



# ABB PAPI Sustainability Campaign

SEPTMBER 21, 2022

**mower**



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A close-up photograph of an industrial laser cutting machine in operation. The machine's nozzle is positioned above a metal workpiece, and a bright blue laser beam is visible at the point of contact. A large volume of bright orange and yellow sparks is being ejected from the cut, creating a dense spray of light. The background is dark, emphasizing the intense light and heat of the cutting process.

## Process industries face formidable challenges.

- Reduce emissions
- Conserve resources
- Leverage digitalization to drive change



## ABB can inspire an industry movement.

Empower customers to see the possibilities:

- within process industries
- for the world at large

## ▣▣ Sustainability is hard for customers to activate.

Sustainability continues to gain momentum on enterprise strategic agendas.

### STATE OF SUSTAINABILITY IN THE FORTUNE GLOBAL 2000



**58%**

Have a named sustainability lead.



**55%**

Have GHG emissions-reduction targets.



**23%**

Have set a carbon-neutral date.

Within PI, sustainability is not a core competency.

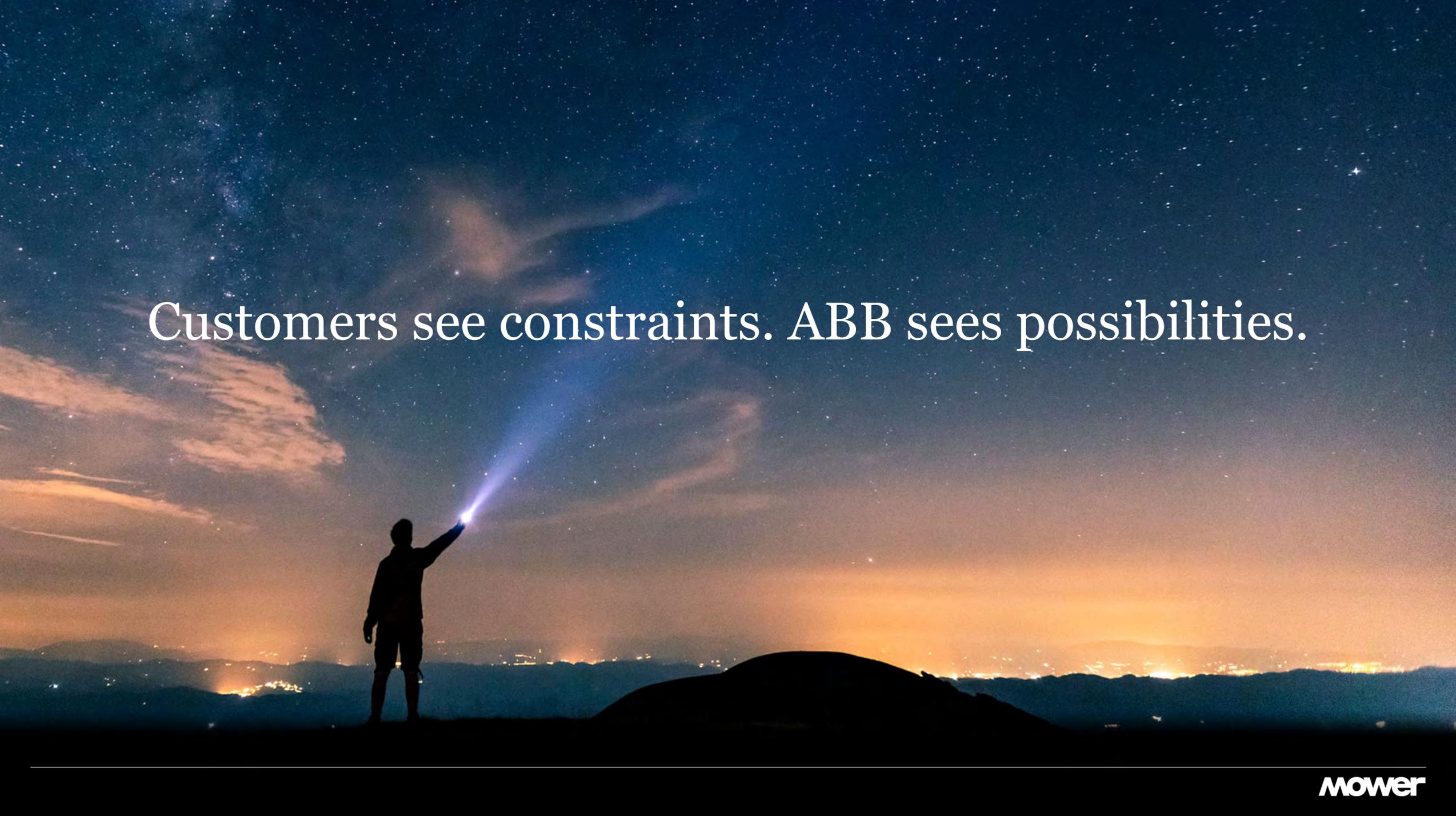
The decision-making dynamic is complex. Solutions require buy-in and alignment across the operation.

A photograph of a paper mill's machinery, showing large rolls of paper being processed. Three teal circular overlays contain text. The background is a large industrial facility with a yellow overhead crane.

Complex  
engineering  
problems

The pressures  
of profitability

Tacked-on  
responsibility  
of achieving  
sustainability  
benchmarks



Customers see constraints. ABB sees possibilities.

A woman and a child are shown in profile, smiling and looking upwards towards the sky. The background is a bright, hazy sunset over the ocean, with waves visible in the distance. The lighting is warm and golden, creating a sense of hope and optimism.

## ABB can win by deepening the personal connection through emotion.

- Not about cutting back to achieve success
- Rather, multiplying moving forward

## ▣▣ The Creative Solutions

# Approach 1

# Let's make sustainable attainable.

Process industries are facing global pressure to meet ambitious sustainability goals while still keeping their operations safe, efficient and viable. But where these companies see obstacles, ABB sees opportunity. We see ways to help customers who make pulp also make energy. To turn any mine into a gold mine of eco-friendly efficiency. To help metals and steel companies heat up production while cooling down their energy requirements. We know your companies are under immense pressure. But working together, we can help you prosper from that pressure, while we help the world as a whole do the same. **ABB. Let's make sustainable attainable.**

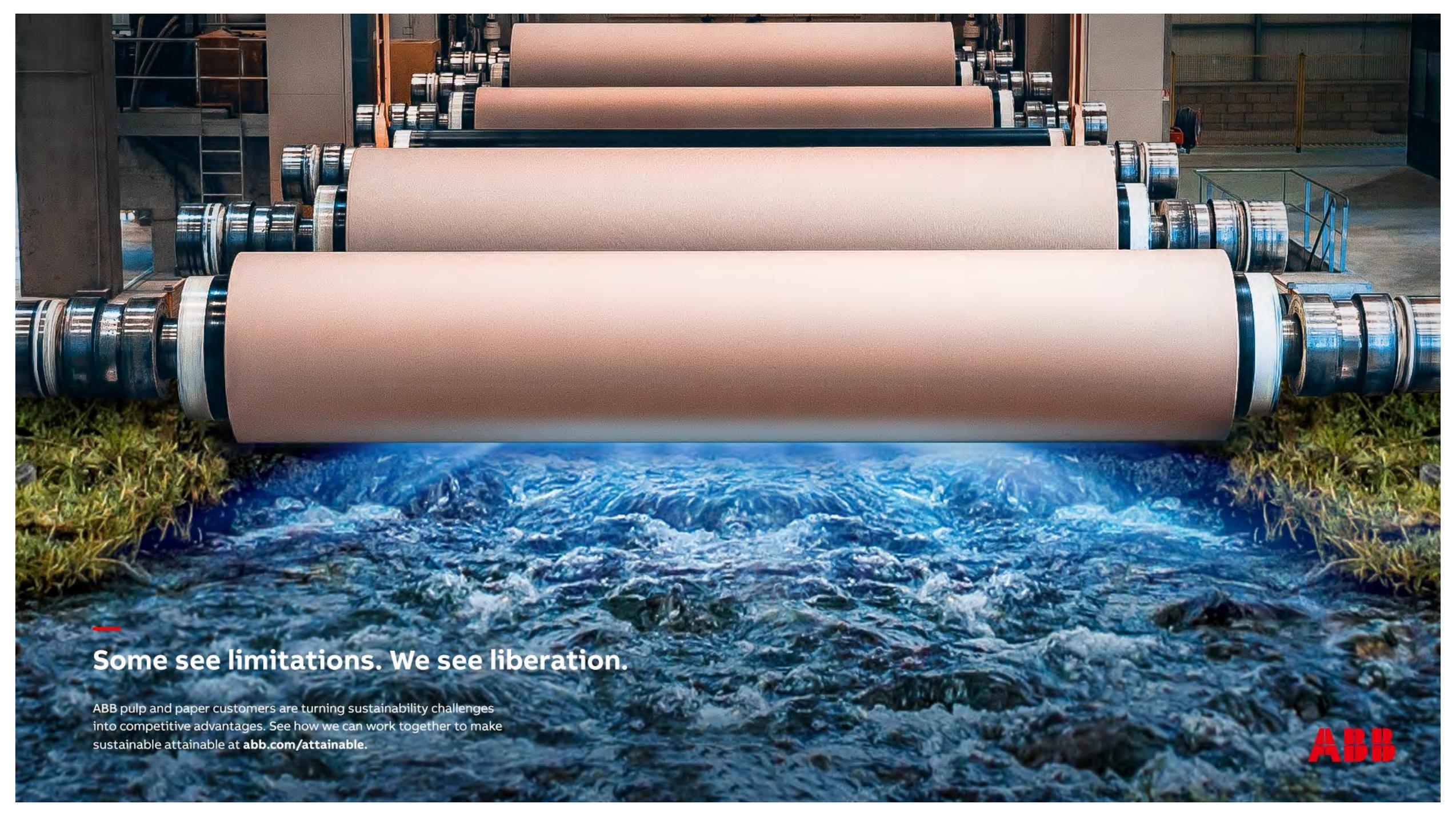
#SustainableAttainable



**Some see obstacles. We see opportunities.**

ABB mining customers are breaking down the barriers between building a healthier business and protecting the world around it. See how we can work together to make sustainable attainable at [abb.com/attainable](https://www.abb.com/attainable).

