



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, highlighting the intense light from 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. The scene is industrial, with a yellow overhead crane and various mechanical components. Three teal circular overlays contain text. The 'Mower' logo is in the bottom right corner.

Complex engineering problems

The pressures of profitability

Tacked-on responsibility of achieving sustainability benchmarks



Customers see constraints. ABB sees possibilities.

A woman and a young child are shown in profile, looking upwards and smiling. They are outdoors, with a blurred background of waves and a bright, warm sunset sky. The woman is in the foreground, and the child is slightly behind her. The overall mood is joyful and hopeful.

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.**

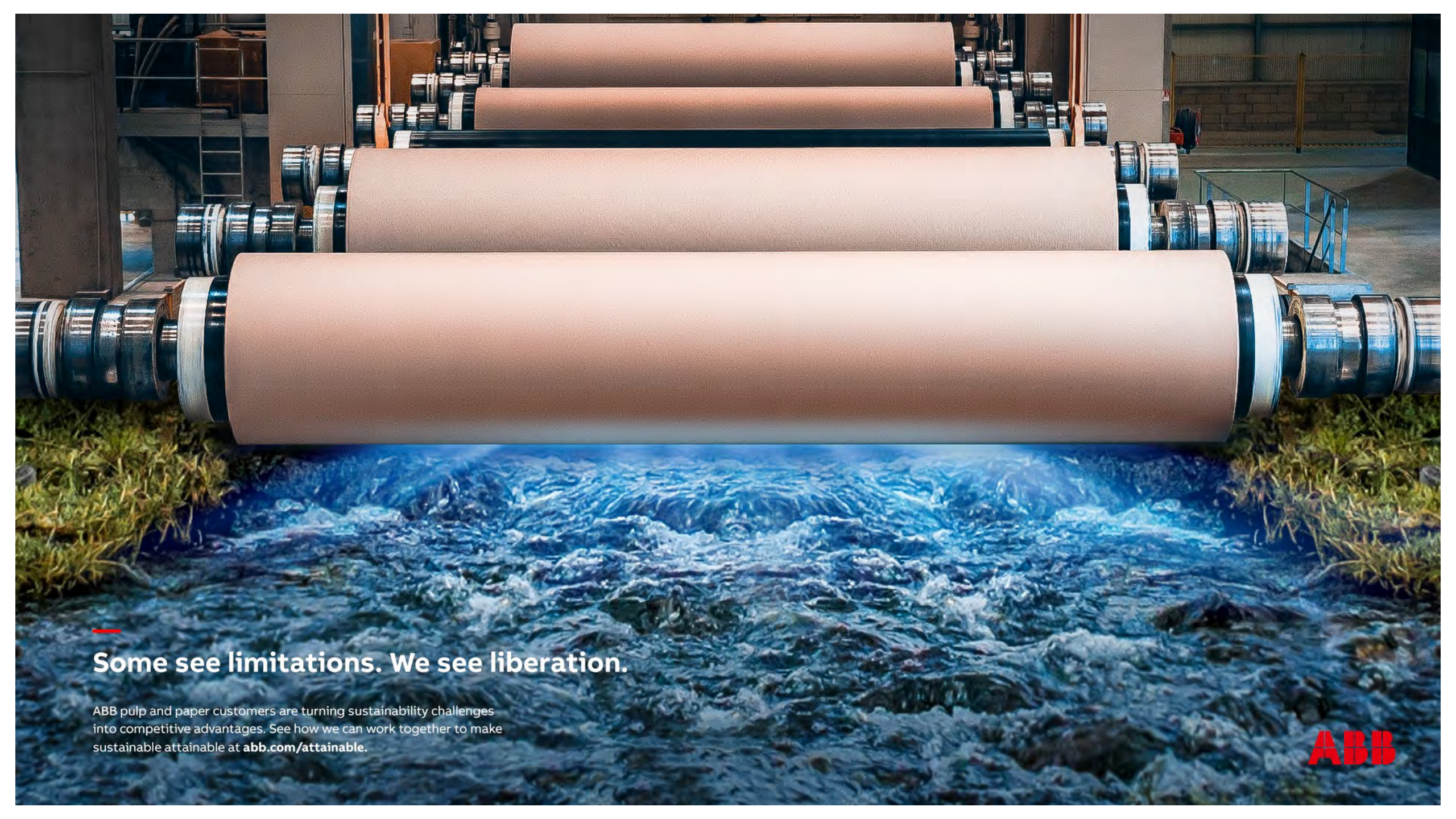
#SustainableAttainable



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).

