

# CREATE YOUR IMPACT HYPOTHESIS

A free guide to answer climate impact questions with a concise carbon footprint statement. Finally an easy tool that helps you generate data driven answers for applications.



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I Understand

# IMPACT QUESTIONS



How do you (intend to) measure the actual/estimated impact of the project?

Which data and assumptions did you use to quantify your climate impact?

## 3 STEPS TO AN IMPACT HYPOTHESIS

# 1

## 18 QUESTIONS

Model innovations using different software tools and directly see negative or positive climate impact.

About Impact Hypothesis

# 2

# 3 ANSWERS

Improve the impact of the projects in your competition, company or portfolio, with lean impact expert support services.

# 3

## SHARE YOUR IMPACT

Share the positive impact made by the innovators you support, to investors, sponsors and followers.

## ANY IMPACT PROJECT

Our Impact Hypothesis tool can be used in a wide range of projects, products and services, in any sector. We distinguish three types of projects based on how they make climate impact.

## Enabler

Projects that help others to reduce or prevent the emission of greenhouse gas, for example:

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Accelerating electric vehicle adoption

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Promoting low carbon meals and diets

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Making biogas installations for farmers

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Financing solar panels on rooftops

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# Mitigation

Projects that reduce or prevent the emission of greenhouse gasses directly, for instance by

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Replacing fossil fuel with clean energy

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Carbon sequestration or capture and storage

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Preventing resource use

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Using materials with lower carbon footprints

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# Adaptation

Projects that help communities  
and eco-systems cope with  
climate change effects, e.g.:

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Building flood protection

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Increasing resilience to drought

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Decreasing urban heat island effects

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Supporting fragile ecosystems

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**MORE ABOUT US**

We offer impact innovation services from start to finish. With a different focus and degree of support for projects of increasing levels of readiness. From cost effective ways to select applicants with high climate impact potential, through workshops and on demand impact expert coaching during the program, to lean third party validation and showcasing for winners and alumni.



- Application
- Acceleration
- Awards
- Alumni



Application

Acceleration

Awards

Alumni



## Alumni

Track the teams you have supported after the program with | actual climate impact.

# POSITIVE IMPACT STORIES

“

Climate Impact Forecast has been a great platform for us to understand and measure the actual impact of our product. The trainers also helped us derive a preliminary LCA of our product while educating us about communicating our impact in a simpler way which everyone would be able to understand and relate to.

Ar. Tejas Sidal  
Founder Carbon Craft

“

I just finished evaluating my solution with your incredible tool! I've come to use it for our participation in the Climate Launchpad competition. By the past I used very expensive and complicated tools and databases that were kind of too much for our application.

Antoine Brichot,  
[windmyroof.com](http://windmyroof.com),  
Launchpad startup

“

I just used the Cif tool to model my innovation. This is really useful because you get direct access to data. I use the tool quite often to make development decisions.

Antoine Brichot,  
windmyroof.com,  
Launchpad startup

SEND ME MORE INFORMATION

Do you want to receive Impact Hypothesis in your application funnel? We can create a dedicated Hypothesis for your program.

Your name

Your email address

Question

By signing up here I agree to receive Impact forecast' email newsletter and promotional offers.

## FREQUENTLY ASKED QUESTIONS

Why do you offer this service for free?

Our mission is to help as many companies as possible getting the resources they deserve to create positive climate impact. Our free impact Hypothesis tool helps with the first (and most important) steps in defining the potential impact of a project. Use it, benefit from it and share it!

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Can I save a file to get back to it later?

Yes, we created in this functionality that you are able to save your Impact Hypothesis. We don't store it in a database, the data is stored on your personal computer. You can open your file any time you want using the "open file" button in the menu.

Where do you get the data from?

We use the IdeMat database for the climate impact and eco-costs of materials, energy, and processes. This LCI dataset is perfect to model your innovation. To make sure all the data you need is available we maintain and update the database regularly

# SITEMAP

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# SCALABLE IMPACT EXPERT SERVICES

Our scalable impact services make impact expertise accessible, by leveraging self-assessment with lean expertise when and

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# MEET OUR EXPERTS

Our trainers provide the same training, each with our own flair, examples, stories, experience and sustainable superpowers.

## Santeri Lehtonen



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Finish, English, German

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A field-tested ecologist currently working with impact quantification and climate strategy of enterprise and finance at Plan A. Special interests include impact entrepreneurship, climate action and activism (esp. travel & food systems). Other activities include: impact consulting and on-demand custom carbon arithmetic through “Lehtonen - Sustainability Consulting”; facilitating workshops in Impact Forecast; giving talks on e.g. impact of business and activism; advising a low-carbon travel planning platform: “vojo”

Julia Weber



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German, English

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Social ecologist with business background aiming for a climate and social impact in every startup. Former early stage acceleration program manager for creative and future technology startups at Vienna Business Agency, teaching creative entrepreneurship at the University of Applied Science bfi and coaching sustainability as well as social entrepreneurs.