**ABB**



**Some see limitations. We see liberation.**

ABB pulp and paper customers are turning sustainability challenges into competitive advantages. See how we can work together to make sustainable attainable at [abb.com/attainable](https://abb.com/attainable).

**ABB**



Some see pressure. We see prosperity.

ABB metals customers realize that meeting growing sustainability regulations while also improving overall productivity is not encumbering. It's empowering. See how we can work together to make sustainable attainable at [abb.com/attainable](https://abb.com/attainable).

**ABB**

# Video

The growing number of rules, regulations and mandates on sustainability have process industries wondering:

Does doing what's right for the planet have to get in the way of what's right for your business?

ABB doesn't think so.

Where many of these companies see obstacles, we see opportunity.

We see ways to help customers who make pulp also make energy.

We see ways to turn any mine into a gold mine of eco-friendly efficiency.

To help metals and steel companies heat up production while cooling down their energy requirements.

We understand that your companies are under immense pressure.

But working together, we can help you prosper from that pressure, while we help the world as a whole do the same.

ABB. Let's make sustainable attainable.



# Yammer / Internal Communications

## How do you make sustainable attainable?

Series of posts where employees share their own DIY hacks for making sustainable attainable in everyday life.

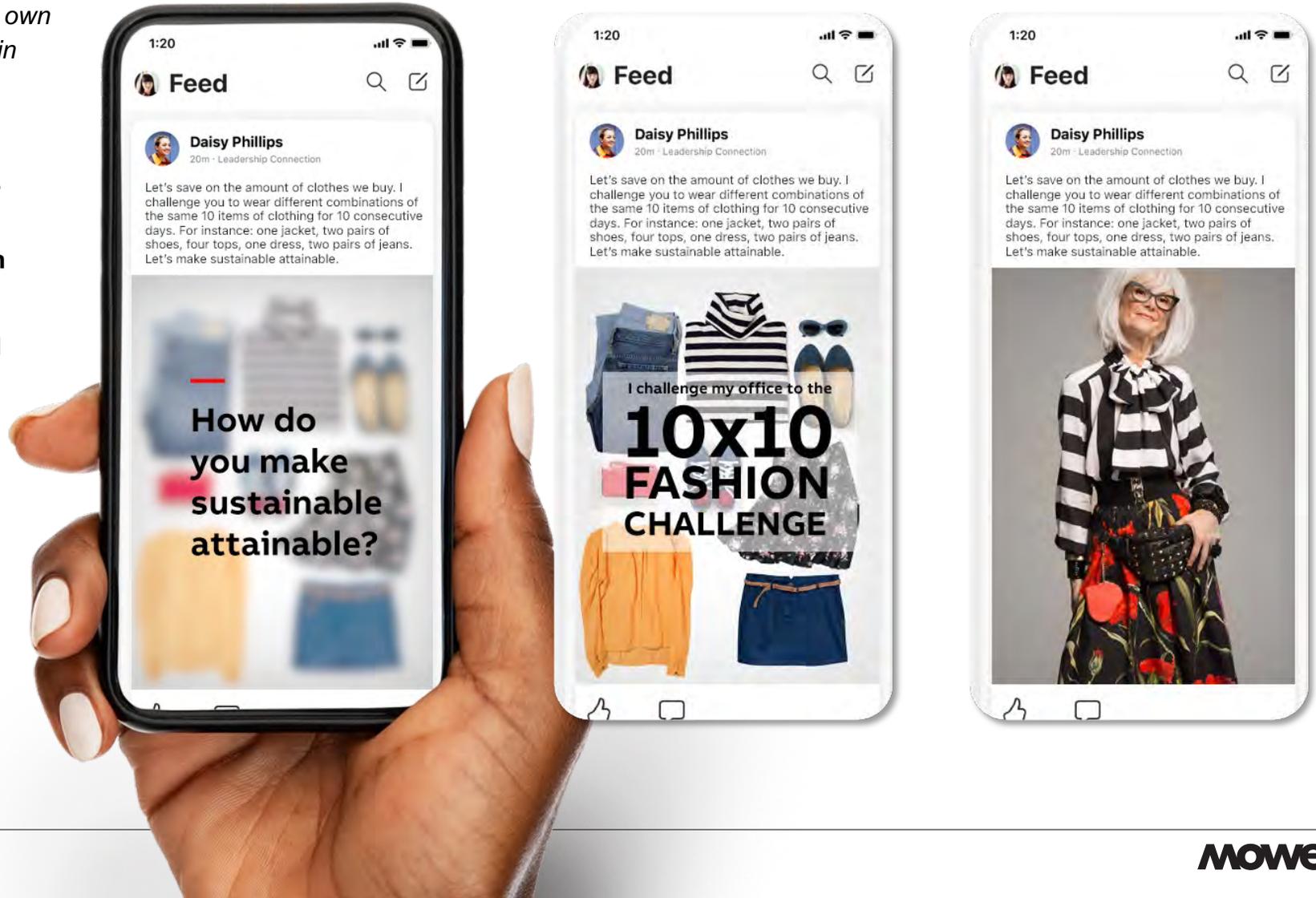
Sample post:

## How do you make sustainable attainable?

### I challenge my office to the 10 x10 fashion challenge.

Let's save on the amount of clothes we buy. I challenge you to wear different combinations of the same 10 items of clothing for 10 consecutive days. For instance: one jacket, two pairs of shoes, four tops, one dress and two pairs of jeans.

Let's make sustainable attainable.



# ▣▣ Tradeshow AR Experience

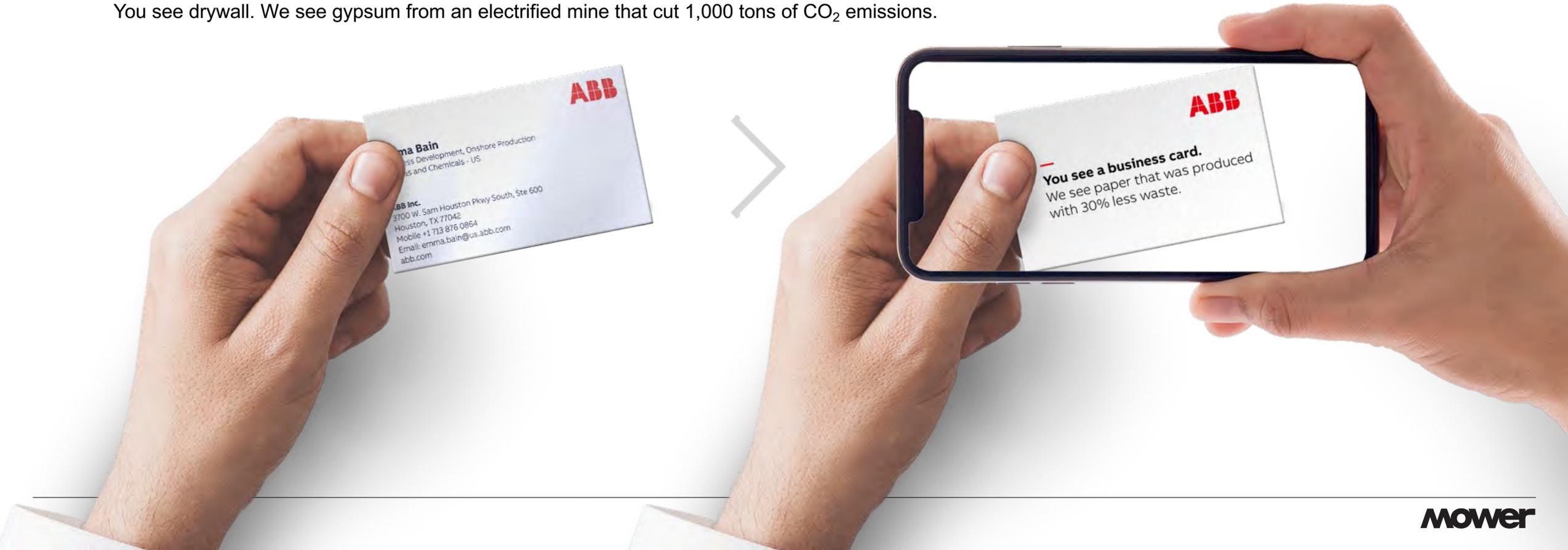
Let's create an AR experience that brings the revelatory nature of our idea to life at tradeshow and events. Using the camera on their mobile device, attendees can reveal unexpected information that shows how attainable sustainability is much closer than they realize. Like, literally right in front of them.