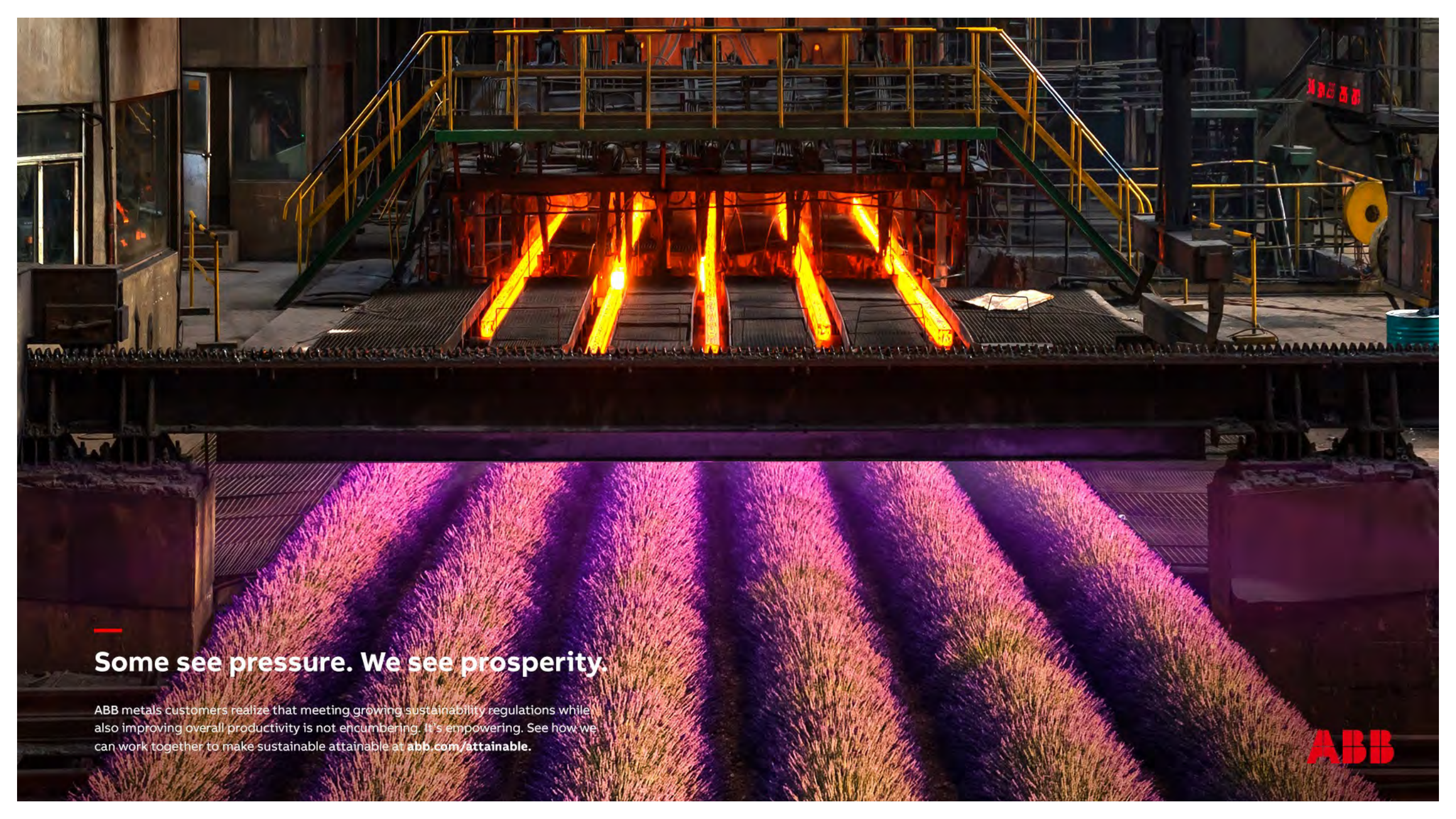
ABB



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://www.abb.com/attainable).





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.

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.

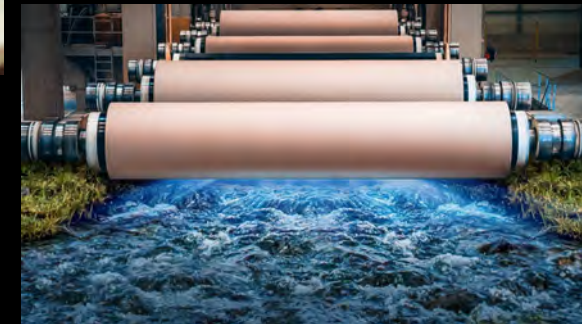
We see ways to turn any mine into a gold mine of eco-friendly efficiency.

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.

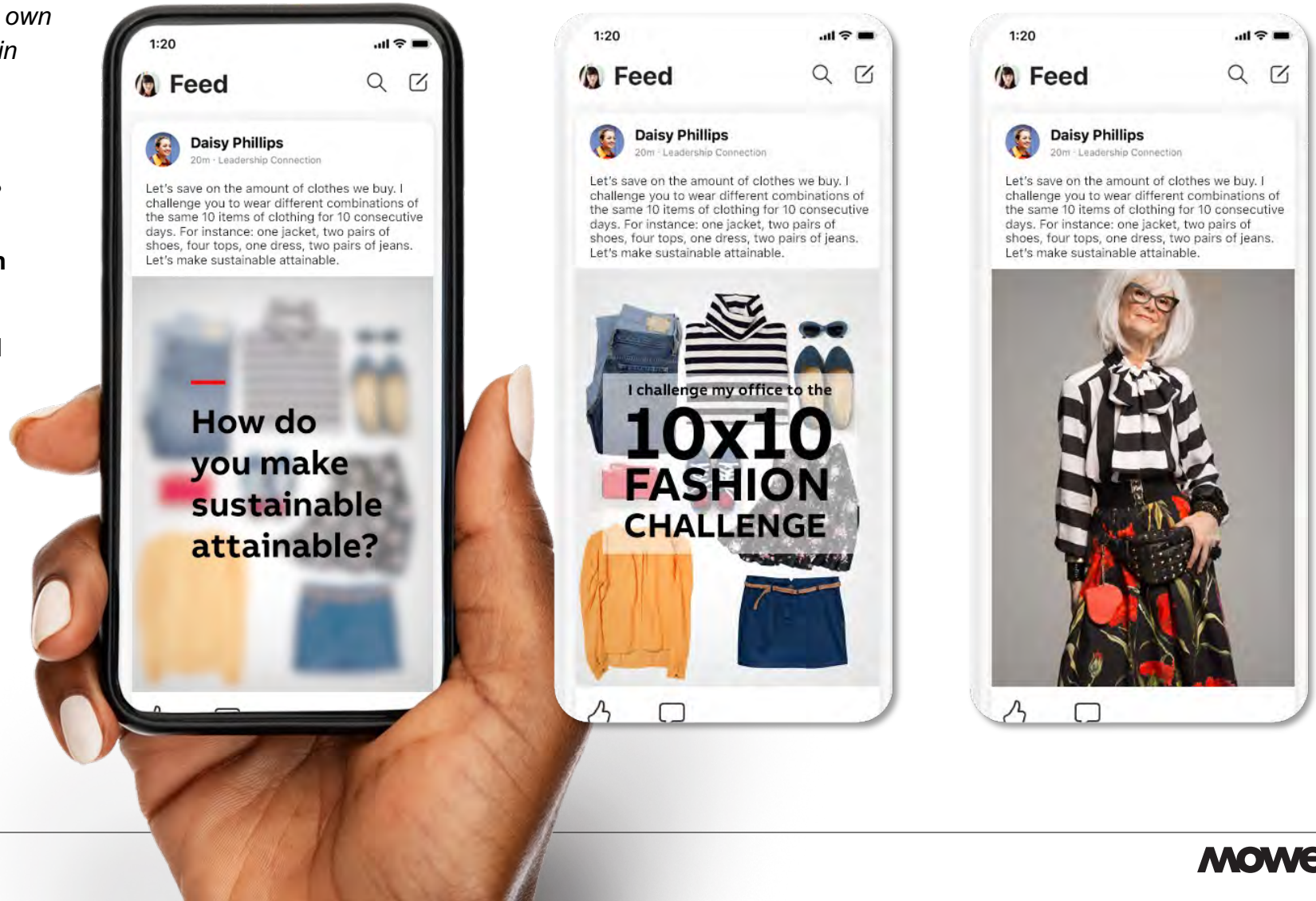
Sample post:

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

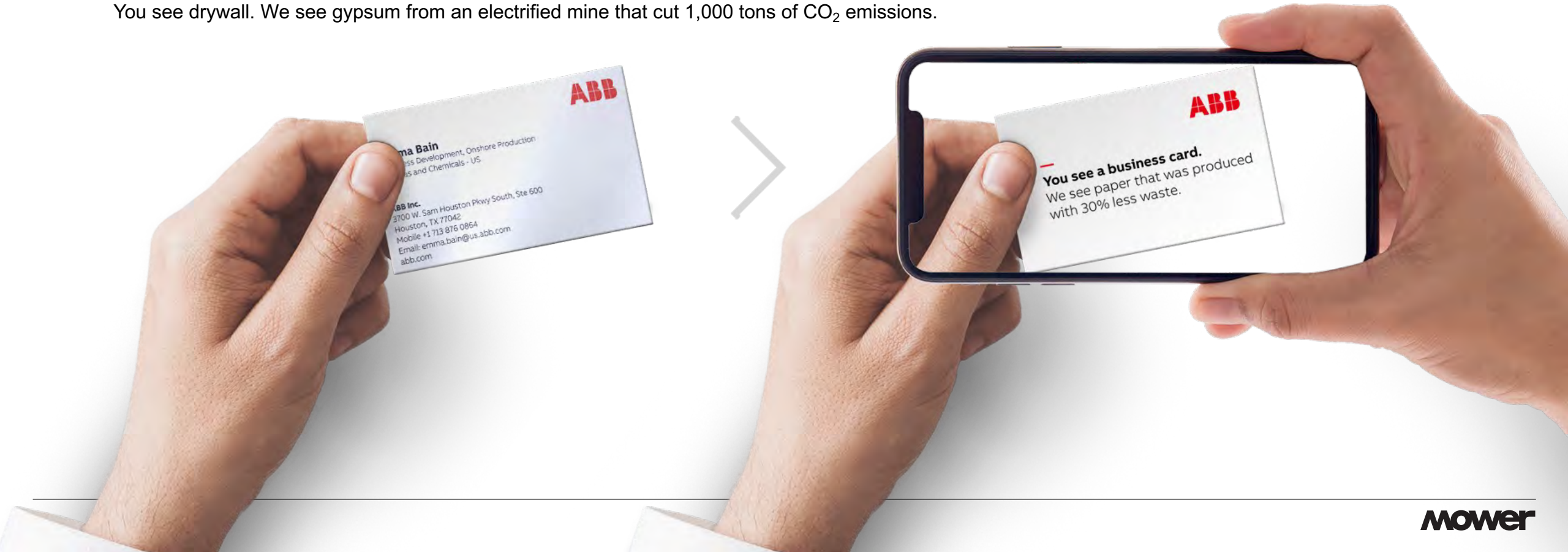
Let's create an AR experience that brings the revelatory nature of our idea to life at tradeshow and events. Using the camera on their mobile device, attendees can reveal unexpected information that shows how attainable sustainability is much closer than they realize. Like, literally right in front of 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 CO₂ 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



