


Marketing Sustainability – Exciting Customers via Life Cycle Assessments (really?)

Raymond Lizotte, Alison Matte
16 November 2017

Confidential Property of Schneider Electric Life is On | **Schneider Electric**

Introduction

Raymond Lizotte
Director, ITD Sustainability Office Buildings & IT
Edison Expert (Senior Fellow – Sustainability)



Schneider Electric

€25 billion ~170,000

Diversified and markets

Energy & Infrastructure	Industrial Process	Building & Infrastructure	Other & Services
33%	14%	27%	26%

Confidential Property of Schneider Electric | Page 2

Customers

- Decision to purchase is based on a multitude of factors
 - Need
 - Performance
 - Price
 - Quality
 - Brand
 - Regulatory/Compliance
 -
 - Sustainability

↓

Sustainability with Customers

- Customer wants Sustainability and has defined it 15-20%
- Customer wants Sustainability and hasn't defined it 60-70%
- Customer wants nothing to do with Sustainability 15-20%


When all other care-about are met, then **Sustainability Story** becomes the differentiator

Confidential Property of Schneider Electric | Page 3


Schneider Electric Sustainability Story

Offer Sustainability – Green Premium

- Schneider Electric internal Environmental Product Disclosure, Green Premium



- Green Premium = Sustainability factors – based on Life Cycle Assessments
- In 2017, 75% of our revenues were from Green Premium offers (10Bn€)




Confidential Property of Schneider Electric | Page 4

Schneider Electric Sustainability Stories

Publicly Available EPD
Schneider requires offers to be compliant to all applicable requirements including:

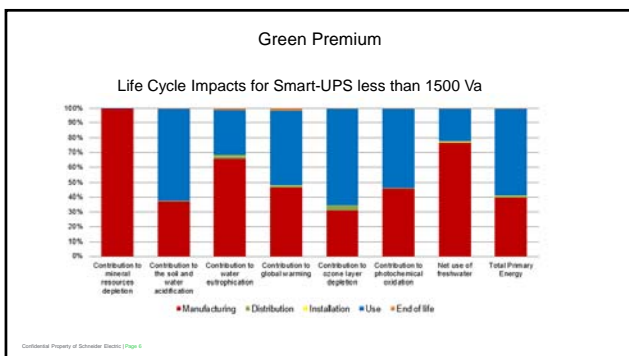
- RoHS
- REACH
- China RoHS
- Green Premium EPD including LCA

Demonstration via
Check a Product tool



<http://www.schneider-electric.com/b2b/en/support/green-premium/>

Confidential Property of Schneider Electric | Page 7




Sustainability Tools

Trade-Off Tools –

Method for providing customers with high quality Sustainability information

- Dynamic presentation
- Provides sustainability information that competitors may not offer
- Expand to include all Sustainability and Circularity metrics



Confidential Property of Schneider Electric | Page 7

Targeting Customers at the time of Purchasing Decision

Promote the Sustainability Value Proposition to Business Resellers and End-Users

- Identify opportunities
- Provide high quality information about the Offer
- At the time & method most likely to impact purchasing decision
- Let the customer discover SE Sustainability themselves

Green Premium 2.0

Green Premium Trade-Off Tool

Confidential Property of Schneider Electric | Page 8



Final Thoughts

Life Is On | Schneider Electric

Confidential Property of Schneider Electric | Page 9

Trade-Off Tools

CALCULATORS AND TRADE OFF TOOLS

[Calculator] Traditional vs. Open Compute Capital Cost Calculator

Available online at: <http://it-resource.schneider-electric.com/h/c/139618-calculators-and-trade-off-tools>

Life Is On | Schneider Electric
