

**B/S/H/**

# Shifting Paradigms

—  
Sustainability@  
BSH

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A person wearing a red long-sleeved shirt is holding a small, vintage-style globe. The globe shows the Americas and parts of Europe and Africa. The background is a bright, hazy sunset over a field, with the sun low on the horizon creating a strong lens flare and warm, golden light. The overall mood is contemplative and global.

# 01 The Reason Why

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## Trends - Transformation



Many people's **life** is changing





Responsibility is changing



## Consumer behaviour is changing | consumers become drivers of sustainability

80%

of people expect brands to  
“solve society’s problems”

Edelman Trust Barometer, 2020

78%

of global consumers feel that  
environmental sustainability is  
important, they like the idea of  
being sustainable, and want to live  
more sustainable lives

Simon + Kucher & Partners, Global  
Sustainability Study, 2021

73%

of people consider it important to  
take environmental responsibility  
with their purchase decisions.

Bosch, “Understanding  
Sustainability Study”, 2022

# Legal requirements are changing | sustainability from obligatory to mandatory

## U.S.A.

- 2021 Uyghur Forced Labor Prevention Act
- 2035 Energy Sector Decarbonization
- 2050 Climate Neutrality

## European Union

- 2018 Sustainable Finance Strategy
- 2019 EU Green Deal
- 2020 EU Taxonomy
- 2023 German Supply Chain Due Diligence
- 2024 (expected) Corporate Sustainability Reporting Directive
- draft ESPR (Ecodesign for Sustainable Products Regulation)

## China

- 2019 Green Industry Guiding Catalogue
- 2060 Climate Neutrality

\*list is not exhaustive



**Finance** is changing | alignment with ESG\* Goals determine corporate industry ranking worldwide



**"Climate change presents a historic investment opportunity."**

Larry Fink, Chairman and CEO, BlackRock

\*ESG=Environment, Social, Corporate Governance Goals





# 02 Sustainability at BSH

## Purpose – Key Drivers



# We built a strong purpose on sustainability

## Our Vision

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We improve quality of life at home in a sustainable way

