting services, covering greenhouse gas (GHG) assessments, action plans for emissions reduction, ESG training, and guidance on greenwashing prevention.



A PERCEPTION CHALLENGE TO OVERCOME

Despite its transformation, Carbone Québec is still too often perceived primarily as a reforestation and carbon credit company. This perception limits its appeal to new potential clients, particularly mid-sized and large enterprises (their primary target audience being businesses with revenues between \$5M and \$50M, though the company is not restricted to this range).

Additionally, Carbone Québec is considering filing a trademark to solidify its brand identity. However, since its current name is not distinctive enough, this could pose intellectual property challenges.

TARGET CLIENTS

Carbone Québec primarily supports businesses with revenues between \$5 million and \$50 million. This focus is based on several factors:

- These companies generally have organizational structures and internal resources that facilitate the implementation of large-scale sustainable initiatives.
- They are often subject to stricter regulatory requirements or higher stakeholder expectations regarding ESG and ecological transition.
- Their financial capacity allows them to better absorb the costs of strategic, personalized consulting services, unlike smaller businesses for which these services may represent a more challenging investment.

However, Carbone Québec remains open to exploring new market segments based on the proposed strategies. An alternative model could be considered to allow smaller businesses to access tailored solutions while maintaining the economic viability of their service offerings.



PERCEPTION

How can Carbone Québec reposition itself in the market so that its expertise in global comprehensive decarbonization consulting (i.e., GHG reduction) is immediately recognized, rather than just its reforestation and carbon offsetting activities? The goal is to highlight its reduction initiatives as much, if not more, than its offsetting solutions.

PARTICIPANTS' MANDATE

As marketing consultants, your objective is to develop a strategy that shifts market perception, positioning Carbone Québec as a leader in 360° strategic decarbonization consulting while integrating ESG factors into its approach.

YOUR MISSION

Transform Market Perception:

- Analyze how Carbone Québec is currently perceived and identify barriers to a comprehensive understanding of its offerings.
- Develop a repositioning strategy that highlights its consulting services and industry expertise.
- Propose a new communication approach and key messaging to ensure immediate recognition of its activities.

Effectively Target Mid-Sized and Large Businesses:

- Identify the best marketing channels and tools to reach companies with revenues between \$5M and \$50M and beyond, as well as the organizations that connect them.
- Develop a client acquisition plan that differentiates Carbone Québec from other players in the market.
- Propose a conversion strategy tailored to the needs and expectations of businesses of this scale.



Define an Expansion and Growth Strategy:

- Propose actions to expand the target clientele and establish Carbone Québec's presence throughout Québec and beyond.
- Identify strategic partners and opportunities to enhance Carbone Québec's visibility.

Address Brand and Identity Issues:

- Evaluate the feasibility of filing a distinctive trademark that better reflects Carbone Québec's full range of services.
- Determine whether a rebranding, including a name or logo change, could strengthen the company's identity.

CONCLUSION

Carbone Québec is at a strategic turning point in its development. Its rapid evolution, from a recognized reforestation and carbon offset company to a leader in global comprehensive ecological transition consulting, requires an adjustment in market perception.

Today, the company aims to be identified as a key strategic partner for mid-sized and large enterprises, offering 360° support in ESG integration and decarbonization. This repositioning is essential to effectively target potential clients, structure its expansion, and strengthen its brand in a rapidly evolving sector.

Through this mandate, your mission is to propose a clear and effective strategy to transform Carbone Québec's market perception and ensure its success on a provincial scale and beyond.

Are you ready to take on the challenge and powered Carbone Québec to its full potential?



APPENDIX 1

SERVICE RANGE

Sustainable Management and Strategy

- Eco-advisory Services
- Greenhouse Gas (GHG) Emissions Assessment and Annual Monitoring
- GHG Emissions Reduction Plan
- Sustainable Development Plan
- Strategic Positioning of the Company in Sustainable Development
- Environmental, Social, and Governance (ESG) Strategy

Carbon Compensation

- Local Carbon Credits
- Custom Forest Creation*
- Planting Activities and Team-building Events
- Carbon Offset for Events


Communication and Support

- 360° Client Portal Gathering Environmental Actions of Clients
- Effective Communication Strategies for Environmental Projects



APPENDIX 2

CLIENT PORTAL



Logo de l'entreprise cliente

Bienvenue dans votre Espace Client 360°

La Forêt de votre entreprise

Lorem ipsum dolor sit amet consectetur. Odio in euismod arcu sit elit sit laoreet sed sed. Tortor est at tempor neque eu sem nisi arcu sed. Nibh dignissim adipiscing non lacus aliquam quis pellentesque pulvinar hendrerit. Tortor fringilla integer sit blandit semper purus. Sollicitudin neque in sem malesuada dictum interdum.