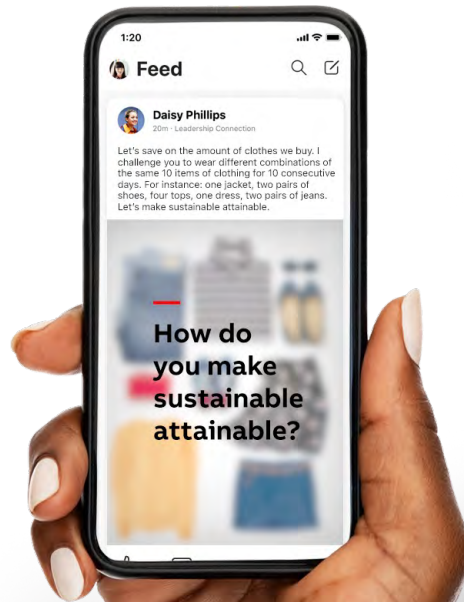
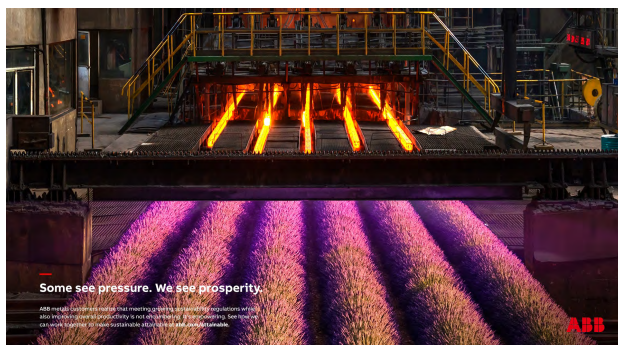
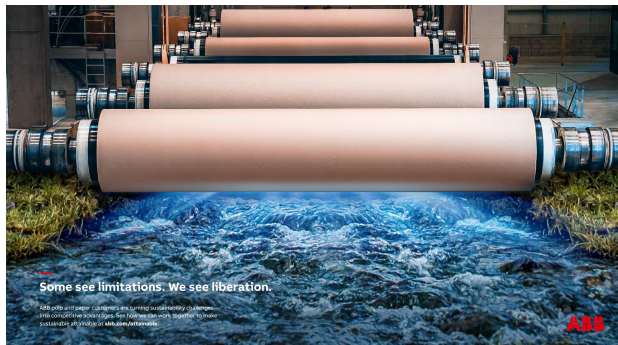
Bamboo travel mug



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


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.

ABB



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.

ABB

A high-angle photograph of a large industrial furnace in a steel mill. The furnace is filled with glowing orange and yellow molten metal. The interior of the furnace is lined with refractory material. Several workers in dark uniforms and white hard hats are visible around the furnace, some using long-handled tools. The scene is dimly lit, with the primary light source being the intense heat of the molten metal.

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.

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.

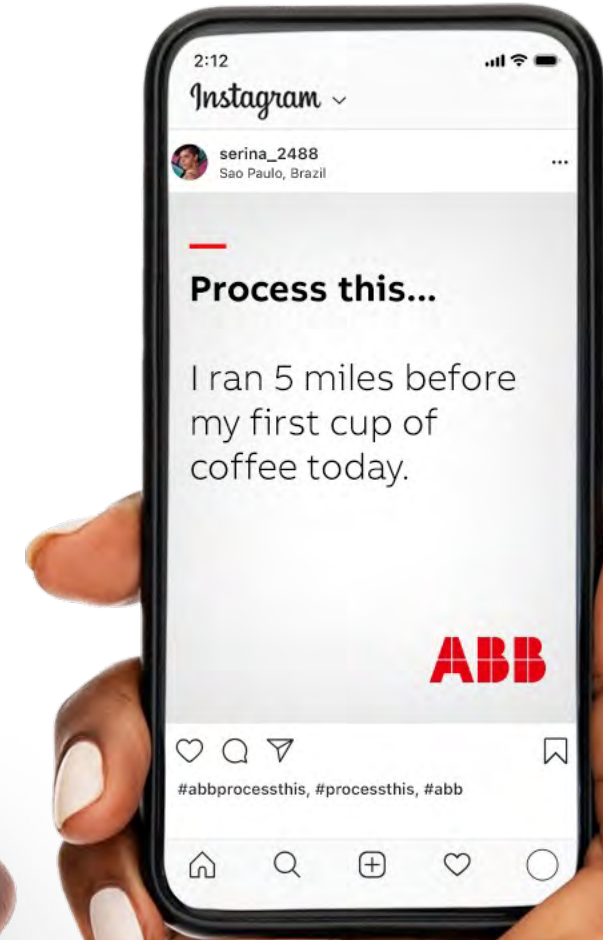
This is ABB's commitment.

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



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.

