

# Greenwashing vs. Verifiable Sustainability: What's the Difference?

Presented by Matthias Schaeppers, Susanne Henkel



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# Agenda



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**Company Introduction**

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**Greenwashing vs. Verifiable Sustainability**

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**What's the Difference?**

# Why SMA?

## Because...

### ...35 years of experience

make SMA a pioneer in innovative PV and storage system technology.

### ...80 GW of SMA PV inverter power

installed in over 190 countries are proof of SMA's strong market position over many years.

### ...1 GW of SMA battery inverter power

ensures round-the-clock sustainable electricity supply worldwide and makes us the global leader in battery system technology.

### ...18 countries on 6 continents

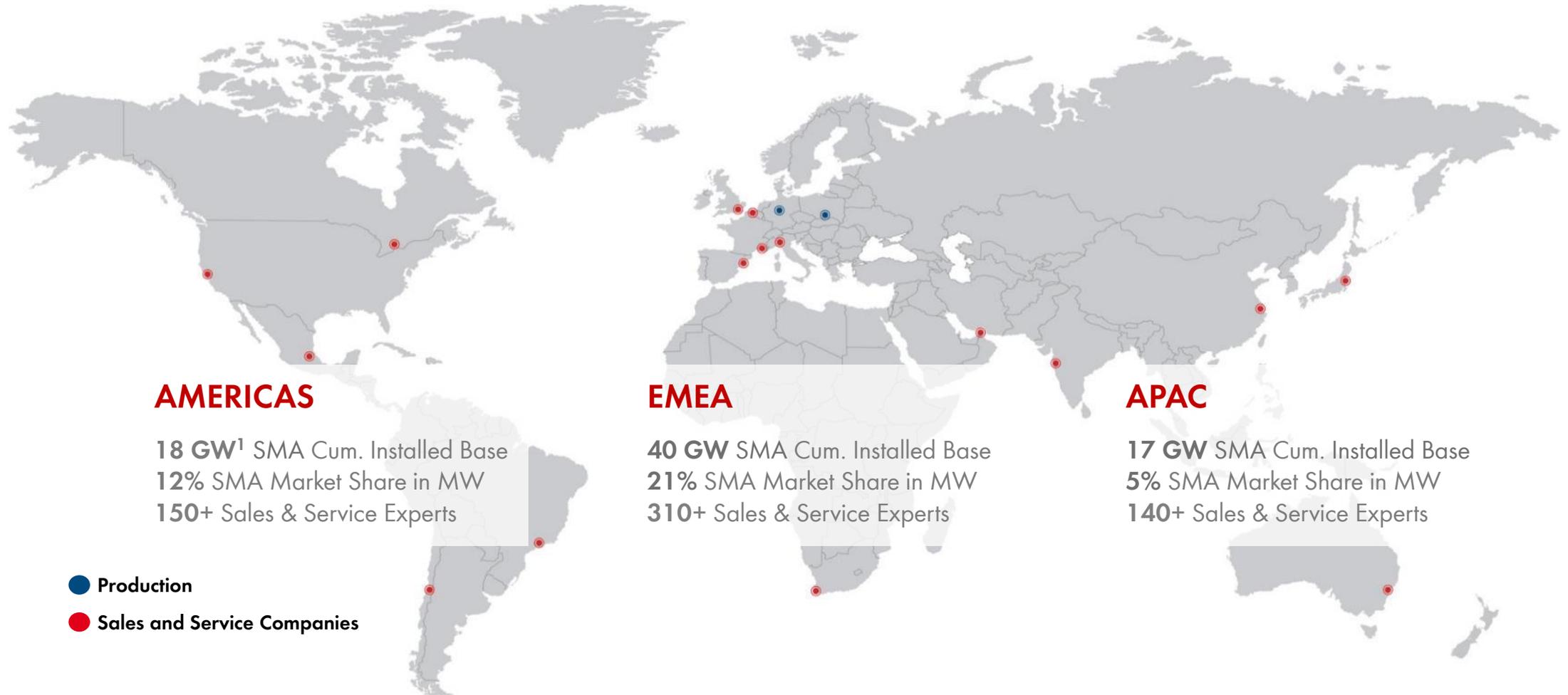
are part of the global SMA sales and service structure, with access to all customer groups.