📍 Saint-Honoré-de-Chicoutimi

Entreprises participantes :
entreprise A, entreprise B

Catégorie : **Boisement agricole**

Type d'aménagement : **Bande riveraine**


Date de plantation : **09 juin 2023**


Utilisation de vos crédits carbone


Utilisez les détails d'utilisation de mes crédits carbone


25%

Il vous reste 375/500 crédits carbone


500
Arbres plantés


5
Projets biodiversité


3
Essences d'arbres


500
Crédits carbone

Votre forêt en un coup d'œil

Essences d'arbres et projets biodiversité qui composent votre forêt




Pin rouge	100
Épinette blanche	100
Érable argenté	100
Peuplier hybride	100
Peuplier deltoïde	100
Nichoir à chauves souris	3
Sites de tambourinage	2

Parution médiatique


[Carbone Québec et la forêt de votre entreprise](#)

[Un pas vers la décarbonisation avec la forêt de votre entreprise](#)

[Votre entreprise plante 500 arbres!](#)


Images du site (126)



Les membres de votre entreprise impliqués pour l'environnement

Les actions de votre entreprise pour l'environnement

Activités compensées grâce à la Forêt de votre entreprise




Activité A
Jeudi, 26 octobre 2023

4 tonnes de carbone compensées

Autres mesures éco-responsables prises :

- Vaisselle réutilisable
- Covoiturage




Activité B
Jeudi, 26 octobre 2023

4 tonnes de carbone compensées

Autres mesures éco-responsables prises :

- Vaisselle réutilisable
- Covoiturage




Activité C
Jeudi, 26 octobre 2023

4 tonnes de carbone compensées

Autres mesures éco-responsables prises :

- Vaisselle réutilisable
- Covoiturage



Activité à venir

Compensez votre prochain événement ou activité dès maintenant

Contactez-nous pour ajouter une activité ou un événement qui a été compensé à l'aide de votre banque de crédits carbone.

Voir toutes les activités compensées à l'aide de mes crédits carbone (18)

Happening Marketing 2025
Surprise Case

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APPENDIX 3

MAIN CLIENTS AND PARTNERS





APPENDIX 4

EXPERTISE AND RECOGNITIONS



2024 [Gala des Dubuc](#)



[Detailed expert sheet](#)



ANNEXE 5

MARKETING CAMPAIGN CARBONE QUÉBEC X DILAWRI



Caption :

This month, with the purchase of a new vehicle at Audi St-Bruno, we are offering greenhouse gas emissions offsetting for the first year of use in collaboration with Carbone Québec.

Together, let's contribute to the creation of projects that promote biodiversity and carbon capture.

Come discover our models and take a step for the planet.

<https://www.dilawri.ca/en/compensation>





ANNEXE 6

MARKETING CAMPAIGN CARBONE QUÉBEC X CCISF



Label :

« CCISF Forest : We are very happy to continue the partnership with Carbone Québec, which began last year, that will allow us to plant a forest.

It will be located locally within the Chamber of Commerce’s territory. This forest will capture 500 tons of carbon, helping offset networking and training activities, both in-person and virtual, for the 2023-2024 season, contributing to a more environmentally friendly future.

This initiative is an opportunity for us to shift towards sustainability.

CCISF FOREST
Invitation for the planting of the CCISF Forest



Chers amis,

À titre de partenaire privilégié, nous avons le plaisir de vous inviter à la concrétisation de notre projet de la forêt **CCISF**. Le 19 juin prochain aura lieu une activité exceptionnelle de plantation, en collaboration avec Carbone Québec. Cet événement marquera notre engagement envers le développement durable et la cohésion d’équipe, des valeurs chères à la **CCISF**.