*Holds camera over business card:*

You see a business card. We see paper that was produced with 30% less waste.

*Holds camera in front of wall:*

You see drywall. We see gypsum from an electrified mine that cut 1,000 tons of CO<sub>2</sub> emissions.



# ▣▣ Sales Enablement

## The ABB 2023 Attainability Report

Many companies are required to produce a Sustainability report, where they quantify what they've done to hit their annual ESG goals. Instead, we want to create process industry-focused Attainability reports, where we take an in-depth look at what incremental actions our customers can take that culminate in both immediate process improvements as well as long-term sustainability wins. It's less looking back at what we've done, and instead looking ahead to see what's possible. Identifying trends, predicting regulatory changes and aligning our innovation to customer opportunities.



## Internal Activation



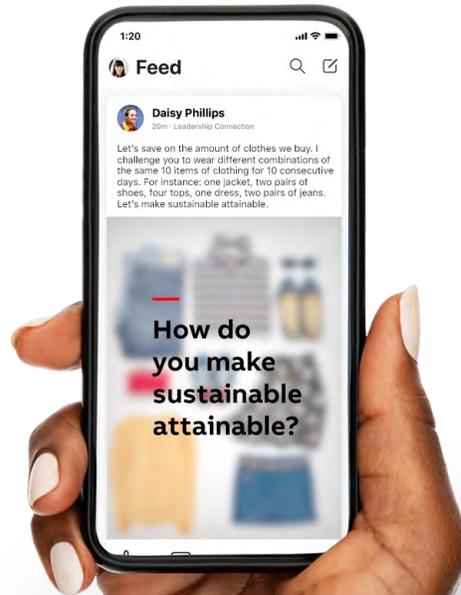
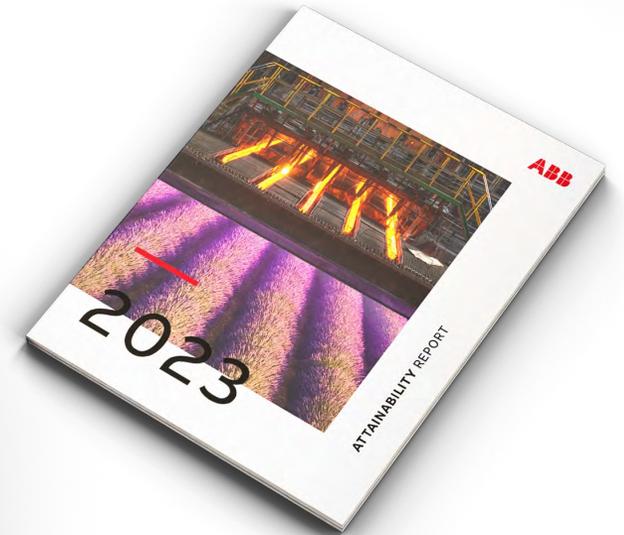
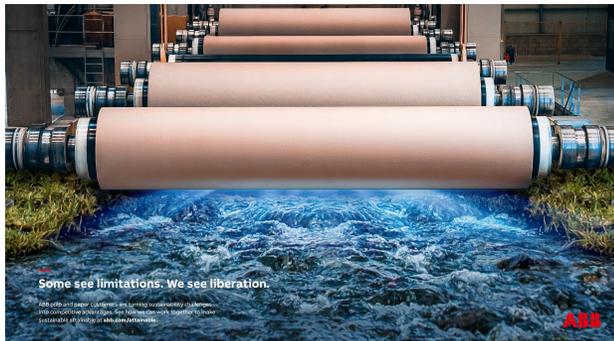
*Bamboo travel mug*



*Shirt made of recycled cotton/fabric from Renewcell*

# Campaign Summary

## #SustainableAttainable



▣▣ The Creative Solutions

# Approach 2

# Process this...

Process industries are being challenged to reduce energy consumption and yet still improve operational performance. In other words, meet the sustainability requirements the world demands, while also addressing the very real and important business outcomes that employees, communities and shareholders require. That's a lot to process. But here's something else to process: when you work with a partner like ABB, you will find that doing the right thing for your business is also doing the right thing for the world around it.

#ProcessThis

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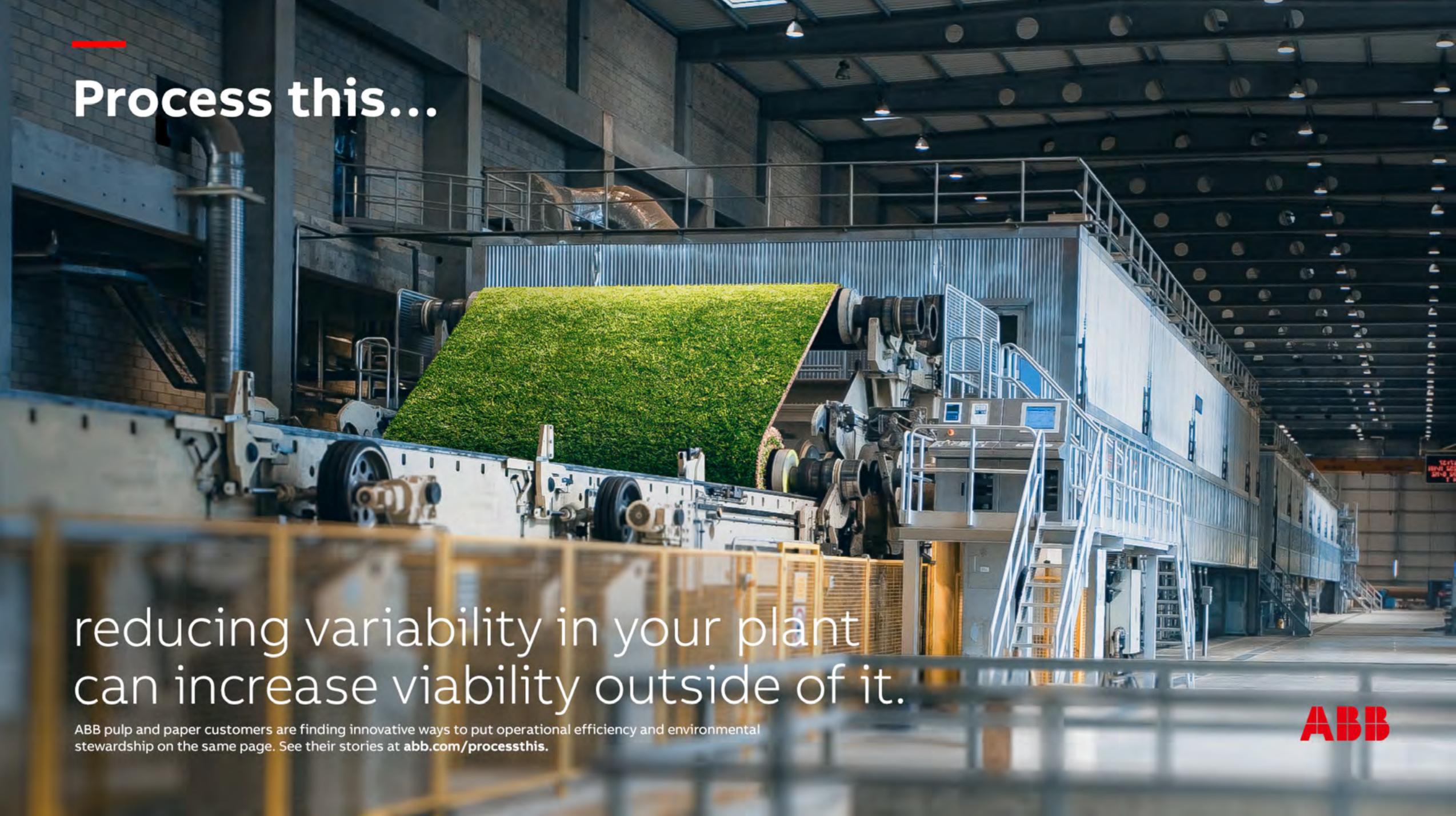
Process this...



mining what the world needs is no longer  
at odds with what the world wants.

ABB mining customers are finding that when they electrify their mine, they're also energizing the world around it. See their stories at [abb.com/processthis](http://abb.com/processthis).

**ABB**

A large industrial paper mill with a massive roll of green paper being processed. The machine is complex, with multiple levels, railings, and rollers. The paper is a vibrant green color. The background shows the vast interior of the mill with a high ceiling and many lights.

Process this...

reducing variability in your plant  
can increase viability outside of it.

ABB pulp and paper customers are finding innovative ways to put operational efficiency and environmental stewardship on the same page. See their stories at [abb.com/processthis](http://abb.com/processthis).

**ABB**



Process this...

with the right partner, you can  
make more of the resources we need  
using less of the resources we have.

ABB metals customers are proving that reducing energy consumption and improving productivity are part of the same process. See their stories at [abb.com/processthis](http://abb.com/processthis).

**ABB**

# Video

Process industries are being challenged to reduce energy consumption, yet still improve operational performance.

