

Buyer case study

Orbital Applied Economics

Orbital Economics is a specialist consultancy founded by environmental economist Matt Georges. The organisation focuses on valuing the environment and ensuring it is properly considered within decision-making processes.

Established during the COVID-19 pandemic, Orbital Economics has been operating for nearly four years. As a sole trader, Matt was keen to explore ways of formally addressing the environmental and social impact of his work, leading him to Retrofit Credits.

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Tell us about your journey with Retrofit Credits. What was the initial challenge?

For some time I had been considering how best to develop an environmental and social impact policy. While this might sound ambitious for a one-person company, it is increasingly required in government procurement processes. A percentage of marks for bids are often allocated to this area, meaning even small businesses must have policies in place.

Initially, I was resistant to this - I felt like, as a small company, my impact was limited, so it just wasn't worth doing anything. But I knew that as an environmental economist, I should be ensuring my own organisation minimises its impacts. My first step was to reduce emissions where possible. For example, I introduced a no-flights policy and recently travelled from London to Warsaw by train, saving significant carbon while being able to work productively en route.

Once I had reduced what I could, I looked into offsetting. My concern was finding genuine, high-quality carbon credits that were additional, verified, and measurable. Having seen poor examples in the past, I wanted to avoid repeating those mistakes.

I was particularly drawn to Retrofit Credits because of the dual focus on carbon reduction and social value. Improving social housing and helping tenants reduce their heating bills provided a credible, impactful solution. After speaking with the team, I was confident in the quality of the credits and felt assured that they met the standards I was looking for.



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As an SME, how helpful has Retrofit Credits been in your social value and decarbonisation work?

The key benefit has been accessibility. Many carbon credit schemes are designed for large companies or institutional investors, which makes it difficult for sole traders or small businesses to participate.

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Would you recommend Retrofit Credits to other organisations in your sector?

I already have. I shared my experience on LinkedIn to highlight how Retrofit Credits can support SMEs, particularly those bidding for public sector contracts.

In that post, I explained how small businesses are often asked to provide environmental and social policies as part of procurement, which can feel daunting.

Developing my own policy led me to focus on the areas where I could make the biggest impact, such as reducing air travel and being selective about the clients I work with.

When it came to offsets, I found Retrofit Credits to be a reputable solution that not only addressed emissions but also delivered tangible benefits to social housing tenants in the UK.

I encourage other small businesses to explore this approach, and I've made my policy openly available so others can adapt it to their needs.



In conclusion...

Orbital Economics' experience demonstrates that Retrofit Credits is not just a solution for large organisations. By making the programme accessible and transparent, HACT enables SMEs to take meaningful action on both decarbonisation and social value.

Accessibility
Straightforward engagement for sole traders and SMEs.

Credibility
Verified, measurable credits that deliver real-world impact.

Social value
Improvements to social housing that support tenants and communities.

Want to get involved?

Retrofit Credits is a nationally recognised programme, having previously won the Ashden Award for Energy Innovation.

If you want to find out more or register your interest, email us at:

retrofitcredits@hact.org.uk



Antoine Pellet,
Head of Retrofit Credits