Quand : 19 juin 2024

Heure : 13 h à 17 h

Point de rencontre : Zone Portuaire de Chicoutimi

Lors de cette journée, aux côtés de nos partenaires, des membres du conseil d’administration et des employés de la Chambre, nous planterons près de 600 arbres et arbustes. Cette forêt sera située localement sur le territoire de la Chambre de commerce et captera 500 tonnes de carbone, ce qui nous permettra de compenser nos activités en présentiel et virtuel pour les prochaines saisons. Cette activité enrichissante rassemblera environ cinquante personnes, unies par un esprit de coopération et de leadership.

Pour renforcer notre démarche écoresponsable, un transport en autobus électrique sera organisé pour nous rendre sur le site de plantation, en collaboration avec notre partenaire Carbone Québec, qui assurera également l’entretien des plantations dans les années à venir.

Rejoignez-nous pour faire de cette initiative une réussite et démontrer ensemble l’importance du développement durable dans notre milieu socio-économique. Votre participation est essentielle pour renforcer notre sentiment d’appartenance et inspirer nos membres par des actions concrètes.

Si vous ne pouvez être présent, cette invitation est transférable à un membre de la direction.

L’événement est gratuit et les places sont limitées.

M'INSCRIRE



Invitation for the planting of the CCISF Forest



ANNEXE 7








EXCERPTS FROM THE DECARBONIZATION COHORT OFFER FOR COMPANIES IN THE ALUMINUM SECTOR.

The Aluminum Valley Society, in collaboration with Carbone Québec, is highly aware of the importance of decarbonization, the social responsibility of the industrial activities of its members, and the support they require to make this transition that meets the market's requirements and the scientific consensus on GHG reduction. That is why they are partnering with experts to develop an approach using recognized ESG criteria to mobilize and develop an integrated vision of sustainable development within their business model.

A cohort approach for companies that will go through 4 stages:

- 1. Situation and Company Overview:** Simplified GHG inventory, sustainable development profile, employee and leadership engagement and awareness through activities such as tree planting, for example.
- 2. Action Plan:** Identify sustainable development actions and targets to achieve. Prioritize actions over the next 3 years, focusing on GHG reduction.
- 3. Integration of Sustainable Development at the Heart of the Business Model and Corporate Strategy,** ensuring coherence of practices and strengthening strategic positioning in the market. Implementation of a communication plan to effectively share the benefits.
- 4. Support in Action Implementation:** The involvement of management in integrating sustainable development and decarbonization is essential and will be the primary focus of the communication plan. Action is the best form of awareness. The project brings in leading experts in their respective fields, facilitating immediate action for companies while preparing the next steps.

DEVENEZ UN LEADER DANS VOTRE INDUSTRIE GRÂCE À NOS EXPERTS

-  Apprenez les concepts clés : Gaz à effet de serre, cycle du carbone, responsabilité sociale d'entreprise, finance durable et plus encore
-  Procédez à une évaluation sommaire de votre entreprise en axant sur les facteurs ESG.
-  Intégrez les valeurs du développement durable à votre culture d'entreprise.
-  Implémentez rapidement des solutions efficaces de décarbonation.
-  Priorisez des actions dans un horizon de 3 ans.
-  Ciblez les subventions et financements pertinents à la mise en oeuvre d'actions en développement durable.
-  Intégrer concrètement les facteurs ESG acquis, directement sur le terrain via une activité de plantation mobilisatrice qui permettra la captation de carbone.



ENVIRONNEMENTAUX

- Faire un inventaire des GES
- Réduire les GES par :
 - vos approvisionnements et résidus
 - vos transports
 - les énergies utilisées
 - vos procédés
 - vos installations



SOCIAUX

- Activité de plantation
- Sensibilisation des employé.e.s à la décarbonation
- Intégration des concepts d'équité, de diversité et d'inclusion (EDI)



GOUVERNANCE

- Engagement de la direction (ex : politique)
- Formation des dirigeant.e.s sur les actions et les facteurs E.S.G.
- Communication interne et externe
- Intégration stratégique de la culture E.S.G.
- Reddition de compte appliquée



FINANCE DURABLE

- Stratégie d'impact
- Indicateurs et suivis de performance ESG



ANNEXE 8

SOME TRAINING COURSES OFFERED



Comprendre la base des enjeux ESG dans le secteur de l'aluminium

PRÉSENTÉ PAR CARBONE QUÉBEC 

**Enjeux ESG
reliés à
l'exportation
de l'aluminium**

Présenté par CARBONE QUÉBEC 





our last dance