



# ORNA

 Peckham

Consultant

The logo for madano, with the word 'madano' in a lowercase, orange, sans-serif font.

## Business profile

ORNA Group is a niche sustainable materials start-up focused on repurposing discarded materials into valuable resources. Founded to create circular solutions, ORNA Group is exploring

ways to transform seasonal waste, like Christmas trees, into construction materials. The business combines sustainability with practical applications, working closely with academic institutions, local authorities, and industry partners to test and develop new approaches.

## The challenge

ORNA Group had a strong idea but needed to tweak how it communicated its complex, circular business model in a clear and engaging way. As a small, early-stage business, the focus was on developing the product rather than marketing. This meant the messaging required fine tuning for investors, partners, and the public to digest. ORNA wanted to:

- Explain ORNA's circular and sustainable model simply and effectively
- Gain fresh perspectives on storytelling and marketing
- Build confidence in public communications, including media and live interviews

## The support

Through Southwark Climate Collective, ORNA received fully funded consultancy support tailored to its needs. Working closely with their consultant, the focus was on:

- Crafting clear, digestible messaging for multiple audiences
- Identifying opportunities to showcase ORNA's innovative work and partnerships
- Gaining confidence and practical skills in media engagement and communications strategy
- Leveraging SCC networks to connect with potential partners and investors

The consultant focused on what was achievable, providing clear guidance without adding unnecessary complexity or pressure.

## The outcome

ORNA Group has gained significant visibility and credibility, securing media coverage, including the BBC, and opening doors to potential collaborations with notable multinational companies. Founder Hugo has developed confidence in distilling complex ideas into simple, clear messages, improving both media presence and stakeholder communications.

The process also helped ORNA Group frame its sustainability and circular economy work as tangible, impactful, and ready to engage with partners and investors.

## Looking ahead

With stronger communications and clarity of purpose, ORNA is better positioned to:

- Engage investors and partners strategically
- Demonstrate the practical impact of circular construction materials
- Build long-term business resilience while scaling sustainable solutions

**“It’s been brilliant. Without SCC, we wouldn’t have got the coverage we have, or connected with major partners. The support has given us the confidence and tools to tell our story and keep moving forward.”**

Hugo Knox, ORNA



