

B/S/H/

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SmartGrow as an example
of eco-friendly products
across the value stream

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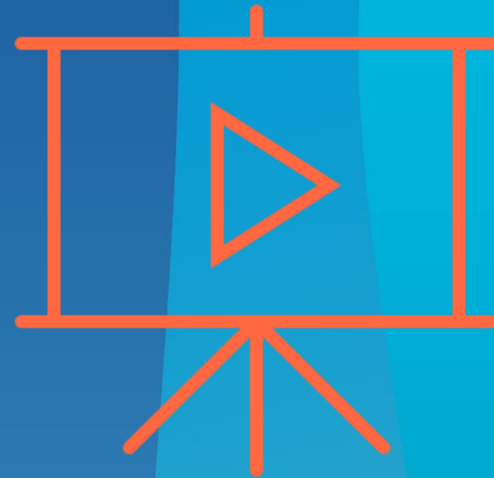


Agenda

- ▶ 1. What is Bosch SmartGrow
- ▶ 2. Why is Sustainability a CORE value proposition
- 3. Our approach, journey and achievements
- 4. Two cases: Packaging and CE
- 5. Challenges and Outlook



WHAT IS BOSCH SMARTGROW LIFE



Why is Sustainability a core value proposition for Bosch SmartGrow?

Target Consumer DEMANDS: "If I don't perceive it to be sustainable, I will not buy!"

CONSUMER Carla Creative



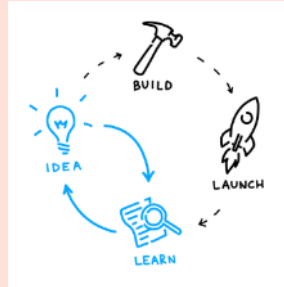
Agile, Lean Startup TEAM



Solution



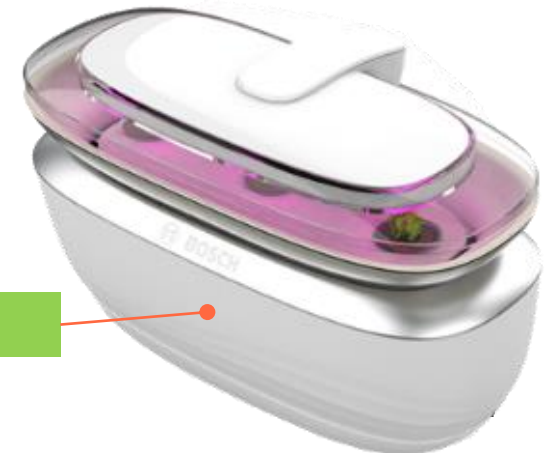
- Food = Joy
- Eat healthy = Fresh
- Home = who I am = my Sanctuary
- Durable, easy to use and maintain
- Responsible (Social and Planet)



- Design Sprints
- Consumer interviews
- UX tests



Consumer perception: Material is most important

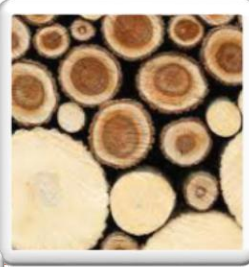


Qn: Which material meets all consumer and technical requirements for a smart garden?

1) Sustainable 2) Durable, easy to maintain 3) Design – timeless 4) Hold water 24 h / day

slido

A) Wood



B) Bioplastic



C) Recycled plastic (ABS/ASA)



Recycled plastic meets the requirements and is the sustainable way forward

1. Reduces Pollution Across Ecosystems
2. Needs Less Energy & Helps Conserve Natural Resources
3. Saves Fast-depleting Land-fill Space
4. Eases the Demand on Fossil Fuel Consumption
5. Promotes a Sustainable Lifestyle

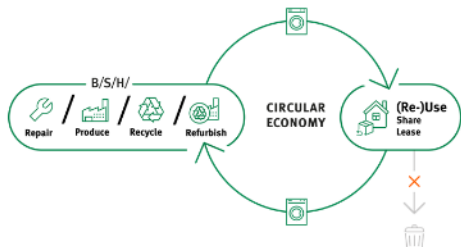
Recyclability

Durability

Easy to maintain

Dishwasher-safe

C) Recycled plastic (ABS/ASA)



Bosch SmartGrow Life

Design your own home garden, one SmartGrow at a time



No green thumb required



- **Variety**

50+ herbs, salads, edible flowers, fruits, microgreens

*Even in winter and
And your holiday*

- **Natural**

Healthy, vitamin-packed and fresh all year round, no GMO, no pesticides

- **Auto-optimized**

Patented, intelligent technology for the right lighting and irrigation when needed