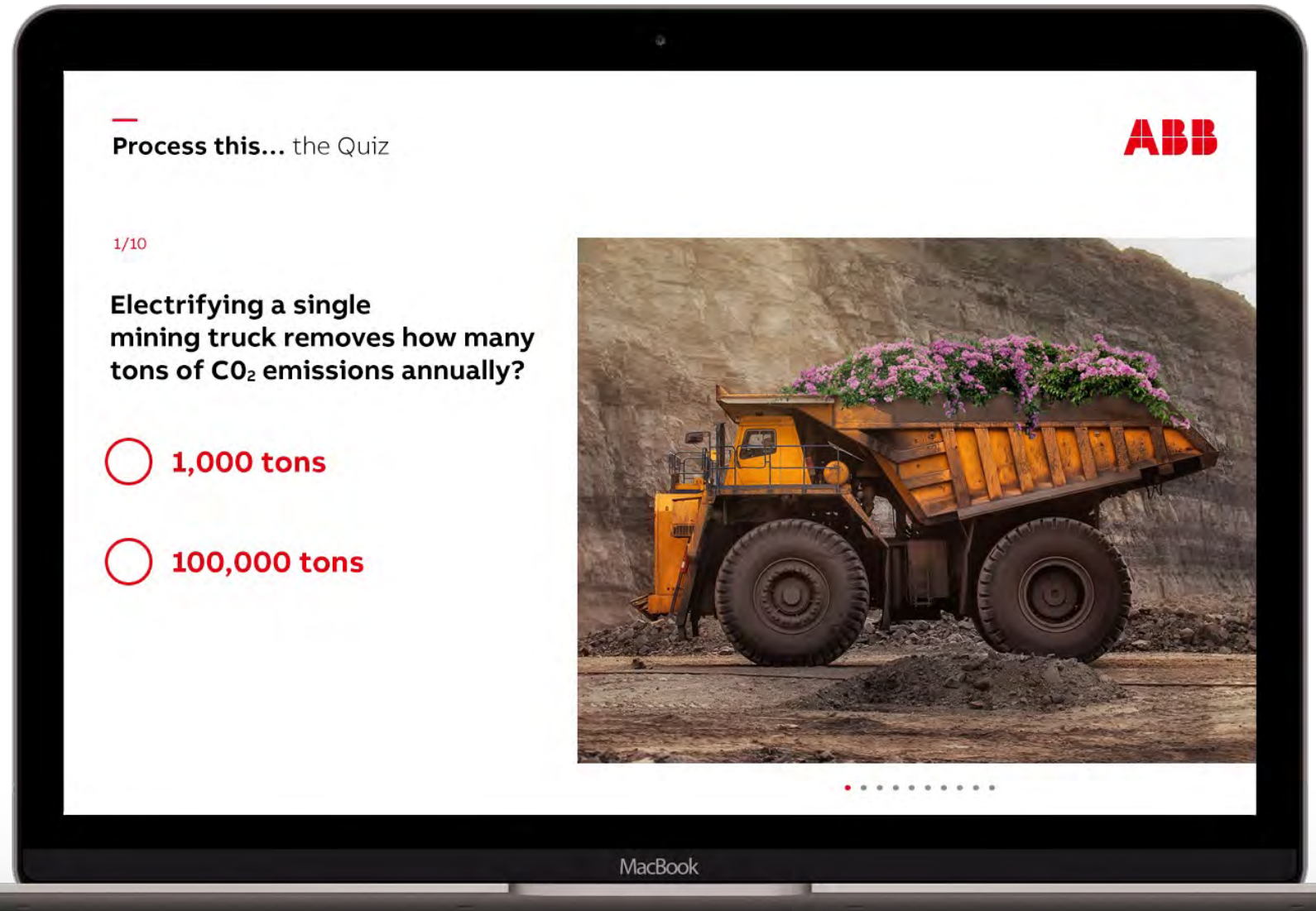
“Electrifying a single mining truck removes how many tons of CO₂ emissions annually?”

“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

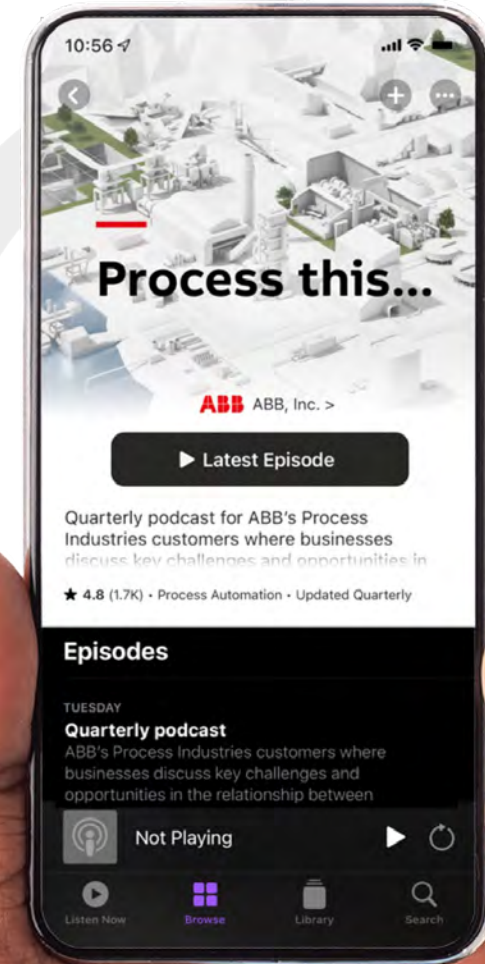
Process this...

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:

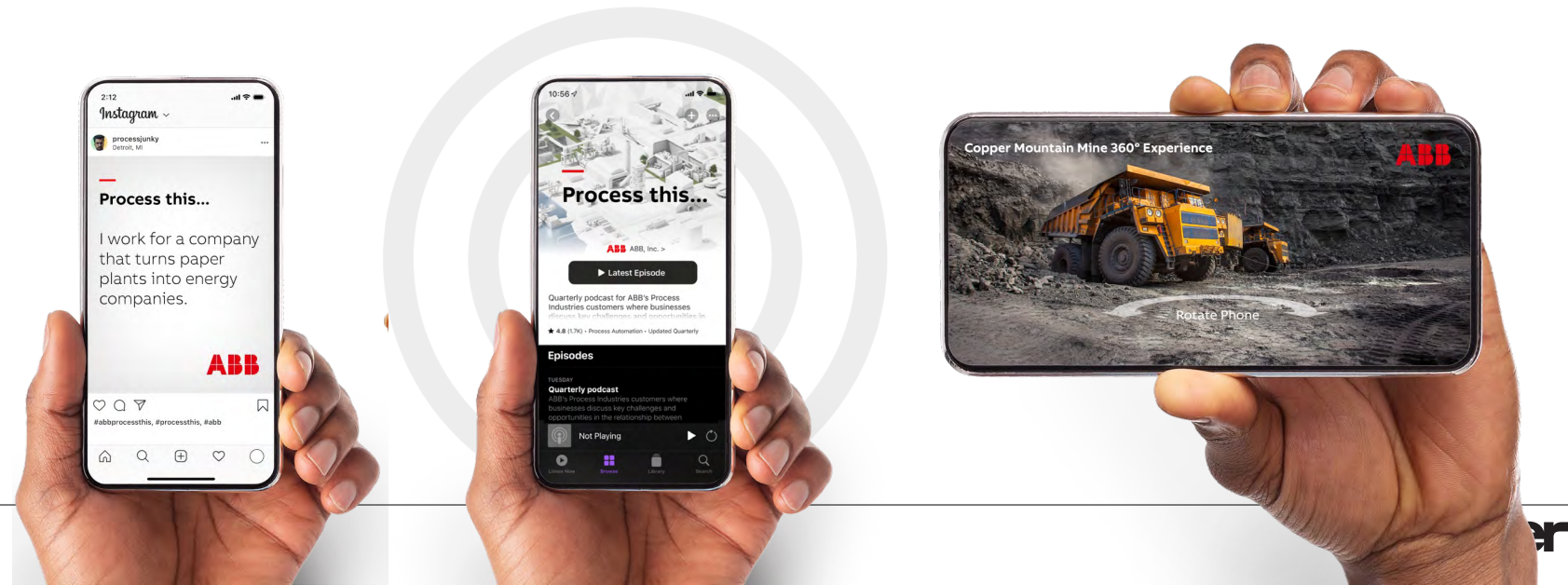
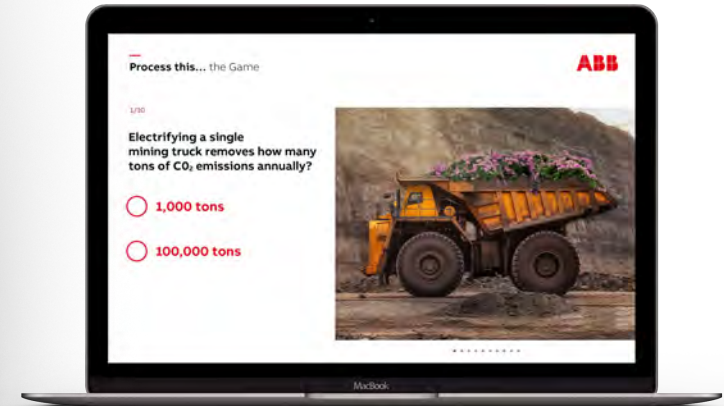
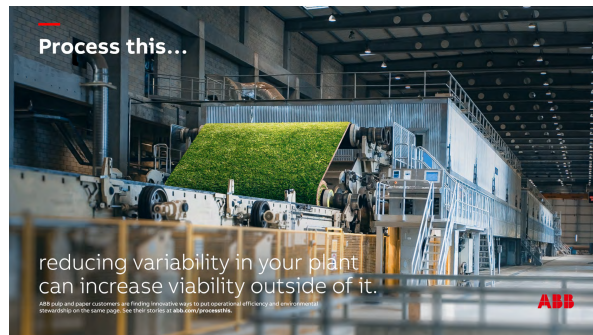
- Cross-functional SMEs from ABB (sustainability, engineering, technology, marketing)
- SMEs within ABB's customer ecosystem (OEMs, end-user customers)
- Policymakers
- Environmental advocacy groups