In other words, meet the sustainability requirements the world demands, while also addressing the business outcomes that employees, communities and shareholders require.

Take a moment to process that.

Now process this...

When you work with a partner like ABB, doing what's right for your business and doing what's right for the world are part of the same process.

Mining what the world needs is no longer at odds with what the world wants.

Reducing variability inside your paper plant can increase viability outside of it.

Manufacturing more of the resources we need can take less of the resources we have.

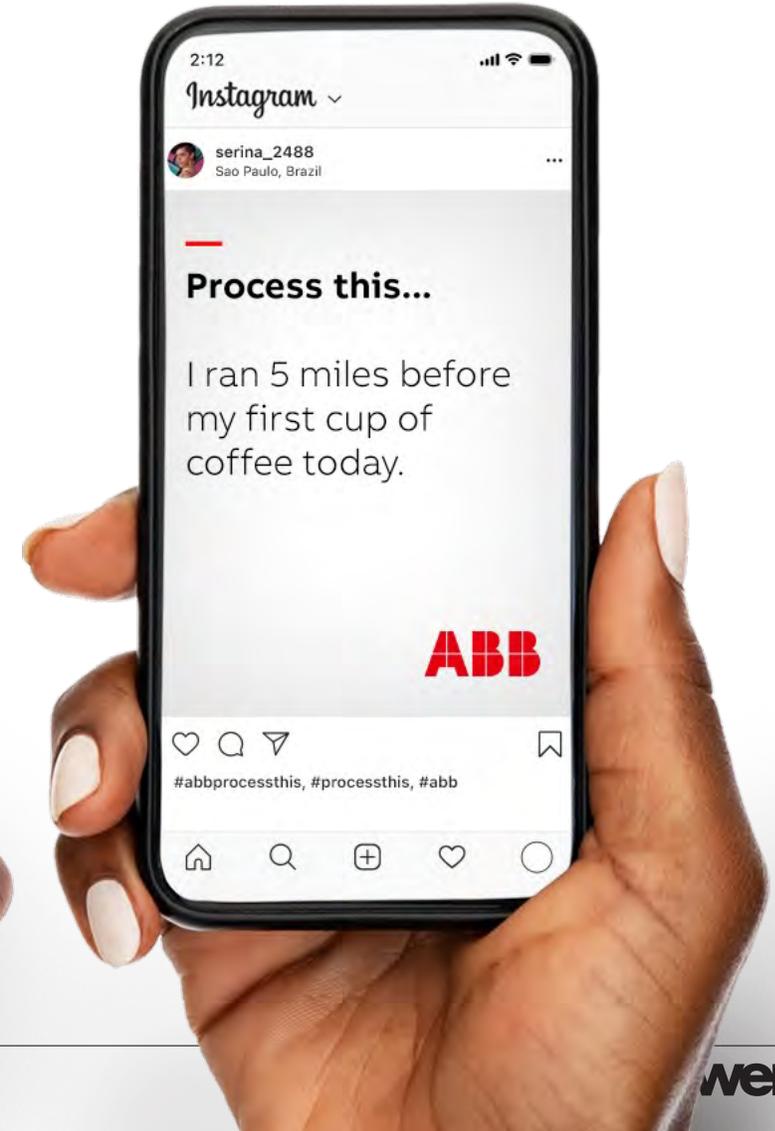
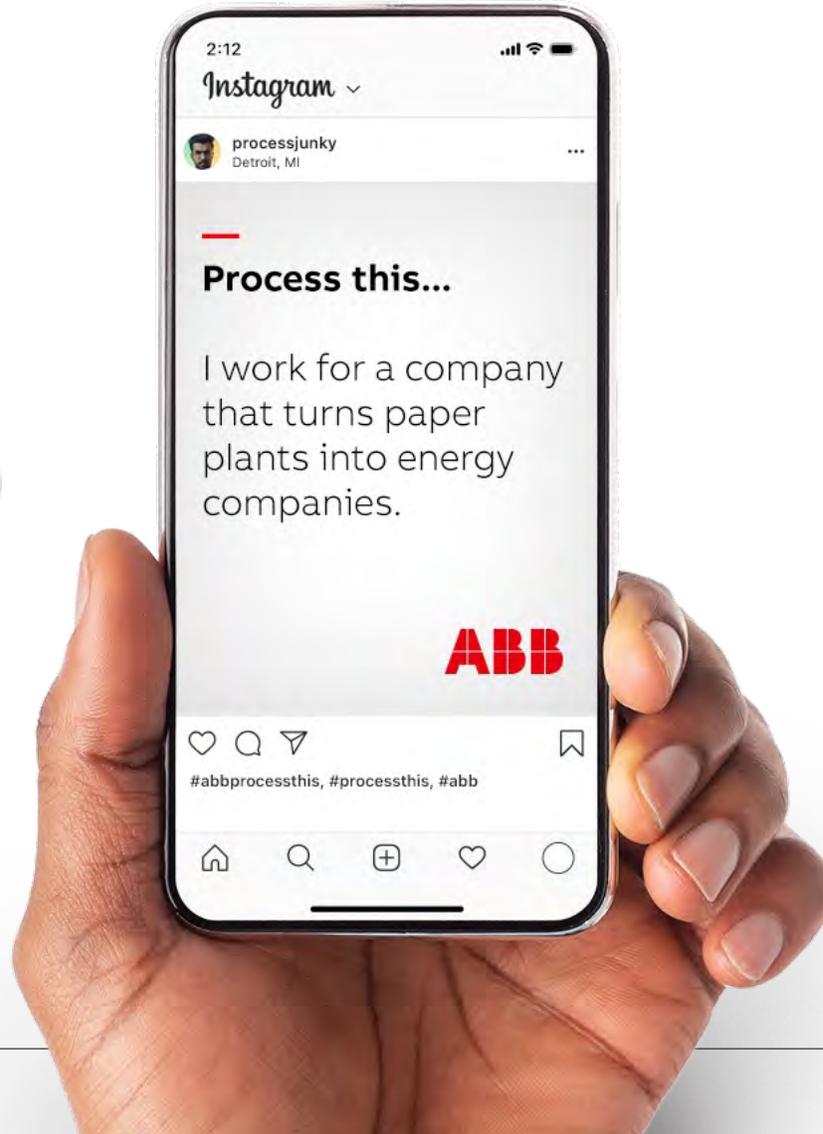
This is ABB's commitment.

Because we know that working together to solve your business challenges can also solve your sustainability ones.



# ▣▣ Social Template

Process this... (ABB employees fill in with great stuff happening in business and in life.)