- **Sustainable** Across the value chain

Made in Europe, highly efficient and durable, made of 100% recycled white plastic

- **Design your way**

Modular configurations for the look and experience you want

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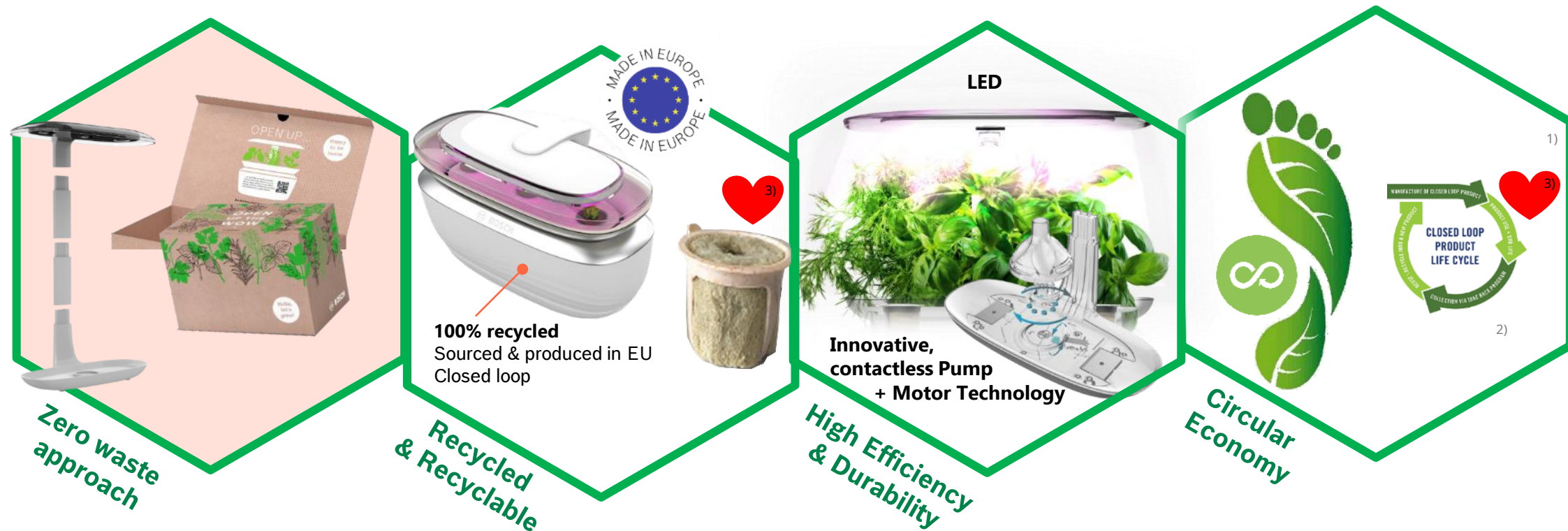
5. Challenges and Outlook





SmartGrow Life - Comprehensive sustainable approach from cradle to cradle

From listening to the consumer to making it happen in < 2 years with our strategic suppliers



Packaging

- 100% free of EPS / Styrofoam
- 100% recyclable
- 80% recycled paper
- Innovative cut-out design (no stuffing material)
- Upcycling (2nd Life)

Device

- Made in Europe
- 100% recycled white plastic
- 66,3% recycled content
- 87.5% recyclability rate