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 CO₂ 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.

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.



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 CO₂ 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.

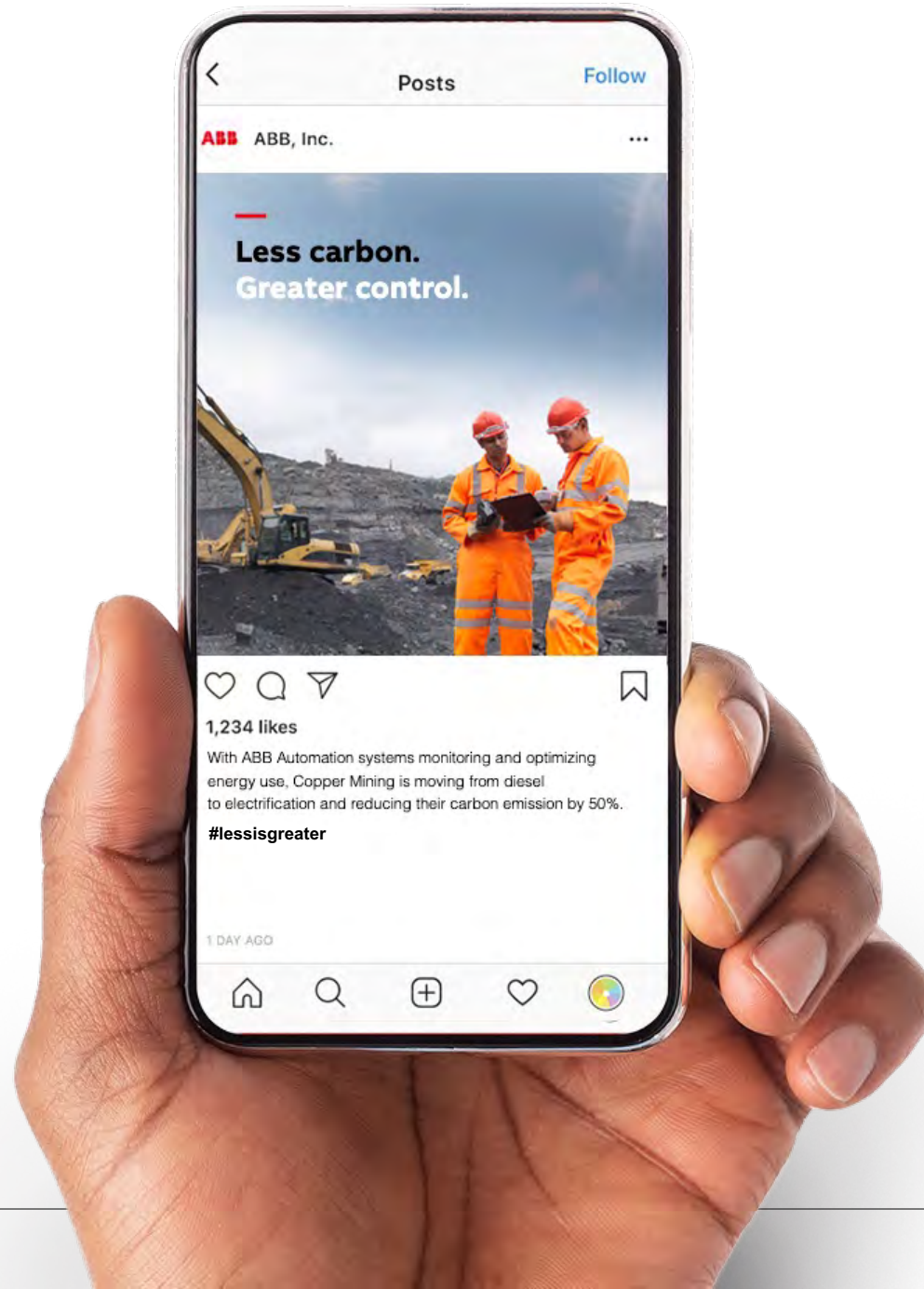
Less is powerful. Less is productive. Less is innovative. Less is inspiring.