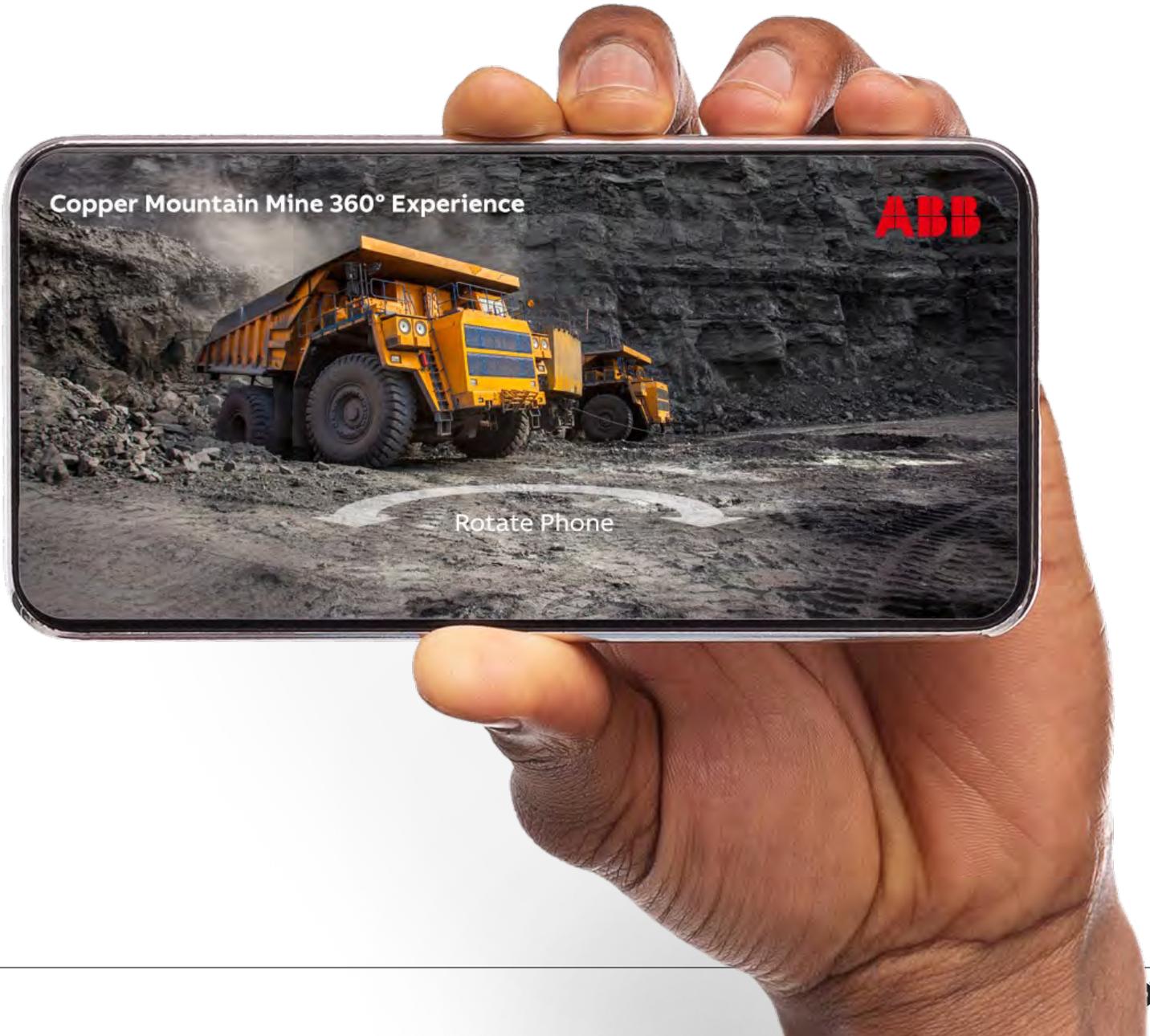
## 360° Video Series

### Process this... 360° Video Series

Given the complex nature of some of our most compelling sustainability success stories, let's help our audience process the technology at work through an immersive experience that puts viewers in the Copper Mountain mine or next to the Acciaieria Arvedi arc furnace. 360° video gives you unprecedented access to these locations as you're guided step by step through the innovations at work.

*Example of 360° video:*

[www.youtube.com/watch?v=v64KOxKVLVg&t=1s](http://www.youtube.com/watch?v=v64KOxKVLVg&t=1s)



## Internal Activation

Process this... Employee T-Shirts



# ▣▣ Sales Enablement

## Process this... the Quiz

We create a simple quiz tailored to each industry for prospects that helps put into context the role process automation can have on sustainability goals for the process industry.

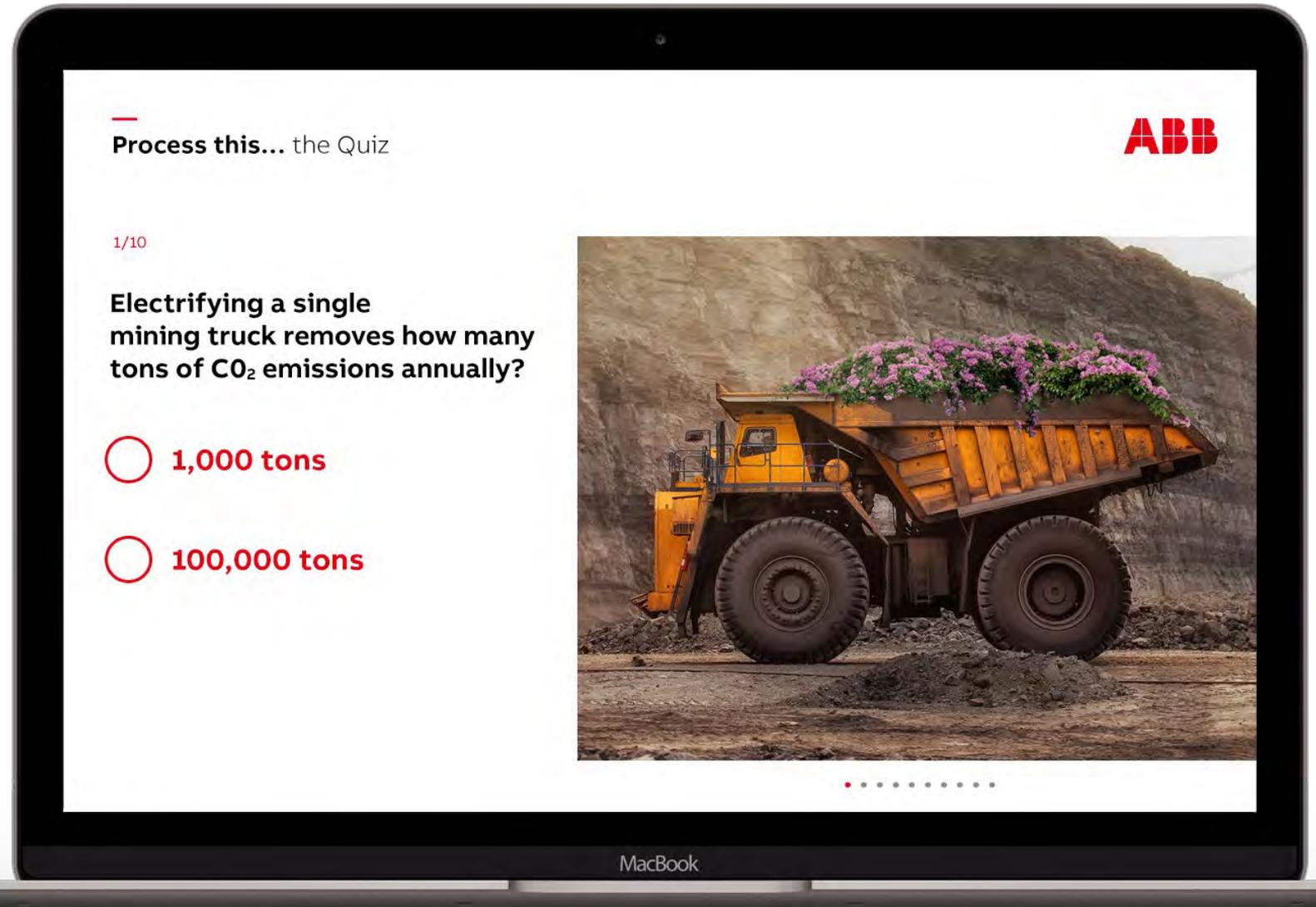
*“Electrifying a single mining truck removes how many tons of CO<sub>2</sub> emissions annually?”*

*“Steel production accounts for what percentage of global carbon emissions?”*

*“Which contributes more to variability, cooking or pulp washing?”*

Answers help quiz-takers “process” what’s possible for their own industry. Scores can be aggregated and shared on social.

*“I got 8 out of 10 answers correct on the ABB Process this... Pulp and Paper Quiz. Think you can beat me?”*



# Podcast Series

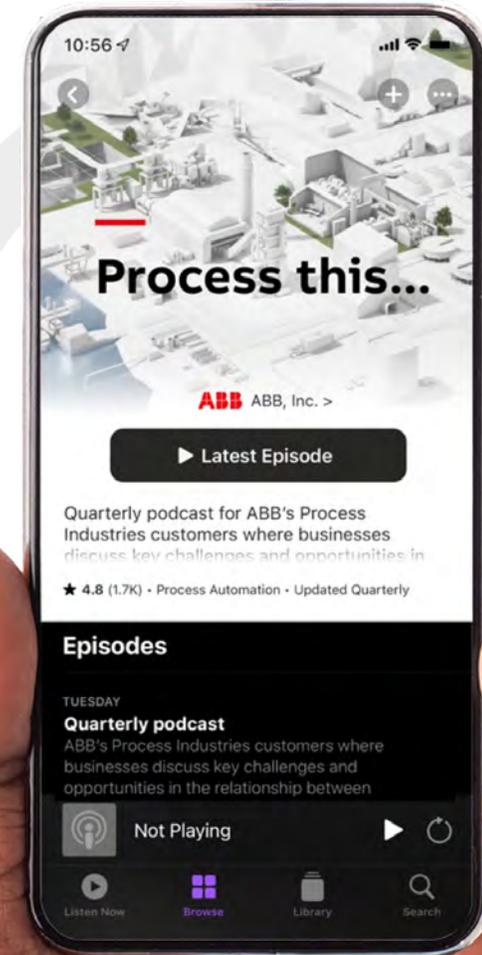
## Process this...

Quarterly podcast for ABB's Process Industries customers where businesses discuss key challenges and opportunities in the relationship between operational sustainability and business success.

