

A top-down photograph of a person's hands cupped together, holding a small green plant with dark soil. The background is a blurred natural setting with green foliage and brown leaves. The text is overlaid on the image.

How can partners develop sustainability strategies?

A Canalys ebook for Schneider Electric



Key observations

3

4 – 5

**Partners' approaches and
customers' ESG focus**

Government regulations

6

7 – 8

**ITADs and
sustainability badges**

**Challenges and key
investment areas**

9 – 10

11

Next steps

EMEA partners are on a journey

1

75% of partners already have at least one person focused on ESG

2

Over 75% of customer RfPs have sustainability criteria included

3

Government regulations offer opportunities and challenges

4

Over 65% of partners are looking at how to offer take-back services

5

Energy efficiency and optimization are important partner opportunities

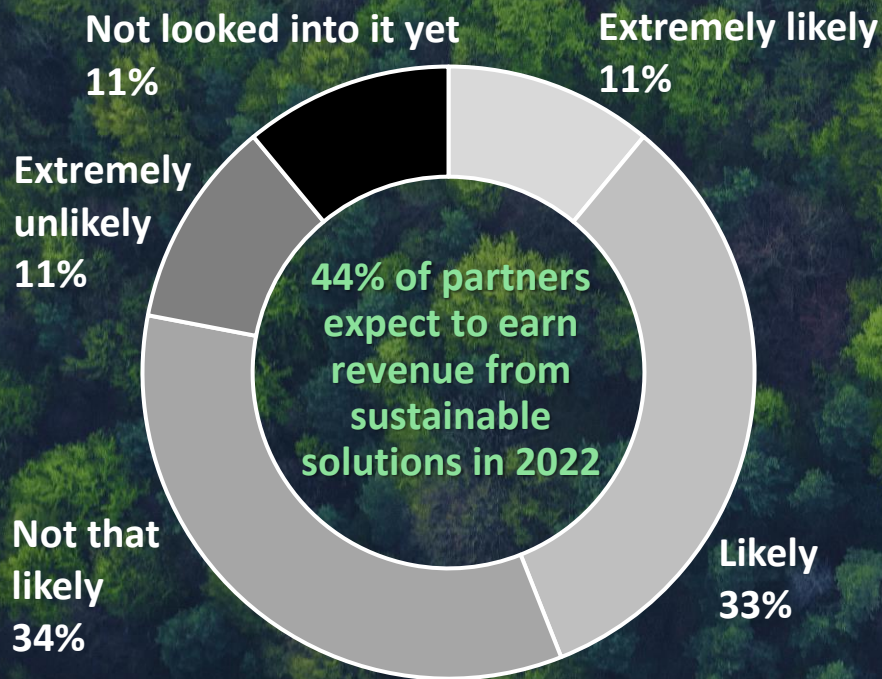
Partners are investing: more need to set targets

**75% of partners
have dedicated
personnel for
sustainability
but...**

**...just over
a third have
set ESG targets**

Customers are focused on sustainable solutions

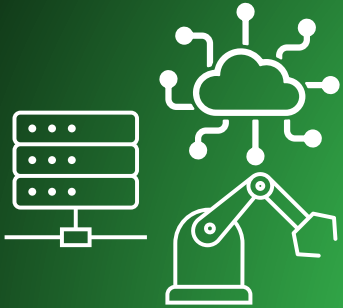
How likely are you to generate revenue from sustainability solutions in 2022?



What drives customer ESG investments?