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



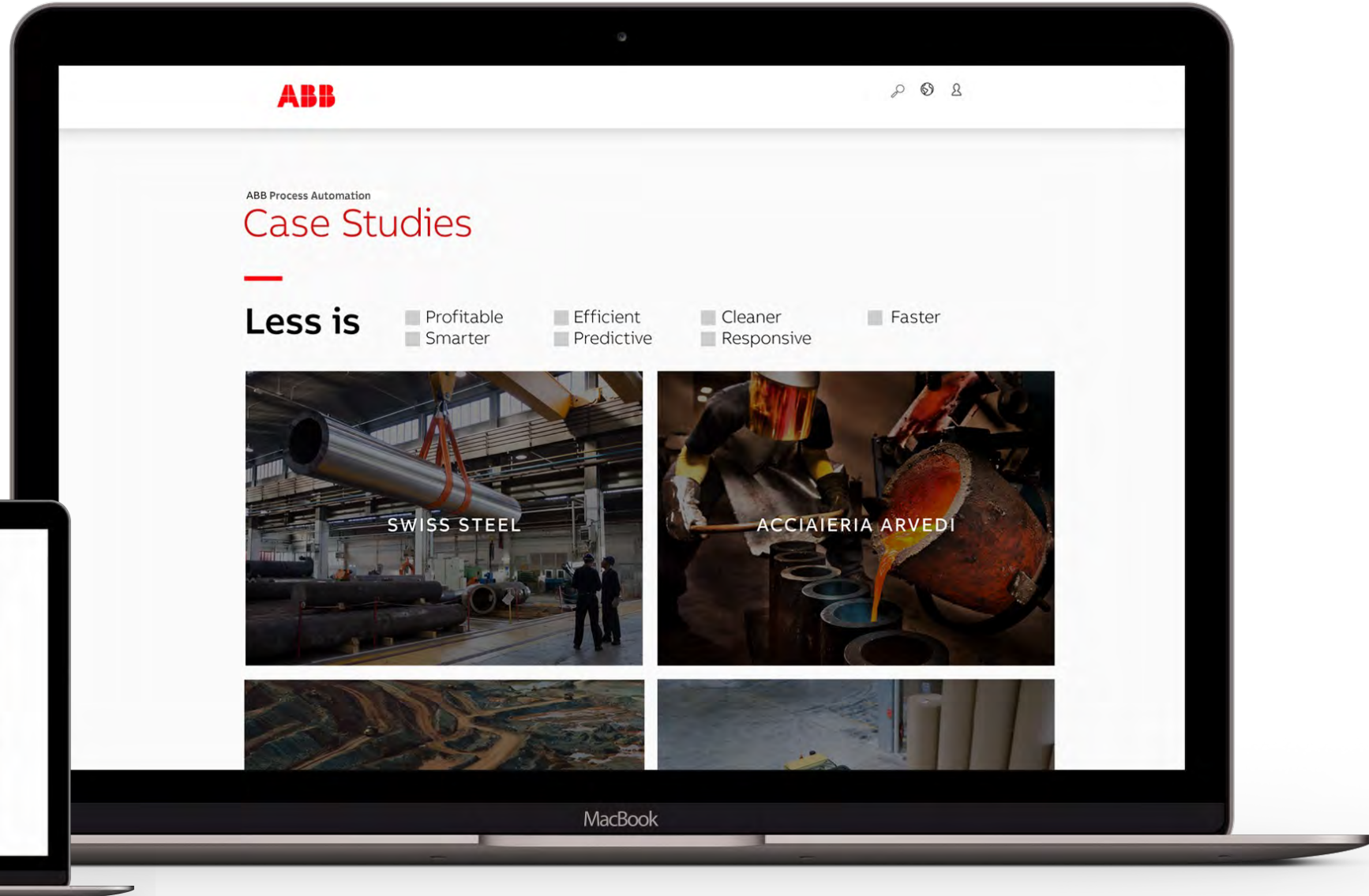
▮▮ Social

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

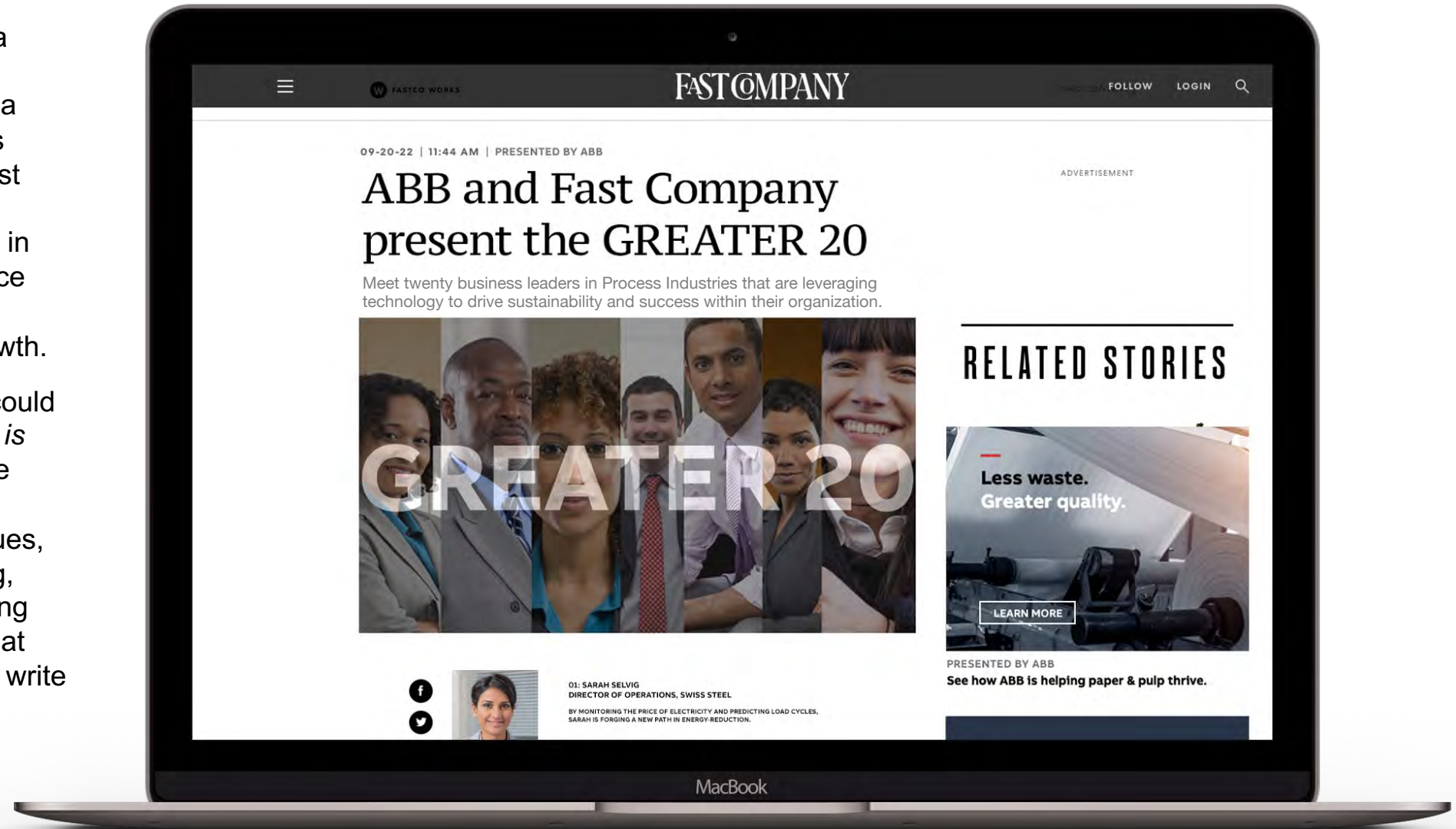
In the spirit of *Less is Greater*, let's help our audience curate their own content. Tools to create less clutter, more relevant case studies and thought leadership. Organized under benefits that "less" can deliver to their organization.



” 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.