Plant Consumable

- 100% recycled plastic frame
- Rockwool from basalt rock

Efficient and durable technology

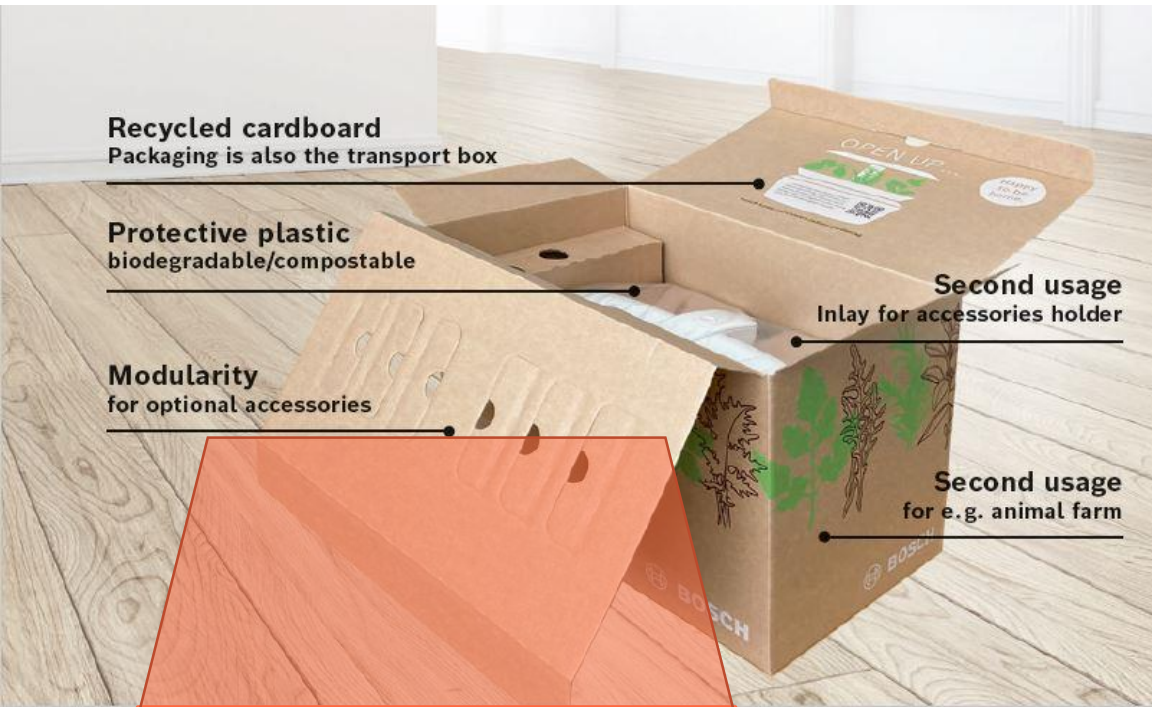
- 10 year lifetime magnetic coupling pump-motor system

- 1) Cradle-to-cradle LCA study with LCS GmbH, reference: supermarket basil
- 2) DE as a pilot market
- 3) Social organization as partners for consumable and closed loop

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SmartGrow Life Sustainable Packaging

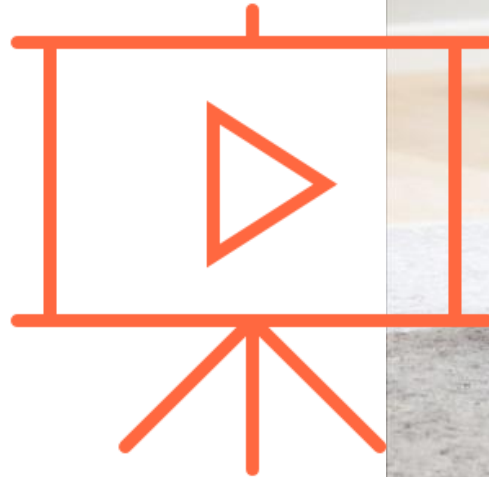
No EPS, recycled and recyclable materials, 2nd life



SmartGrow Life Sustainable Packaging

No EPS, recycled and recyclable materials, 2nd life

BSH Partner:





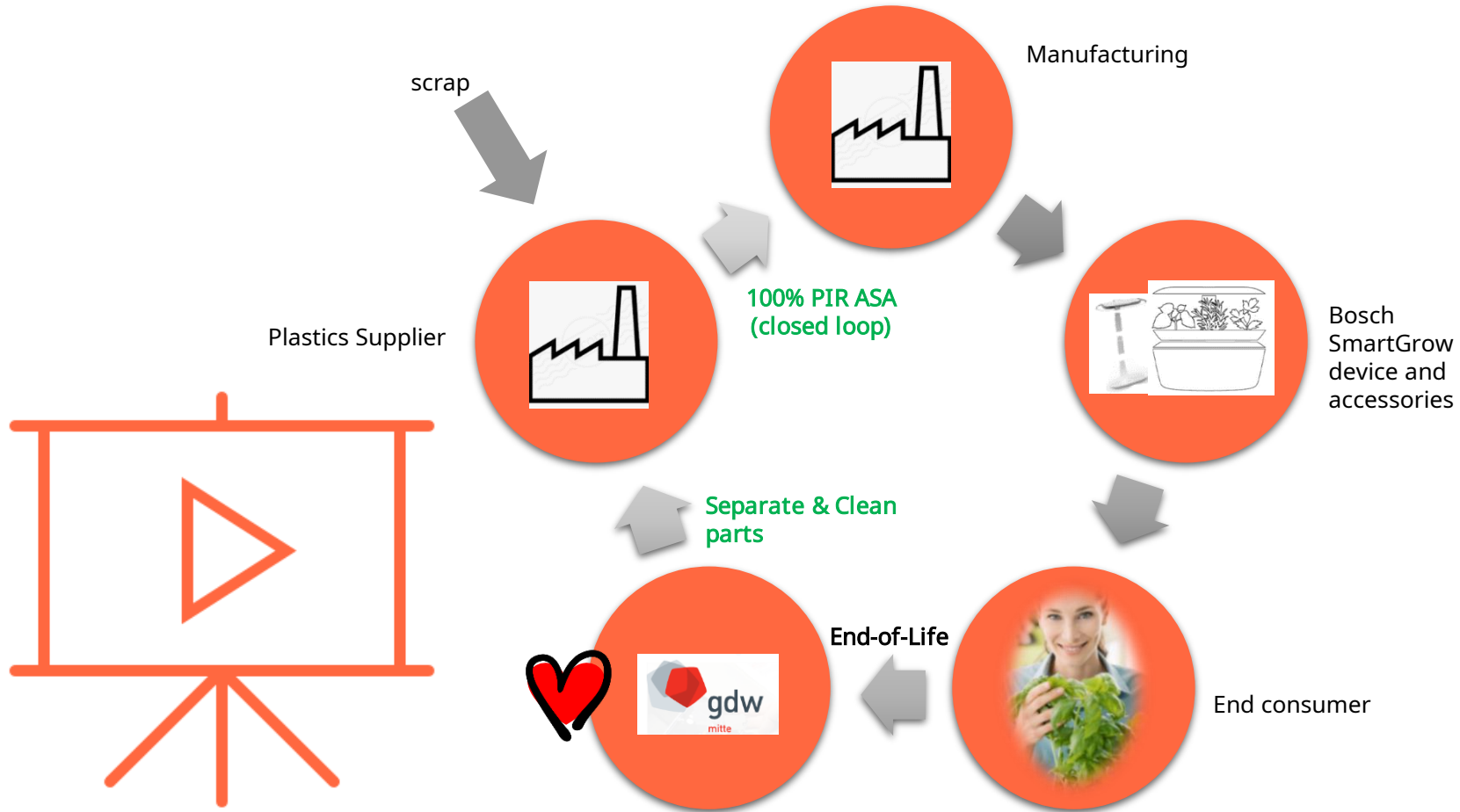
SmartGrow Life - Comprehensive sustainable approach from cradle to cradle



Social organization
as partners for consumables and closed loop

SmartGrow Life: Circular Economy with closed loop (DE pilot market)

Old SmartGrows shall be collected and re-processed to make new SmartGrows



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Recycled materials – challenges as the pioneer

Balancing Consumer expectation and acceptance – a journey and collaboration together

Quality and productivity



Root causes of impurities:

- Scrap source
- Tool and line cleaning
- Pigmentation in each granule
- ...

Customer expectation



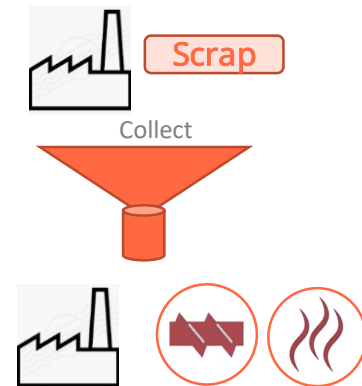
Expects

- Visible parts → virgin material
- Hidden parts – tolerant

Communication

Customer
Service

Supply and price



- **Source: Supply < Demand**



- **Price**

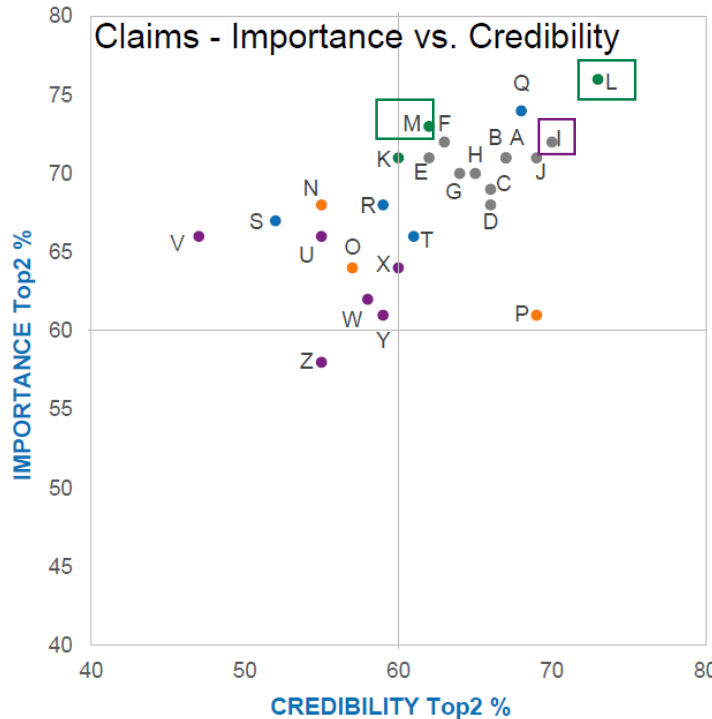


Continuous learning on Communication to improve resonance and credibility

Focus on the right topics and the right phrasing is mission-critical

Claims around Recyclability&Materials and Quality&Longevity most convincing.
Social aspects less credible/important. Power consumption also stands out.