Round-table speakers would include:

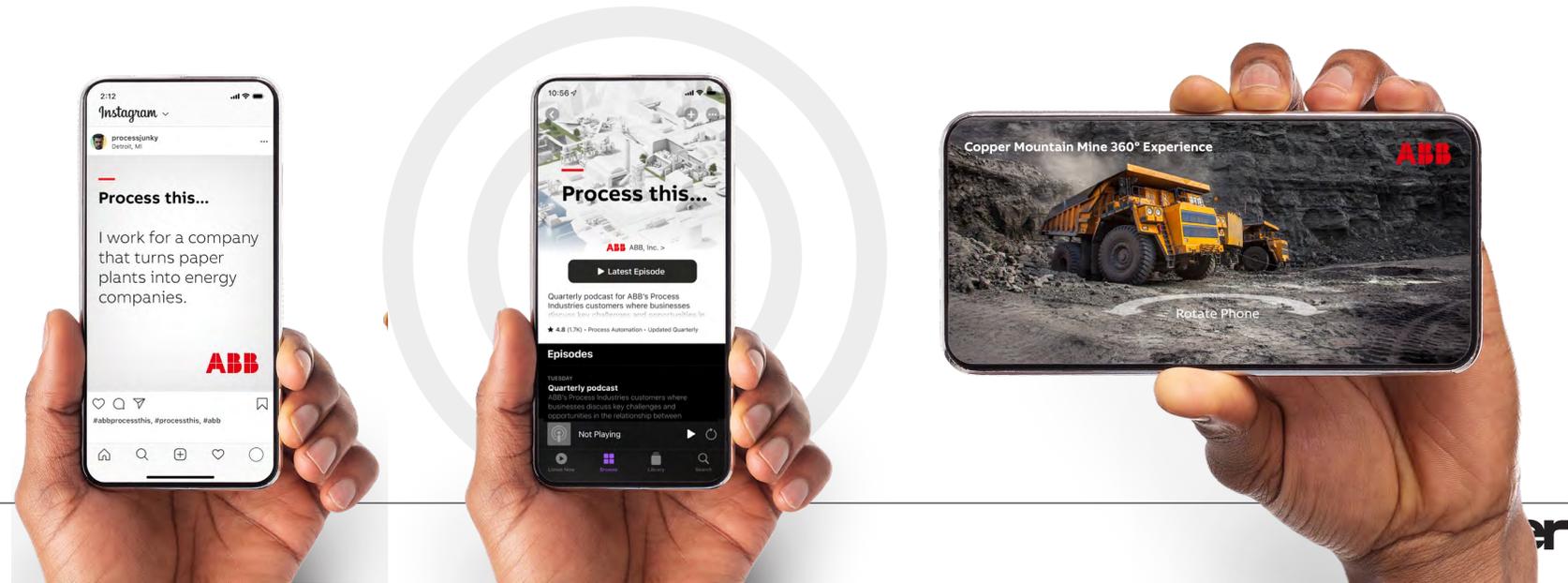
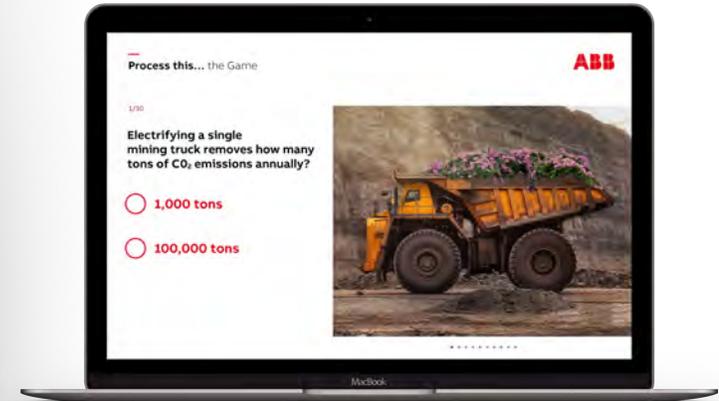
- Cross-functional SMEs from ABB (sustainability, engineering, technology, marketing)
- SMEs within ABB's customer ecosystem (OEMs, end-user customers)
- Policymakers
- Environmental advocacy groups

Each quarter, the content would be centered in challenges and opportunities in building effective sustainable transitions along with the financial and operational results.



# Campaign Summary

## #ProcessThis



▣▣ The Creative Solutions

# Approach 3

# Less is greater.

The pressure on modern business to do more with less is at an all-time high. Less people due to staffing shortages. Less resources due to supply chain issues. Less time given the breakneck pace of a need-it-now culture. And compounding these challenges is the escalating climate crisis. Business goals must be achieved by producing less waste and less emissions.

But what if producing less emissions, using less power, relying less on legacy technologies such as diesel, delivered greater business results? That's the power of ABB. Where sustainability is achieved through less waste, less anxiety, less pressure and even greater opportunities. **ABB. Less is greater.**

#LessIsGreater

LESS IS

G R E A T E R

**At ABB, we believe less can be greater.**

See how electrified mines use next-gen automation to produce less CO<sub>2</sub> while delivering greater efficiency at [ABB.com/greater](https://www.abb.com/greater).



LESS IS

G R E A T E R



**At ABB, we believe less can be greater.**

See how we're improving furnace processes so metal manufacturers can use less energy to produce the same yields in less time at [ABB.com/greater](http://ABB.com/greater).

**ABB**

LESS IS

GREATER

**At ABB, we believe less can be greater.**

See how Advanced Process Control is helping paper companies produce less waste and variability while increasing productivity at [ABB.com/greater](http://ABB.com/greater).



# Video

Today, business is constantly under pressure to do more with less. Less people. Less resources. Less money. Less time. It's an uphill battle made even harder by a climate crisis that demands we produce less waste and emissions in the process.

But what if producing less emissions, using less power, relying less on legacy technology, delivered greater business results?

At ABB, we believe less can be greater.

That electrified mines using next-gen automation can produce less CO<sub>2</sub> while delivering greater efficiency. That Advanced Process Control can help paper companies reduce waste and variability to increase quality and productivity. That improved furnace processes can use less energy to produce more metal in less time.

That's the power of ABB. Advanced process automation solutions that advance your sustainability agenda without sacrificing business goals.

So less is no longer a concession.

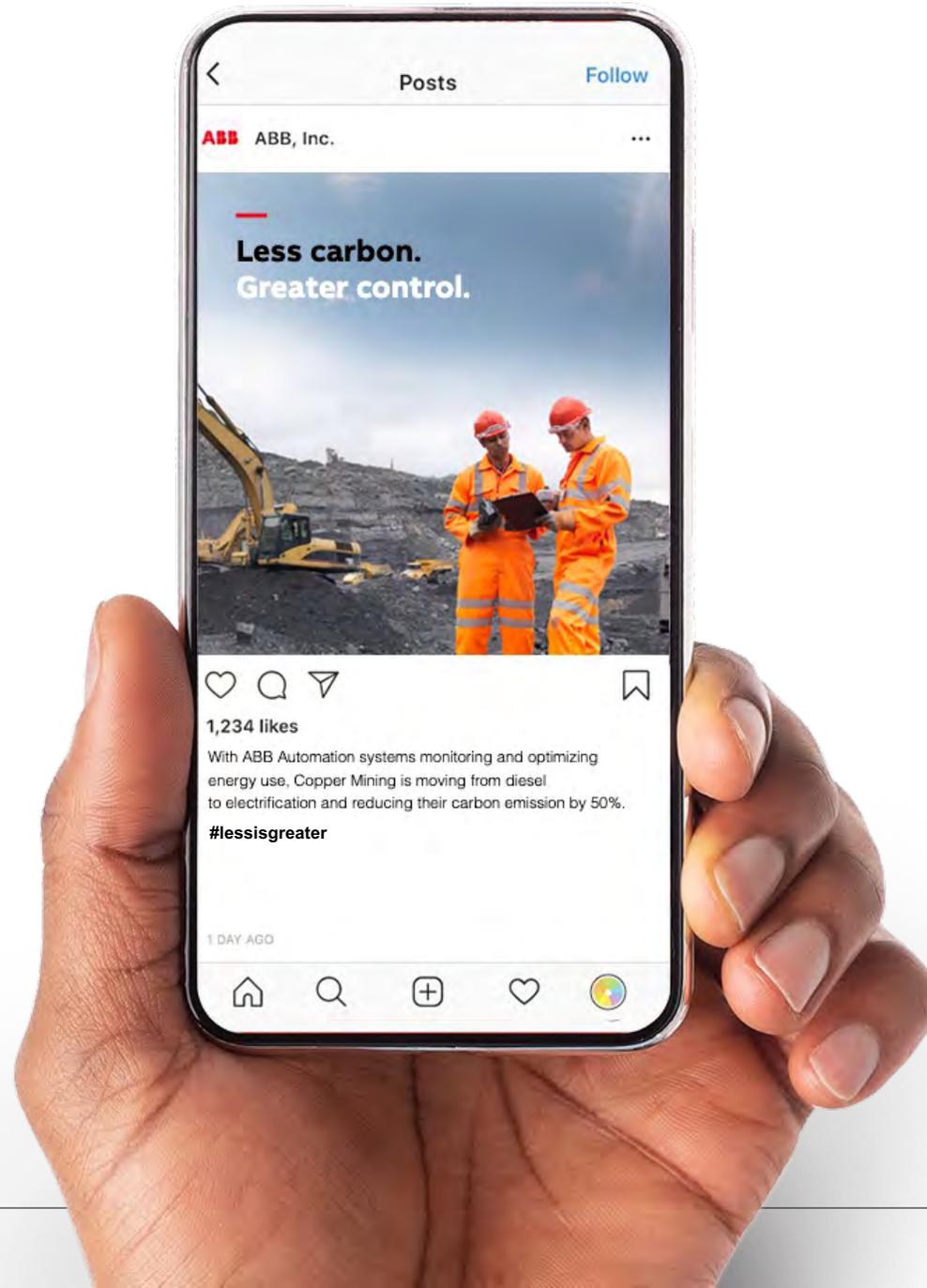
Less is powerful. Less is productive. Less is innovative. Less is inspiring.