## Our Mission

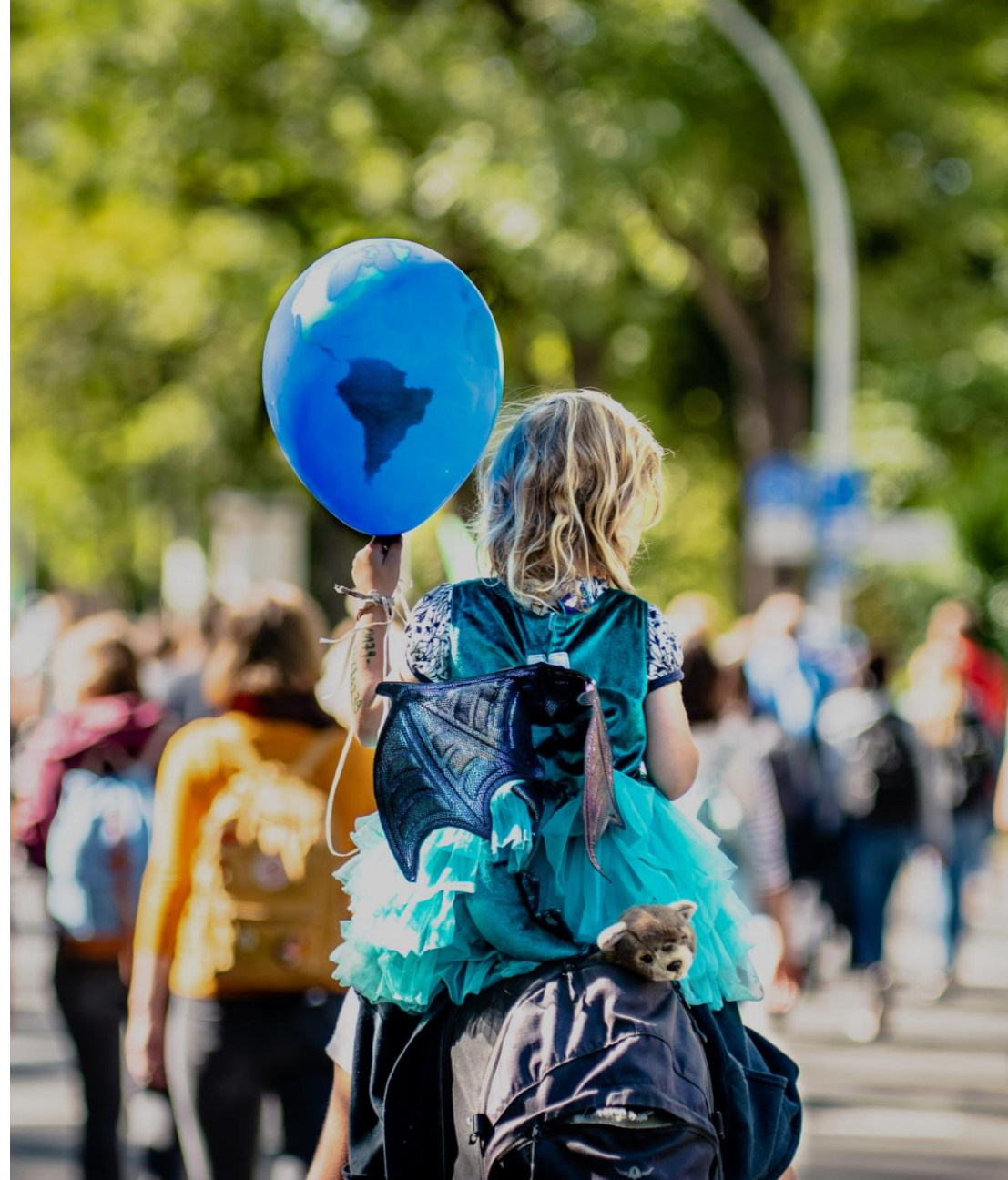
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We drive sustainability forward in all its dimensions: planet, people, prosperity