Partners must be aware of local regulations



88% of partners expect customers to choose IT solutions that comply with government regulations



1



Many regulations are currently voluntary

2



EU countries are choosing to develop their own regulations as well as EU directives

3



This makes it difficult for channel partners and vendors to act on a regional basis

4



Implementation often differs by customer size

5



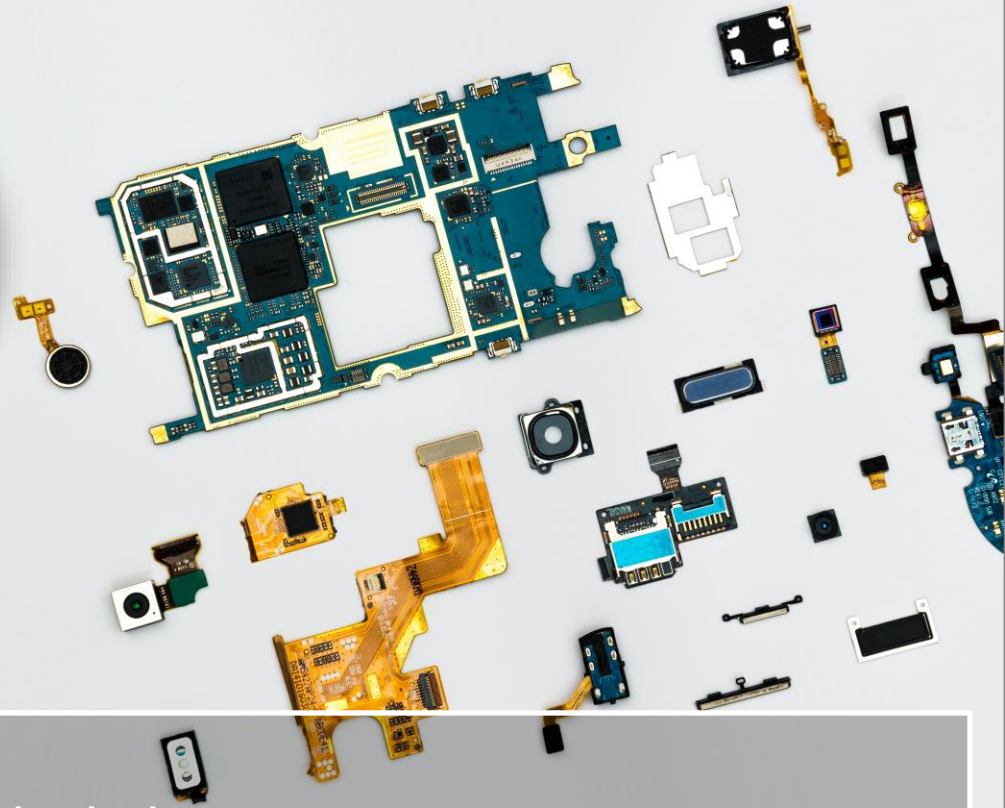
Partners need to be aware of regulations and their impact on customer reporting

Establish key metrics to track your progress

27% of partners work with distributors on take-back

43% of partners currently work with ITADs to provide circular services

Use of vendor-certified ITAD services, such as refurbishment and asset recovery, will be important




What do you need to measure?




- 44% track the number of devices taken back
- 29% track the number of EPEAT devices sold
- 28% track the number of deals with a sustainability requirement
- 28% track the number of deals with a sustainability requirement for their organization

Building credibility with customers



81% of partners agreed that a **vendor's sustainability badge** would be valuable for demonstrating **ESG credentials** to customers



Building sustainable solutions needs a broad focus

What do you see as the biggest challenges in driving take-back services?



Customer awareness



Customer data privacy concerns



Internal sales culture change

What are the biggest challenges in offering energy management solutions?



Creating customer awareness



Training sales teams in how to sell these services



Understanding which solutions offer the most efficient energy consumption

Consider where to place your next investments

Top three investment priorities for partners in three years' time



1. Moving to green energy solutions



2. Changing to an electric vehicle fleet



3. Developing energy assessments

Actions to enhance sustainability performance

- 1 Invest in headcount to drive your sustainability strategy
- 2 Develop YOUR sustainability objectives
- 3 Calculate your carbon footprint and plan for carbon neutrality
- 4 Build your own assessment services to support your customers
- 5 Influence your vendors to help drive greater ESG adoption

“Partners that do not invest in their sustainability strategies risk losing competitive advantage as peers see the opportunity presented and demonstrate their sustainability expertise to their customers and prospects.”

Rachel Brindley, Senior Director, Channels, Canalys



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