And a healthier business, for both profits and the planet, is less impossible than you might think. **ABB. Less is greater.**



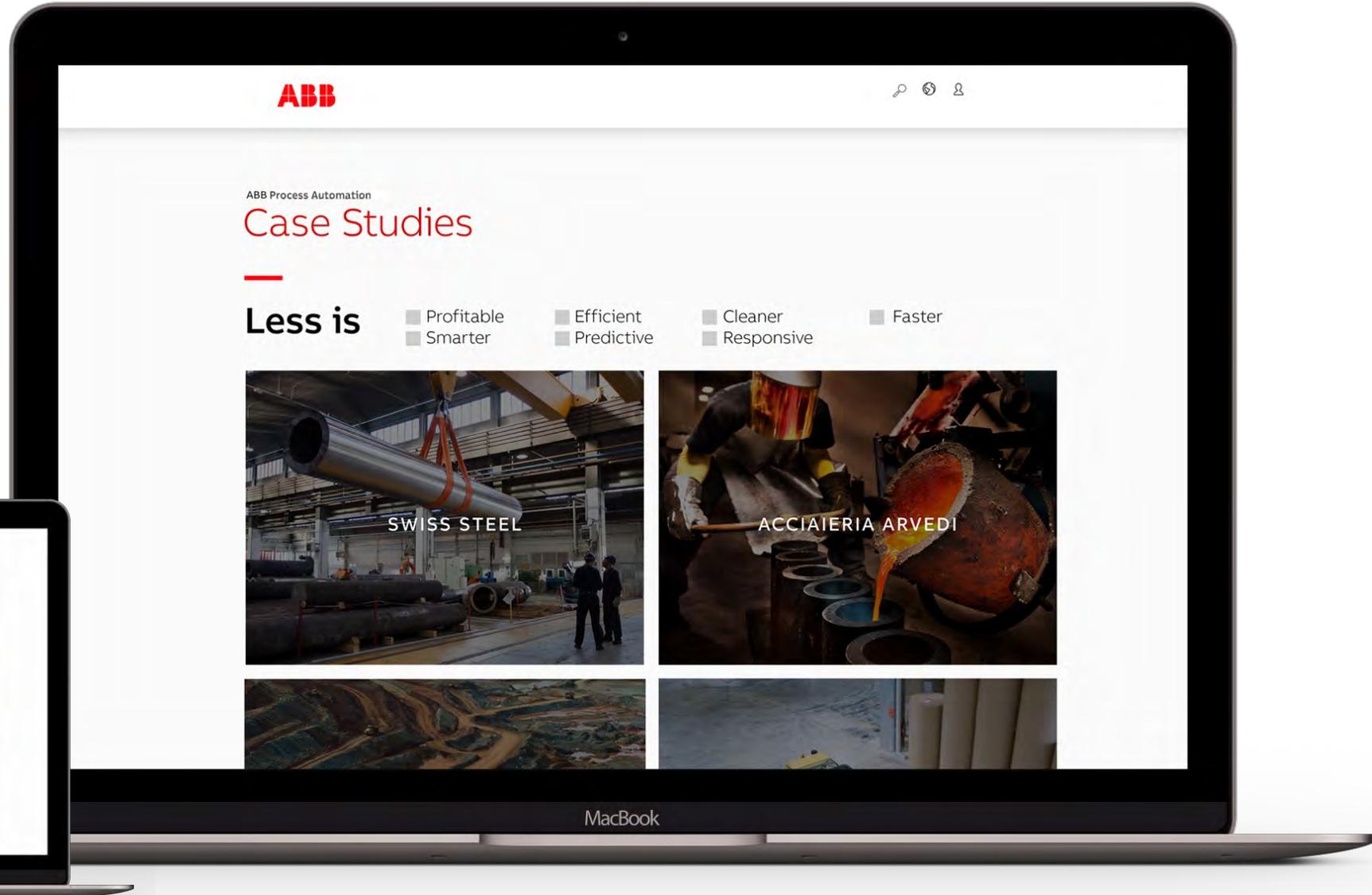
## ▀▀ Social

*Less is Greater* is our platform, but as we target more specific audiences, we can tell detailed stories about what less can deliver. Driving viewers to deeper content that shows our solutions at work.



# Curated Content

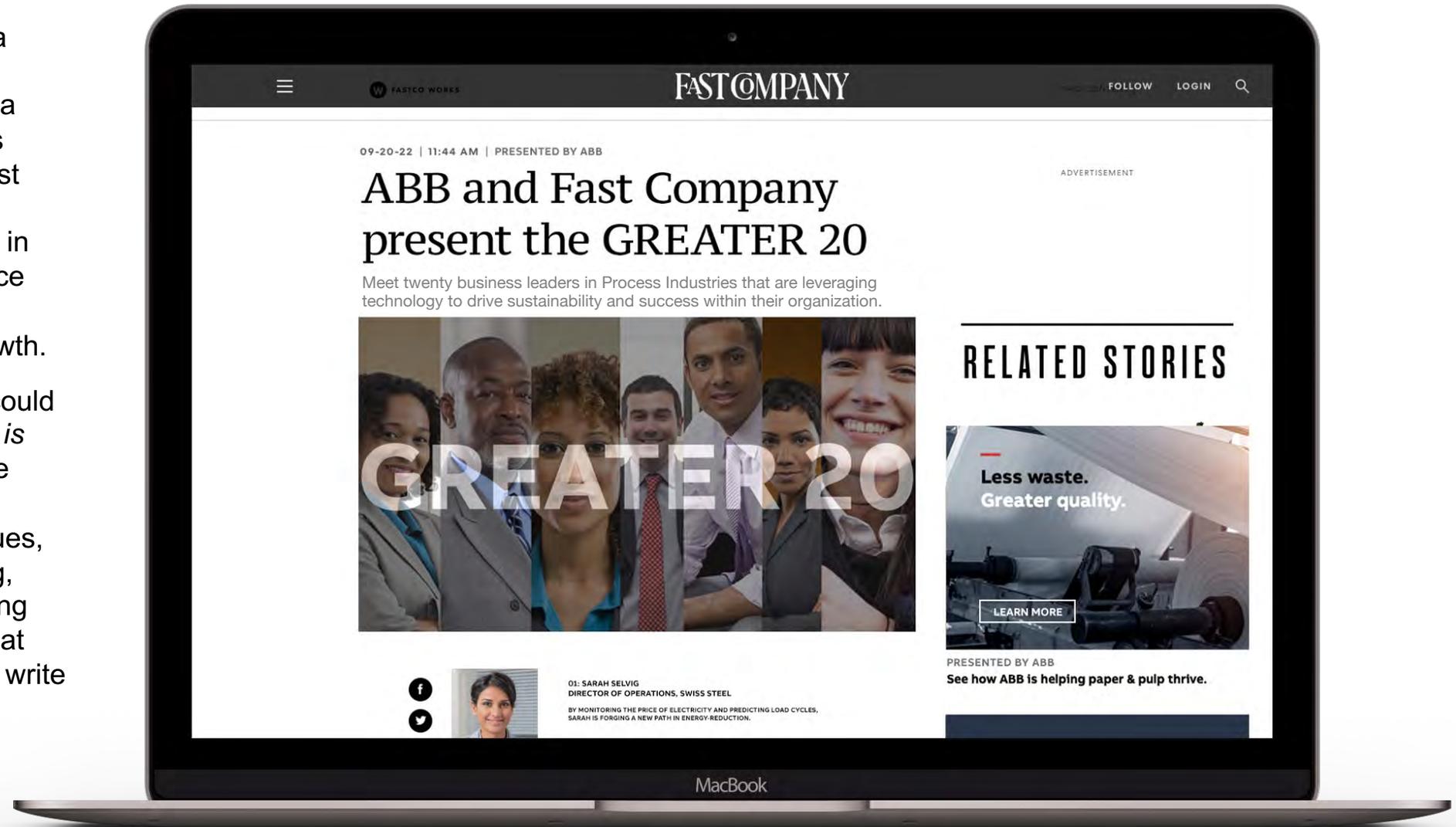
In the spirit of *Less is Greater*, let's help our audience curate their own content. Tools to create less clutter, more relevant case studies and thought leadership. Organized under benefits that "less" can deliver to their organization.



# ” Publisher Partnership

To elevate our profile as a technology and business partner, let's partner with a content publisher such as Forbes, Bloomberg or Fast Company. Identifying customers and prospects in the Process Industry space who are spearheading sustainable business growth.

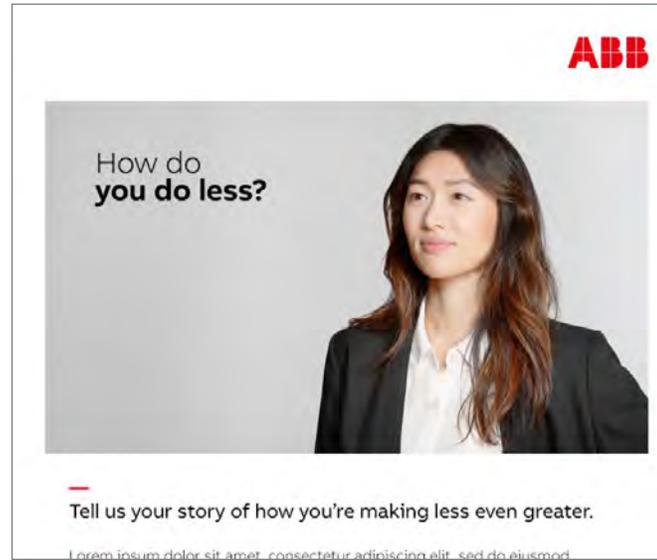
These same individuals could be tapped to form a *Less is Greater Alliance* to enable stakeholders in Process Industries to have dialogues, collaborative idea-sharing, climate and energy working groups and task forces that encourage businesses to write the future together.