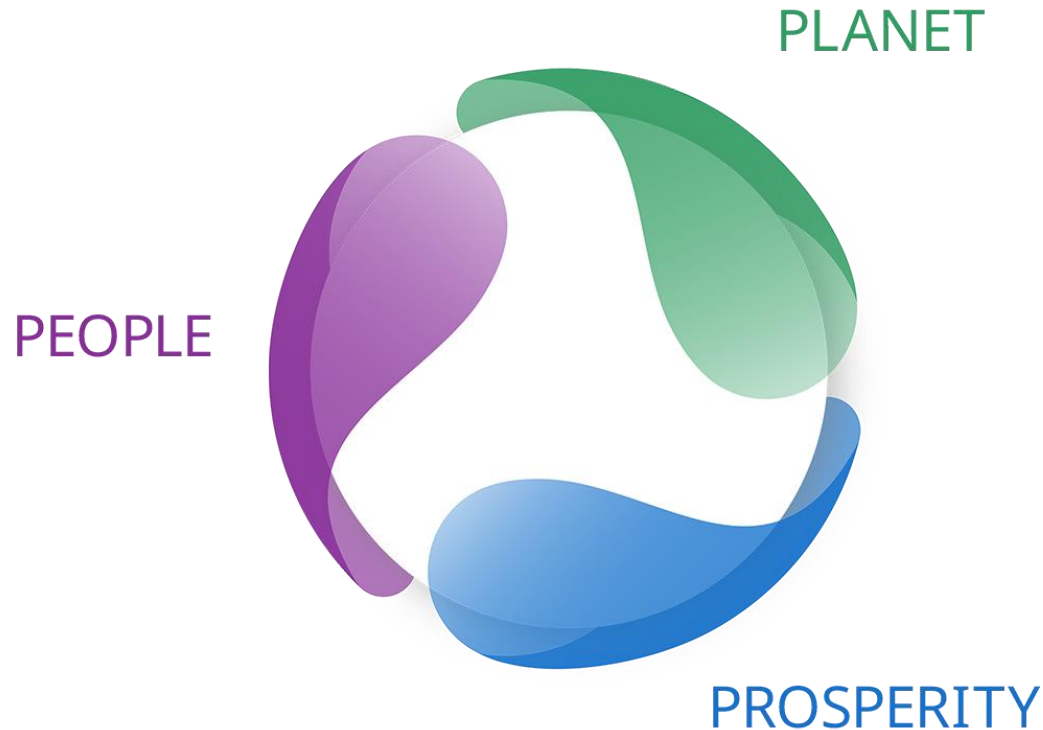
## Our Strategy

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Protecting climate & saving resources  
Enabling a sustainable life  
Increasing resilience



We drive sustainability forward in all its dimensions



PLANET – Protecting Climate & Saving Resources

We protect our planet by reducing our footprint and increasing resource efficiency

PEOPLE – Enabling a Sustainable Life

We enable and empower people for a healthy and sustainable life in our company and local communities

PROSPERITY – Increasing Resilience

We create prosperity by fostering business resilience together with our partners



# We defined key drivers of our future agenda



## Planet

### Protecting Climate & Saving Resources

- Climate protection own operations
- Climate protection purchased goods, transport and product use-phase
- Resource efficiency



## People

### Enabling a Sustainable Life

- Diversity, equity and inclusion
- Health & safety
- Technology for all



## Prosperity

### Increasing Resilience

- Energy- and resource efficient solutions & circular products and services
- Sustainable consumption
- Social and environmental standards entire value chain



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## 03 Our Sustainability Roadmap

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Targets

# Our current sustainability targets 2030

## PLANET

Protecting Climate &  
Saving Resources

- -15% CO2 (Use Phase Product)
- -15% CO2 (Material)
- -15% CO2 (Transportation & Distribution)
- Energy Efficiency 220 GWh
- New Clean Power (Renewable Energy) 54 GWh
- 100% green electricity

## PEOPLE

Enabling a  
Sustainable Life

- Female leadership > 30%
- BSH health management established
- Social impact innovation established

## PROSPERITY

Increasing Resilience

- Circular Economy:
- > 50% recycled content
- > 95% recyclability
- Further drive new business models (leasing or sharing)





## 04 Where Do We Stand?

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Planet – People – Prosperity

## PLANET | BSH Global Development - Priorities on our way forward



### Energy consumption reduction

Focus on absolute consumption reduction, because it has greatest impact from energy and economical viewpoint



### Green power purchasing

Check and purchase green alternatives for electricity, gas and district heating with priority



### New clean power production

Produce your own green energy on - and close - to your sites to support further electrification and independency



### Production process changes

Actively enable for and learn with alternative technological solutions in a pilot setup mode

# PLANET | CO2 & Energy & Resource Efficiency - Spotlights

## CO2 & energy efficiency: Decarbonization@Dillingen



Dish Washer production:  
Elimination of washing and passivation



	electricity	gas
Energy savings (MWh/a)	1,360	5,300
CO2 reduction (t/year)	1,070	

## Resource efficiency: Factory Montanana (Spain)



Cooktop production:  
Use of recycled PP in a structural component of induction cooktops



- Material impact is reduced by 73%
- Reduction of CO2 eq. by 188 tons in the first year – is expected to increase



## PEOPLE | Enabling A Sustainable Life

We enable and empower people for a healthy and sustainable life in our company and in the communities.



