

A pair of hands is shown from the wrists down, cupping a small green plant with dark soil. The hands are positioned centrally, with the fingers slightly curled to support the plant. The background is a blurred field of green foliage and brown leaves, suggesting an outdoor, natural setting. The lighting is soft, highlighting the texture of the soil and the vibrant green of the plant's leaves.

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

Observations: a rapidly changing landscape

1

61% 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

Nearly 60% of partners see opportunities in offering take-back

5

Energy optimization, energy efficiency and managed power services are key partner opportunities

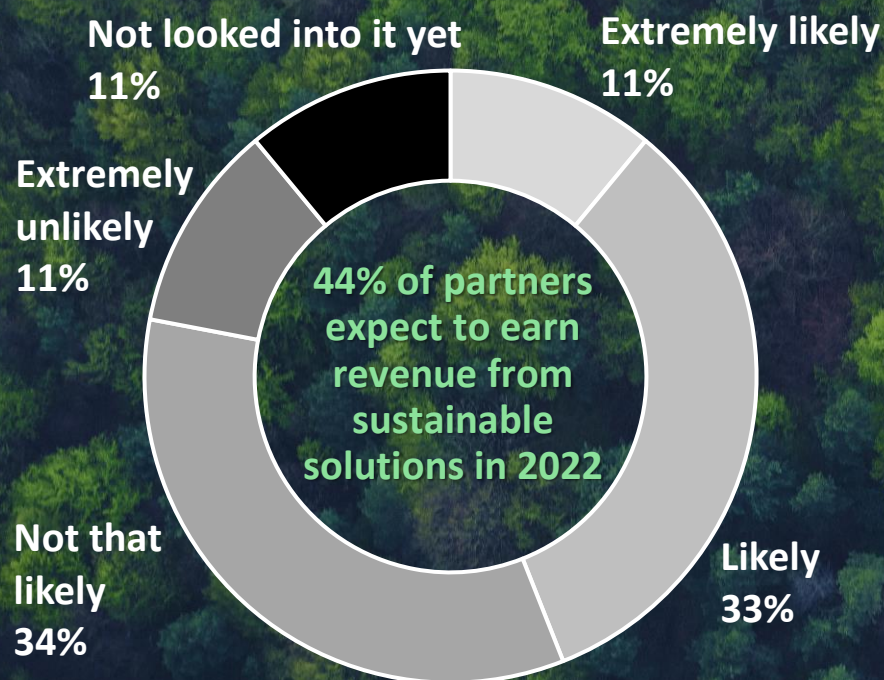
Partners are investing: more need to set targets

**61% of partners
have dedicated
personnel for
sustainability
but...**

**...only a third
of partners 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?



64%: Their own ESG strategies



51%: Environmental considerations



47%: Government regulations

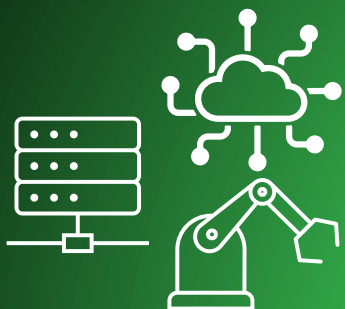


47%: Need to show ESG efforts to shareholders



Over 75% of customer RfPs include ESG criteria

Customer investments influenced by regulation



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



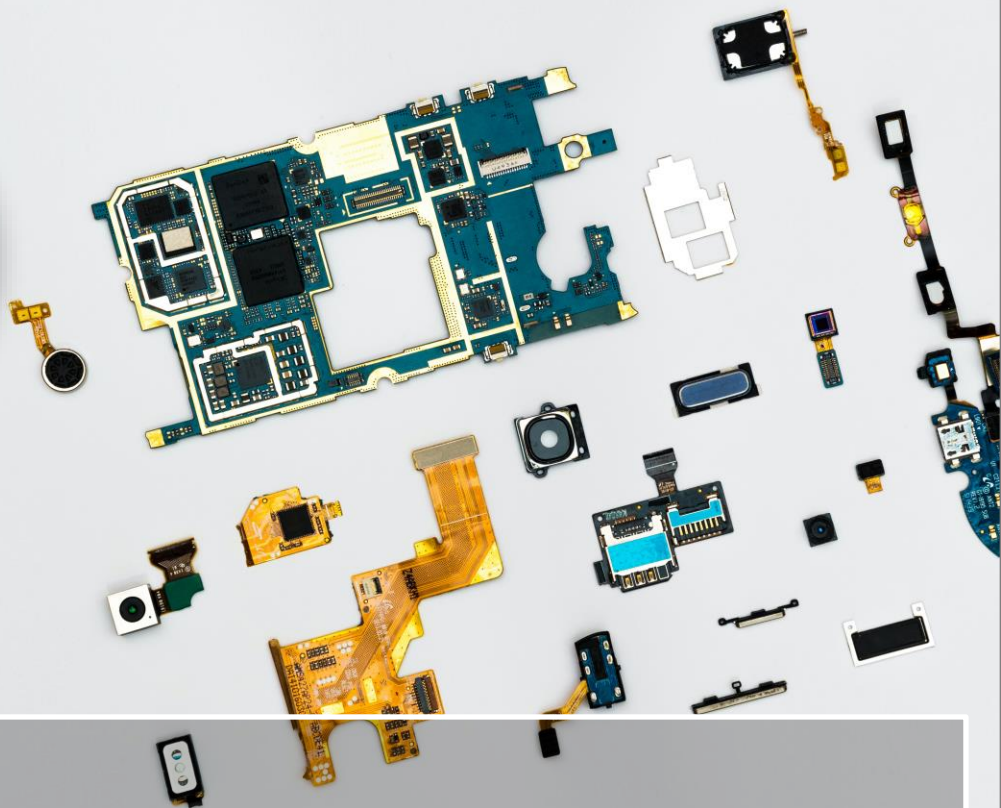
Partners need to be aware of regulations and their impact on customer reporting

Establish key metrics to track your progress

So far, larger distributors have a greater ESG focus than smaller distributors

42% 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?



- 42% track the number of devices taken back
- 30% track the number of deals with a sustainability requirement
- 23% track the number of deals with a sustainability requirement for their organization
- 19% track the number of EPEAT devices sold

Building credibility with customers



64% 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?



Understanding which solutions offer the most efficient energy consumption



Creating customer awareness



Training sales teams in how to sell these services

Consider where to place your next investments

Top three investment priorities for partners in three years' time



1. Moving to green energy solutions



2. Recruitment of sustainability experts



3. Changing to an electric vehicle fleet

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



Insight. Innovation. Impact.

The written content of this document represents our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies but is not guaranteed as to accuracy or completeness. It does not contain information provided to us in confidence by the industry. Market data contained in this document represents Canalys' best estimates based on the information available to it at the time of publication.

Canalys has a liberal policy with regard to the re-use of information that it provides to its clients, whether within reports, databases, presentations, emails or any other format. A client may circulate Canalys information to colleagues within his or her organization worldwide, including wholly-owned subsidiaries, but not to a third party. For the avoidance of doubt, sharing of information is not permitted with organizations that are associated with the client by a joint venture, investment or common shareholding. If you wish to share information with the press or use any information in a public forum then you must receive prior explicit written approval from Canalys.