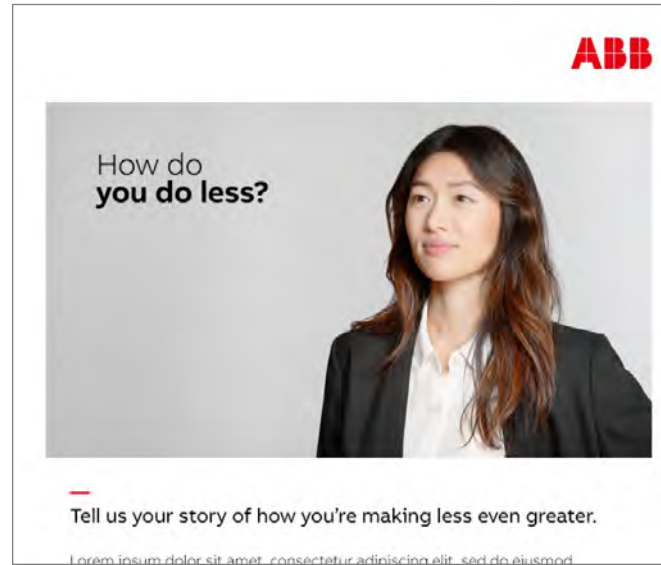
These same individuals could be tapped to form a *Less is Greater Alliance* to enable stakeholders in Process Industries to have dialogues, collaborative idea-sharing, climate and energy working groups and task forces that encourage businesses to write the future together.



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.

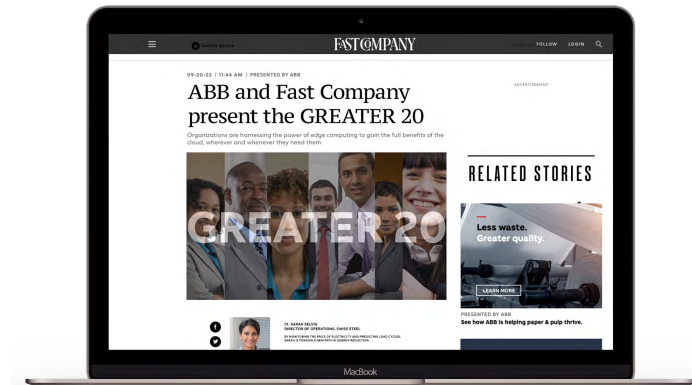
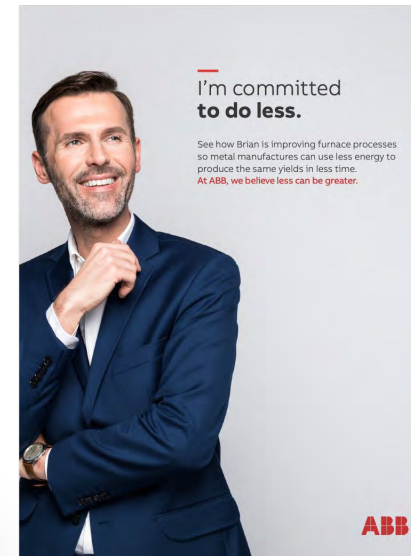
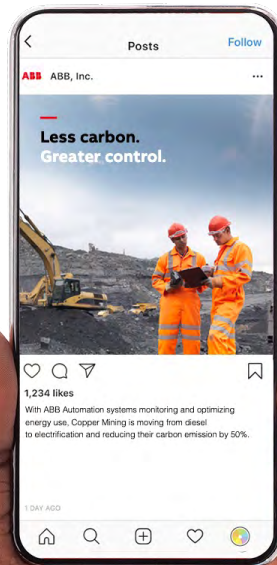
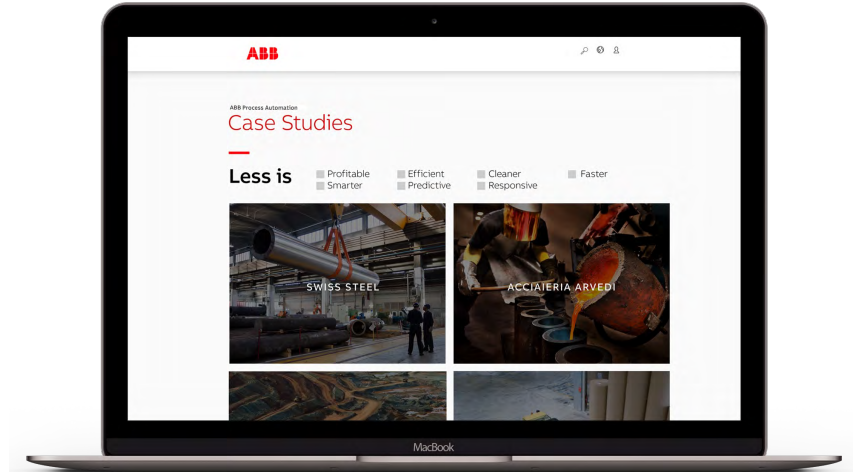
End card: **ABB. Less is greater.**



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:

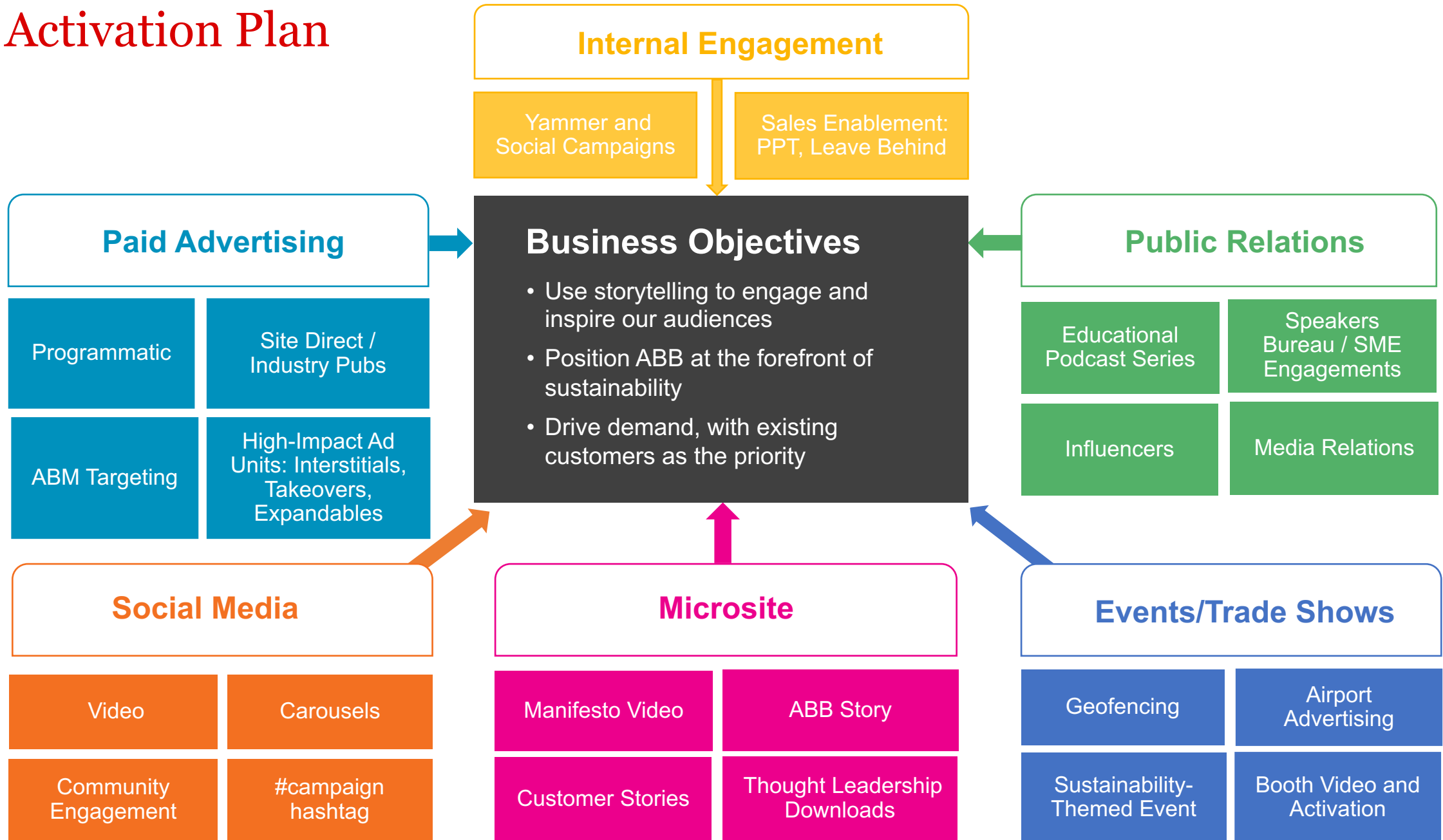
Process this...