18.2

MILLION EUROS INVESTMENT IN TRAININGS EVERY YEAR



26.4%

WOMEN IN LEADERSHIP FUNCTIONS

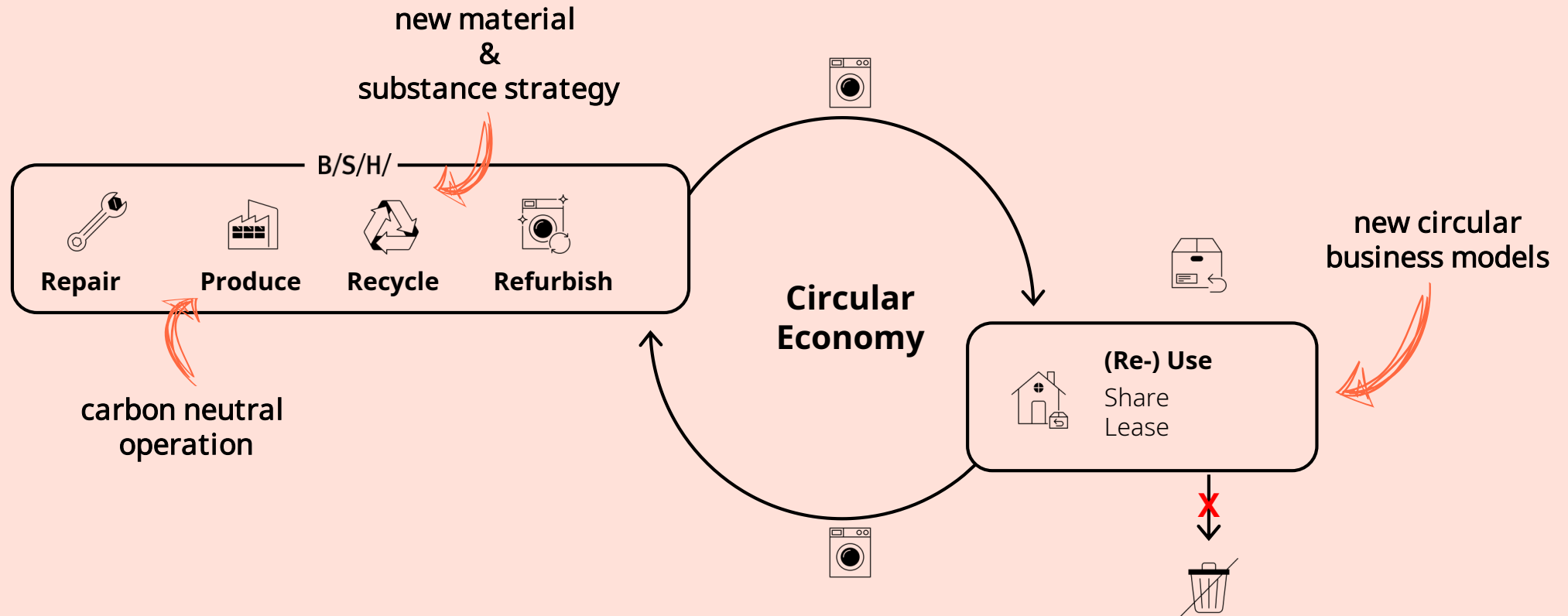


300,000

EUROS DONATIONS TO THE UN WORLD FOOD PROGRAMME  
& JOBLINGE



# PROSPERITY | Driving Circularity - A key element to achieve true sustainability is adapting our business to a circular economy



## PROSPERITY | Driving Circularity - Spotlights

### Circular business model: Pilot for 2<sup>nd</sup> hand business model



Functional pilot for a 2<sup>nd</sup> hand business model with washing machines in Austria



- Approx. 74% average saving CO<sub>2</sub> per year
- Saving 20kg of electrical waste over 10-year lifespan
- 37 refurbished washing mashines sold to date (go live: 02/2022)

### Circular business model leasing: BlueMovement



BlueMovement makes consumers' lives more sustainable and affordable by renting highly-efficient home appliances.



- Appliances are rent at a fixed monthly fee
- BlueMovement remains the owner and makes sure that repairs, replacement and maintenance are offered within the subscription



Sustainability is not a problem to be solved, it's a future to be created.

Peter Senge, MIT

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BSH Home Appliances Group