## Internal Activation

Language is a foundational element in any brand-led movement. In a world that's drowning in greenwashing vernacular, we can redefine "less" to embody our sustainability efforts in process automation. And play off its inherent negative connotation to create disruption.

Since movements start from the inside out, we'll start with an internal launch. Inviting employees to tell us the great things they're accomplishing by committing to "less." Which could be personal goals, such as using fewer single-use water bottles, or helping clients build automation platforms to produce fewer emissions.



# ” Digital Video

**:30 “Numbers”**

Open on the board room where a small team has gathered. Through the large windows that line the way we can see the large-scale operations of a metal manufacturing plant. The Operations Director addresses his team. He’s standing in front of a large TV monitor, but we can’t see what’s on the screen. The mood is serious.

Director: **Well, I’m not going to bury the lead here. Numbers are down.**

Coworker 01: **How down is down?**

Director: **Historic lows.**

Coworker 02: **Well, I’d say that’s mostly your doing.**

Director: **Listen, we all have a hand in this.**

Coworker 01: **So now what do we do?**

Director: **There’s only one thing we can do...**

SFX: Cork pop. We pull back to see the room explode in celebration as the Director opens a bottle of champagne. We can now see on the screen behind him, the numbers he’s referring to are emission levels.

**AVO: Less emissions. Less waste. Less energy. Greater opportunity. See how ABB Process Automation can help your business succeed, sustainably.**

Cut to manufacturing floor. Two coworkers stand in front of an arc furnace. One yells to the other.

Plant Worker: **Did you hear? The numbers are down!**

They do a complex handshake/high five/fist bump in celebration.

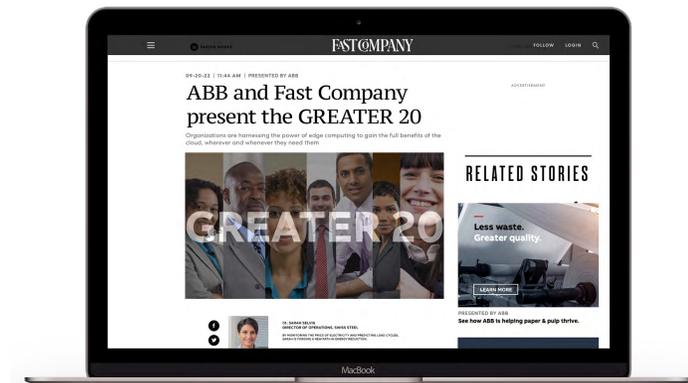
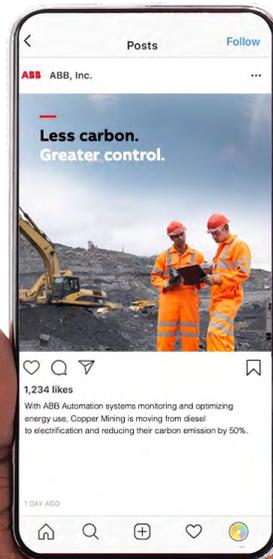
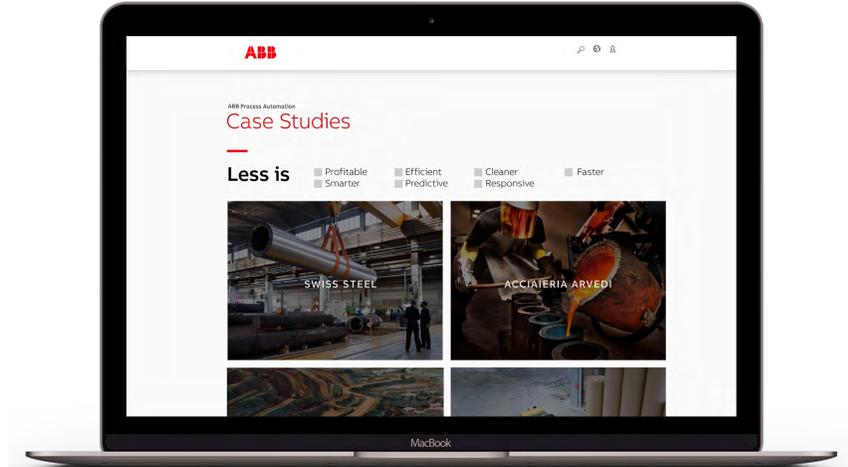
End card: **ABB. Less is greater.**



The same way we subvert the inherent negative meaning of “less” in our internal activation, we create disruption externally through humorous rich media and preroll video.

# Campaign Summary

## #LessIsGreater



# Campaign Recap



## Campaign One:

Let's make sustainable attainable.



## Campaign Two:

Process this...



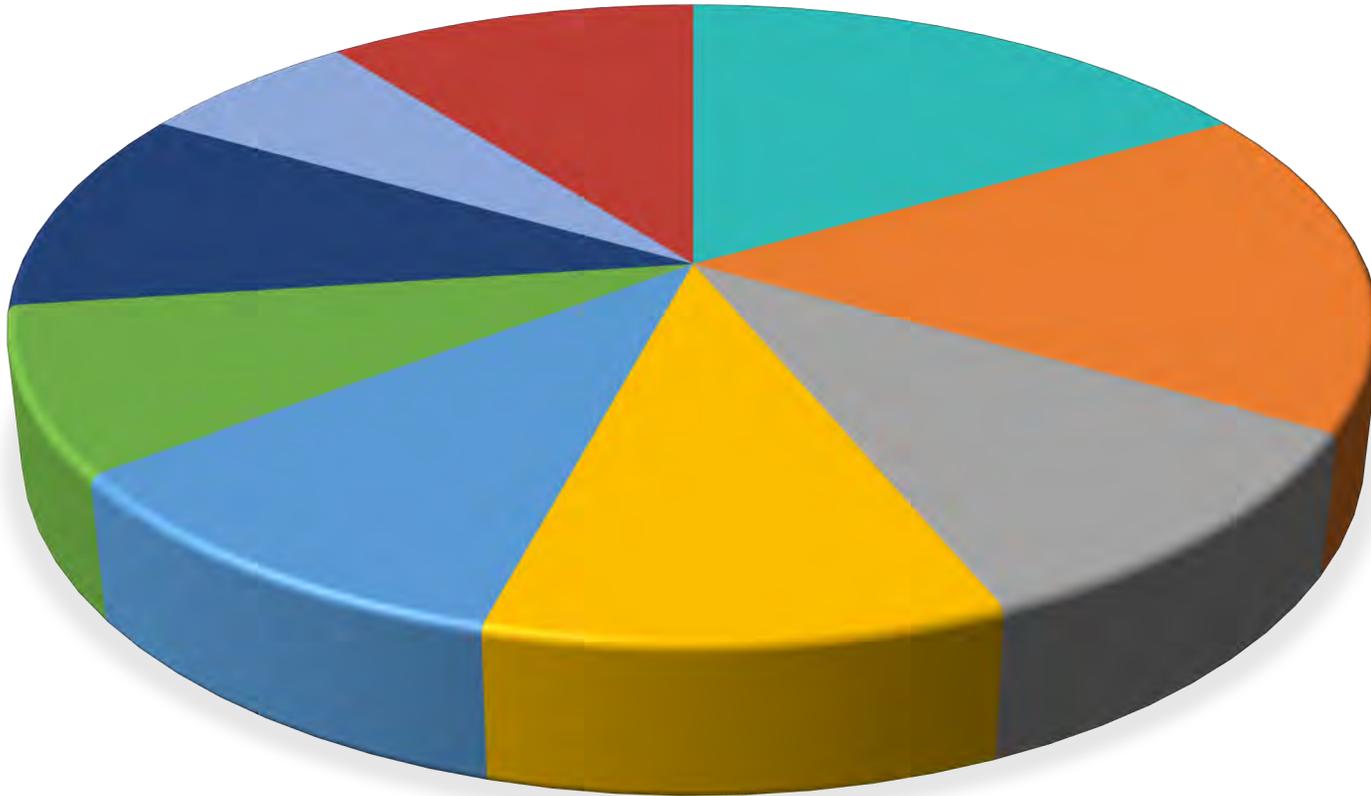
## Campaign Three:

Less is greater.

# Activation Plan



# Proposed Budget



|   |   |                  |
|---|---|------------------|
|    | Creative Campaign Platform                                  | <b>\$40,000</b>  |
|    | Creative Components Concepting                              | <b>\$40,000</b>  |
|    | Video   | <b>\$25,000</b>  |
|    | Campaign Stock Photography / Stock Footage / Retouching OOP | <b>\$25,000</b>  |
|    | Umbrella PPT Presentation                                   | <b>\$25,000</b>  |
|    | Umbrella Leave-Behind                                       | <b>\$20,000</b>  |
|    | Activation Planning / Ideation                              | <b>\$25,000</b>  |
|  | Campaign Guide  | <b>\$15,000</b>  |
|  | Strategy and Campaign Management                            | <b>\$25,000</b>  |
|   |   | <b>\$240,000</b> |





Thank you

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