- To pursue / consider in the future
- True but not communicated yet → communicate!
- True and communicated → needs to rephrase
- Communicated → keep



Recyclability & Materials	
A	In order to save plastics, we use a high proportion of recycled plastic from old industrial plastics.
B	In order to save resources, we use a high proportion of recycled materials.
C	Our products are made from 74% recycled plastics from old industrial plastics.
D	Our products are made from 58% recycled material.
E	Our products only use 100% recycled white plastics.
F	Our products have a recycling rate of 87.5% after usage/disposal.
G	The white plastics in our products are 100% recyclable.
H	Our products can be returned at any time free of charge. We will recycle the appliance and prepare the parts for further processing.
I	Our packaging is made from 80% recycled paper. After use, the packaging is 100% recyclable.
J	Our packaging is 100% free from styrofoam.

Quality & Longevity	
K	Our products have been tested for 10 years of use.
L	We believe in the longevity of our products and therefore give a 5-year guarantee.
M	We believe in the longevity of our products and therefore give a 10-year guarantee.

Production	
N	Our products are produced carbon-neutrally.
O	100% CO2 neutral: We offset the entire CO2 emissions from production through CO2 certificates.
P	Our products are produced in the EU.
Energy/Carbon consumption	
Q	Our product ensures highest performance with low power consumption/efficient power consumption thanks to the optimized water and lighting system.
R	The annual average energy consumption of our product is 27 kWh.
S	The annual average energy costs of our product are at 7/9 Euros.
T	Growing basil in our product creates up to 50% less carbon emissions than buying basil from a conventional greenhouse.
Social Aspects	
U	For every product sold, we plant a tree.
V	For every product sold, we collect 1 kg of garbage from the sea.
W	For every product sold, we donate 1% of the price to projects that make this world a better place.
X	For every product sold, we donate 1 Euro to projects that make this world a better place.
Y	We donate 1% of our sales to the United Nations World Food Programme to support projects for a world without hunger.
Z	A part of our product assortment is produced by a social non-profit organization.

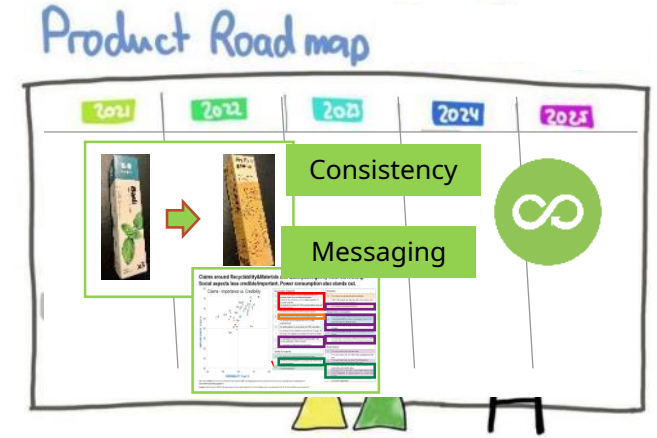
Q3a: How credible do you find this statement from Bosch? Q3b: How important would this promise be when you are deciding about the purchase of a smart indoor gardening appliance?

Sample: Total sample (n=1579). Top2 Box values in % on 5point scale from 1="not credible at all / not important at all" to 5="very credible / very important"

Outlook and next steps of our Sustainability journey

Continuous improvement and learning

1. Extend to entire portfolio: e.g. packaging
2. Material → Goal: stability in quality, supply and price
3. Communication and positioning



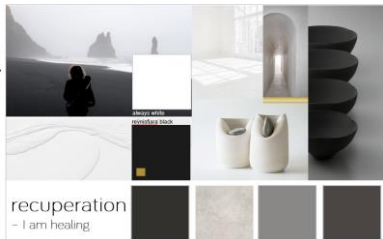
Emotional

Rational


Bosch

Design
Trends

Planet



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SUSTAINABILITY
is a journey that is long and arduous
but necessary and rewarding

SmartGrow
your life

