



Environmental Sustainability Initiatives in Consumer Appliances

February 2023

INTRODUCTION

Scope

The case for corporate sustainability

Driving sustainability from the boardroom and CEOs

Key findings

ESG, SUSTAINABILITY AND DECARBONISATION

The UN's 2030 Agenda for Sustainable Development focuses on ESG

Urgent action is needed to rescue the SDGs

Progress on sustainable development is slowing down

Too slow progress on climate action, while moving backwards in all other areas

Decarbonisation and net zero

ESG and the importance of environmental sustainability to appliance companies

WHY ARE COMPANIES FOCUSING ON SUSTAINABILITY?

Driving sustainability from the boardroom

More companies are adopting a sustainable leadership mindset

Prioritising ESG is among the top definitions of sustainability

Mastercard: Linking pay for all employees to ESG goals

The strong link between sustainability and business resilience

Setting sustainability priorities

Iceland: Putting sustainability on hold amid the cost of living crisis

Amazon: New affordable and sustainable brand

Affordability versus sustainability: A dilemma in times of crisis

APPLIANCE COMPANY ENVIRONMENTAL SUSTAINABILITY INITIATIVES

Residential homes contribute 10.9% of global greenhouse gas emissions

Appliance companies do not do enough to publicise their accomplishments in the ESG space

Net zero emissions is an important component of sustainability targets

BSH: Sustainability and competitiveness are two sides of same coin

Bosch claims that it is the first global enterprise to be carbon neutral in 2020

BSH uses four levers for carbon neutrality (Scopes 1 and 2)

Reducing Scope 3, often the largest source of GHG emissions

Sustainability-focused initiatives: Transparent GHG emissions charts

Sustainability-focused initiatives: Circular economy with BlueMovement and Papillon Project

Sustainability-focused initiatives: Bosch WeWash

Sustainability-focused initiatives: Waste Watchers

Electrolux: Sustainability at the forefront

Electrolux aims to have climate neutral operations by 2030

Electrolux roadmap to 2030 and key environmental sustainability initiatives only (1)

Electrolux roadmap to 2030 and key environmental sustainability initiatives only (2)

Electrolux roadmap to 2030 and key environmental sustainability initiatives only (3)

For the better: Electrolux's focus on making it better for the planet

Sustainability-focused initiatives: Appliance-as-a-service programme

Sustainability-focused initiatives: Sustainability Squad

Whirlpool: Sustainability at the forefront

Whirlpool's CEO outlines progress on its 2030 sustainability targets

Whirlpool roadmap to 2030 and key environmental sustainability initiatives only

Whirlpool aims to achieve net zero by 2030

Whirlpool continues to reduce product usage and Scope 3 GHG emissions

Sustainability-focused initiatives: ReNEWW House, the sustainable home showcase

Sustainability-focused initiatives: Green Pea, the Green Retail Park

Sustainability-focused initiatives: Feel Good Fridges, dependable access to healthy food

Arçelik : Sustainability has positioned us as a disruptor of the industry
Arçelik's CEO gave the keynote at IFA 2022 focusing solely on sustainability
Some of the keywords highlighted in the IFA 2022 keynote
Arçelik's environmental sustainability initiatives and targets (1)
Arçelik's environmental sustainability initiatives and targets (2)
Arçelik's environmental sustainability initiatives and targets (3)
Sustainability-focused initiatives: FiberCatcher , the microplastic filter
Sustainability-focused initiatives: Sustainable technologies at the forefront

OUTLOOK

The focus has shifted from hygiene to sustainability at IFA 2022
Moving forward, sustainability disclosures will be important for investors
For appliance brands, communicating your sustainability message will be equally critical
Sustainability will be more than investing in technology and implementation

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