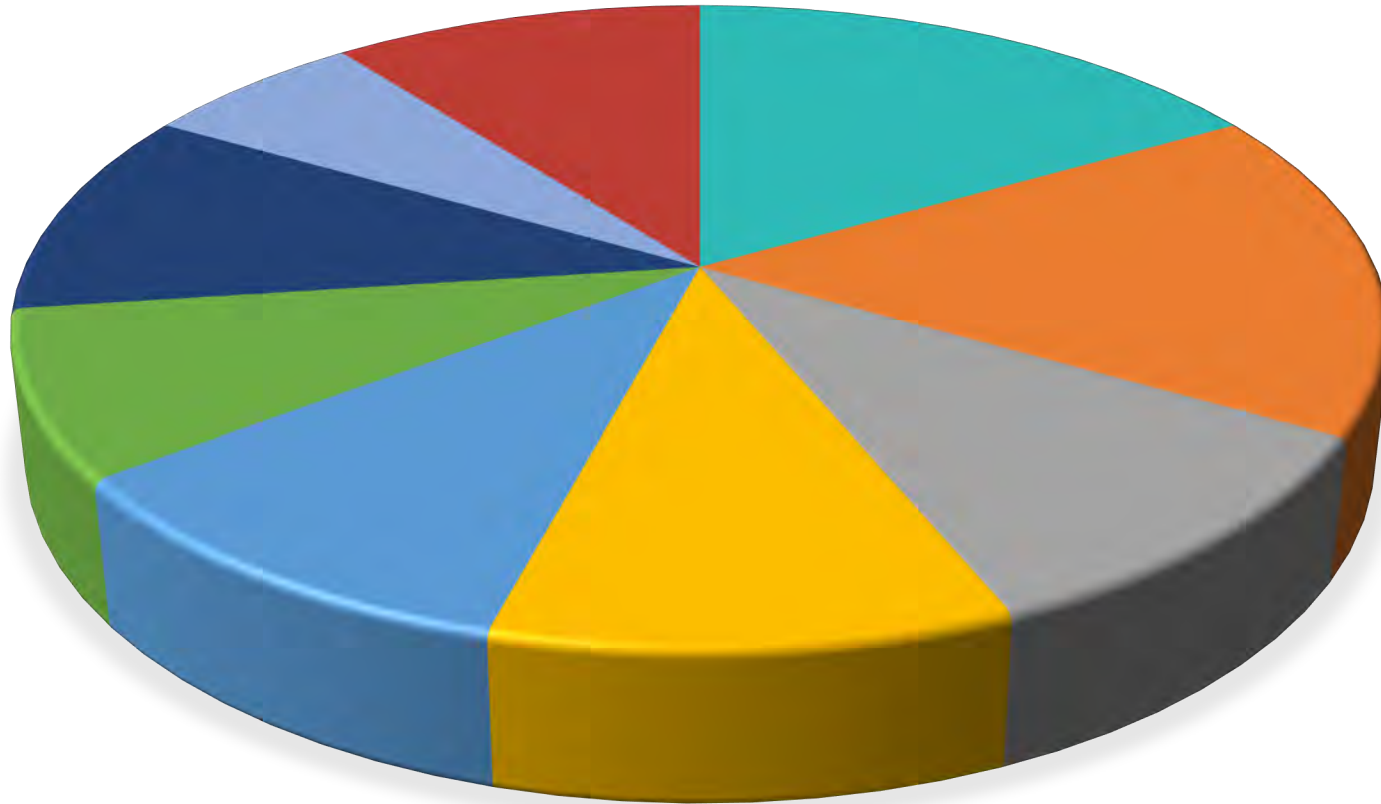
Campaign Three:










Less is greater.

Activation Plan



Proposed Budget



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

Why Mower?

Our extensive and successful experience working with ABB, with your teams and your industries, combined with our Mower Energy & Sustainability, B2B and Technology specialty expertise, makes us the ideal agency partner to bring this campaign to life.

Electrifying your mine also improves the world beyond it.

ABB Ability™ eMine.
For your world, and mine.

Reducing a single mine truck reduces the amount of carbon each year it would take 40 CO2 from its exhaust. Last August, Peru extracted an 85% of that tonnage in mining operations. With a quarter of that 85% under electrification and the rest of it, and a small portion of it, under battery, the partner who can help you power mining is sustainable.

Let's write the future of mining. Together.

ABB

For millions of years, an organism's ability to adapt has been key to its ability to thrive. That same law of nature guides projects, too. Sure, there's an original scope. But there's also the change and uncertainty that came with every project. It's from that uncertainty that ABB finds opportunity. Our expert teams, new technologies, agile processes, shared learnings and proven methodologies can help you and your project thrive in the face of constant flux. Giving you the ability to think around corners, anticipate what's ahead and seize every advantage to improve CAPEX ROI. That's adaptive. That's ABB Adaptive Execution™.

ABB

Where innovation is quenching the need of a growing population.

Energy transition is all about balance.

ABB understands this better than most. We know that you must balance necessary investments with the positive impact on society, the environmental goals and cost for customers and end-users. We can help by guiding you through a smart technology approach that prioritizes ever-increasing levels of efficiency, ultimately building a strong foundation for a sustainable future. **Find your balance at abb.com/energybalance.**

ABB

Cleaner technology leads to smoother sailing everywhere.

When it comes to marine and port solutions, our responsibility runs deep.

ABB supports the shipping industry's transition to a greener future by providing advanced, efficient propulsion and power solutions. From the propulsion and power systems to the shore-to-ship power solutions, we are committed to providing the most efficient and sustainable solutions for the industry. Our responsibility runs deep.

ABB

ABB Ability™ Genix.
The power to run smarter.

There's a big difference between having data and using it. ABB Ability™ Genix is designed to help you do just that. It gives you the ability to control, monitor, and optimize your production line. It gives you the ability to control, monitor, and optimize your production line. It gives you the ability to control, monitor, and optimize your production line. It gives you the ability to control, monitor, and optimize your production line.

ABB

ABB

Meet the motherload of residential load centers. **ABB PowerLine™ PowerMax™ P80.**

For most residential load centers, the ABB PowerLine™ PowerMax™ P80 is the only one that can handle 80A, 125A, and 150A. And it's the only one that can handle 80A, 125A, and 150A. And it's the only one that can handle 80A, 125A, and 150A. And it's the only one that can handle 80A, 125A, and 150A.

ABB



Thank you

Lisa Huggins

Senior Vice President, Managing Director

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