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Csaba Dudás



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Hungarian, English

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Purpose-driven marketer and business developer. Environmental economist in heart and by degree. Supports sustainability and social impact startups and nonprofits through consulting and campaign management. Trainer and coach in several green entrepreneurship programs.

Julia Bertret



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French, English

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Julia is the co-founder of CELSIOUS, a Conscious Innovation Agency aiming to help startups and corporate leveraging their competitiveness through sustainability: from business strategy to the development of products and services with a positive impact. She has coached more than 50 intrapreneurs and entrepreneurs on their business and impact strategy. With both a business and engineering background, she is working in the impact entrepreneurship field for more than 10 years, first as an innovation director at Veolia Environment, then as an entrepreneur and consultant.

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Janna Kuhlmann



German, English

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Janna gives consultancies to businesses as an expert in circular innovation and environmental chemistry. She looks at closing material cycles at the atom level, starting with the design of products. After gaining experience in compliance assurance for EU chemical regulation and the voluntary corporate initiative Cradle to Cradle, Janna now pursues consultancy as a freelancer. Her focus lies on enabling companies and start-ups to make sound decisions in their design phase based on circular material choice and carbon footprint. Janna has been part of diverse programs e.g. the Climate-KIC Journey summer school on impact entrepreneurship and Circular Product Design Assessment at TU Delft.

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Nickolas Fitzpatrick



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## English

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Nick is a teaching environmental scientist and post-growth economist who works at the science-policy-practice interface. Combined with his extensive knowledge of earth's system processes, Nick has industry and research experience in the global automotive supply chains, international climate negotiations, decarbonisation strategies, raw materials and sustainable economic futures (specifically post-growth and degrowth). Based between Denmark and Sweden, Nick has easy train access to mainland Europe or his second home, the Nordics. He also loves to run Cif courses online in an attempt to reduce his travel (before, during and after corona).



## Christopher Marton



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Swedish, English

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Christopher is a researcher and sustainability analyst working in the policy-business-nexus. With a background in political science and economics, Christopher has moved to focus on entrepreneurship and climate policy. He currently runs sustainability related projects and activities aiming to build a future-proofed Stockholm region. Christopher is based in Sweden, but as a strong advocate for digital workshops he is happy to run online Cif sessions throughout Europe and beyond.

# OVERVIEW OF OUR PRODUCTS & SERVICES

## WORKSHOPS

### Demo webinar

Tutorial on how to make a

climate impact forecast with examples and Q&A, for participants who have some prior LCA experience or a sustainable engineering background this is sufficient to make their own impact forecast

## CIF workshop

A full day, highly engaging and energetic workshop, with a quiz that breaks impact intuitions, an introduction to the science of impact assessment, examples of impactful companies and their best practices, a Cif demo and guided workshop to help anyone make their own impact forecast and present their climate impact in KgCO<sub>2</sub>eq at the end of the day! [Read more](#)

## Impact Pitch

Impact pitch training is an 120 minute workshop focused on

how to explain your impact  
clearly yet scientifically sound in  
under 30 seconds, for pitches  
and marketing

# COACHING

## 1:1 Impact Clinic

A structured 1 hour 1 on 1 coaching video call with an impact expert. Around a forecast prepared by the startup. Aimed to improve the impact of the innovation.

## 10:2 Impact Clinic

A 2-hour coaching video call with two impact experts and up

to ten teams. These coaching sessions are of great benefit for peer to peer knowledge exchange.



## CIF VALIDATION

### Validation

A structured check of a climate impact forecast by a third party LCA expert, who provides feedback and time for a revision before determining if the impact





forecast is positive, significant and valid. A validation is always delivered in a report. [Read more](#)

## Impact projection

Where does the climate impact of this innovation tend to in the future? Using market share assumptions from the startups, and trend data of the market segment and its future baseline impact, we project the future impact of the innovation

## REPORTS

## Application

An Application report is a concise overview of the

impact information from all of your applicants, who used the Impact Hypothesis. We can include custom questions and compile a report to support your selection process with impact information.

## Program

The Program report shows an impact overview of participants in your program. If you use multiple impact services, the Program report shows the progression of the projects to improve their impact and forecasts.

## Jury

The Jury report is a one-page overview comparing all teams in a given competition, with a one-page appendix for each of the participating projects.

Use it as a reference to have impact data at hand, ask the right questions, and make better decisions.

# Impact

Report on the impact of your program, and the actual difference in climate impact made by the projects you support. An impact report bundles the impact information from companies in operation, typically the alumni of the support program.

## WE TRAIN YOUR TEAM TO VALUE IMPACT

We offer special training programs to organisations who are looking for internal training, for instance on how to assess impact as a jury. Send us an e-mail and we inform you about the possibilities.



Your name

Your email address

How can we help you?

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By accepting this you agree to sending you more information.

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