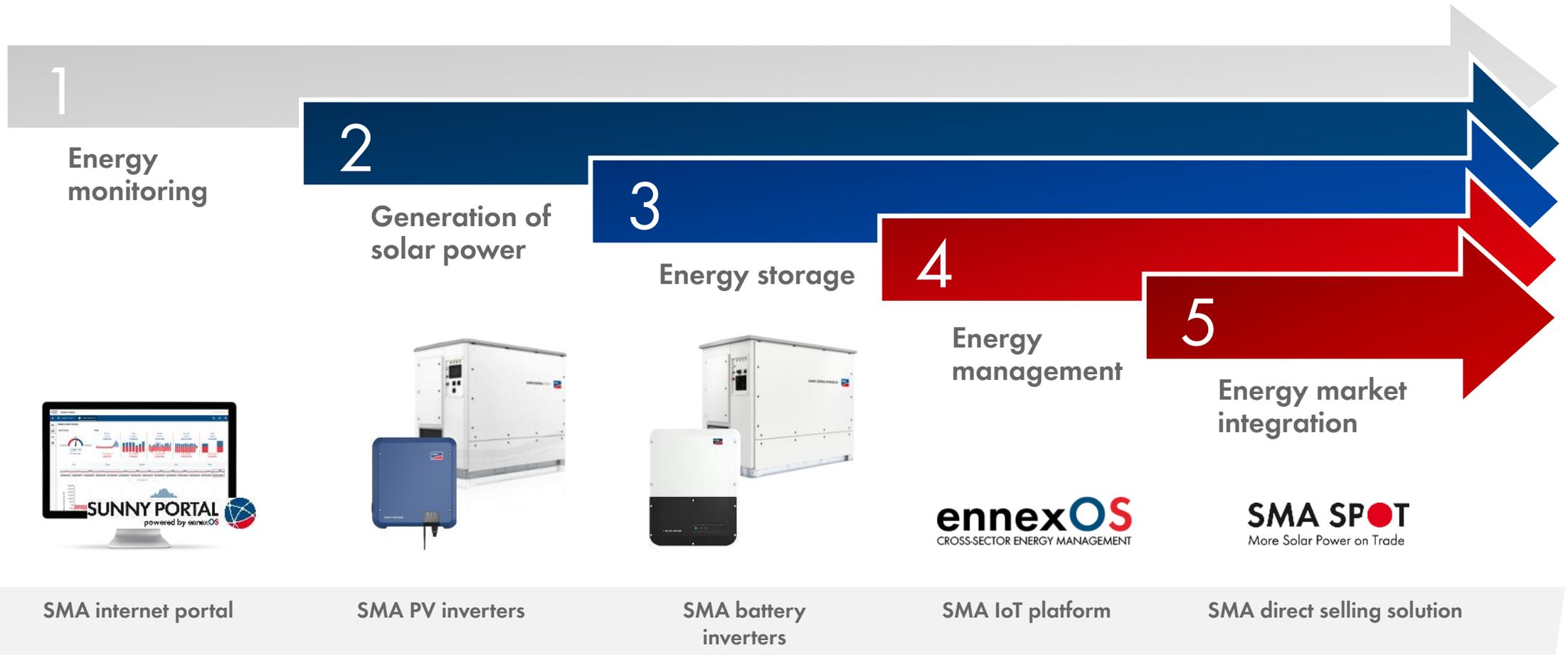
SMA is a leading global specialist in PV and storage system technology.

Together with our partners and customers, we work to pave the way for the energy supply of tomorrow, today.

# SMA Has a Global Sales and Service Infrastructure with Access to all Customer Groups



# The SMA Portfolio Covers All PV Segments and All Stages of Energy Integration



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What's the Difference?

# Sustainability: From “Nice to Have” to “Need to Have”



**1.4 million** people around the globe took to the streets to protest for better climate protection on September 20, 2019.

**81%** of global consumers expect companies they are buying from to implement environmental programs.<sup>1</sup>



**90%** of asset owners and managers expect ESG centered investment to grow further in the next two years.<sup>2</sup>

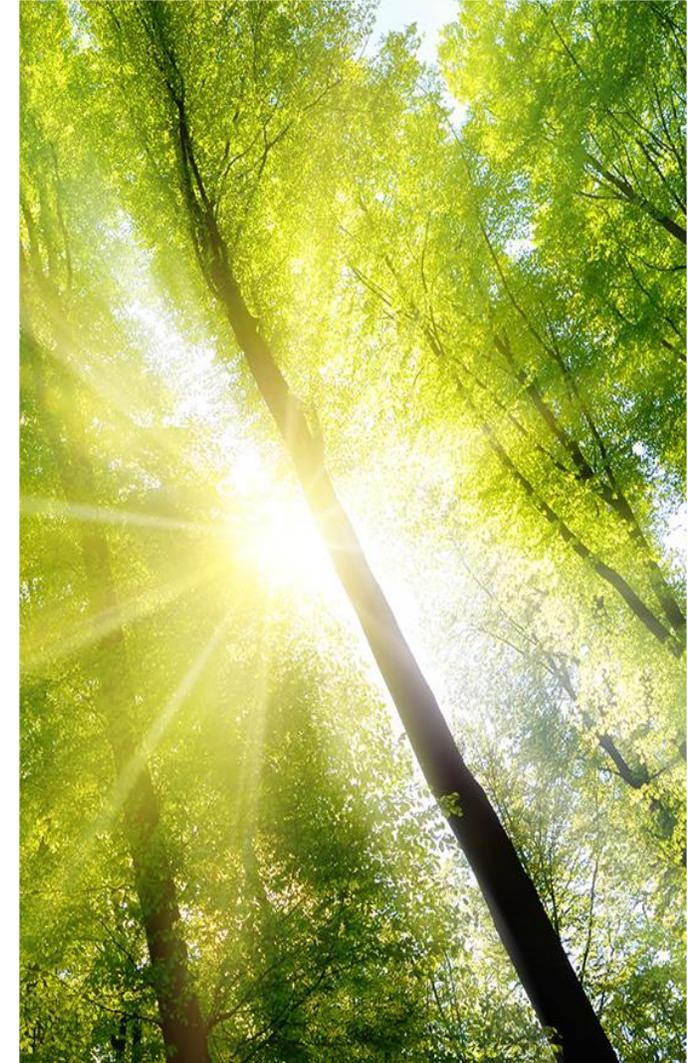


# Companies Are Related to Many Stakeholder Groups – SMA as an Example



# Sustainability – More than a Trend

- In response to increased public awareness, companies from many different industries are focusing on sustainability.
- In this respect, most solar companies focus solely on the sustainability impact of their products, e.g. by claiming how much CO<sub>2</sub> is saved by operating these products.
- This is not enough. Real sustainability includes the whole value chain and all aspects of a company and its products.



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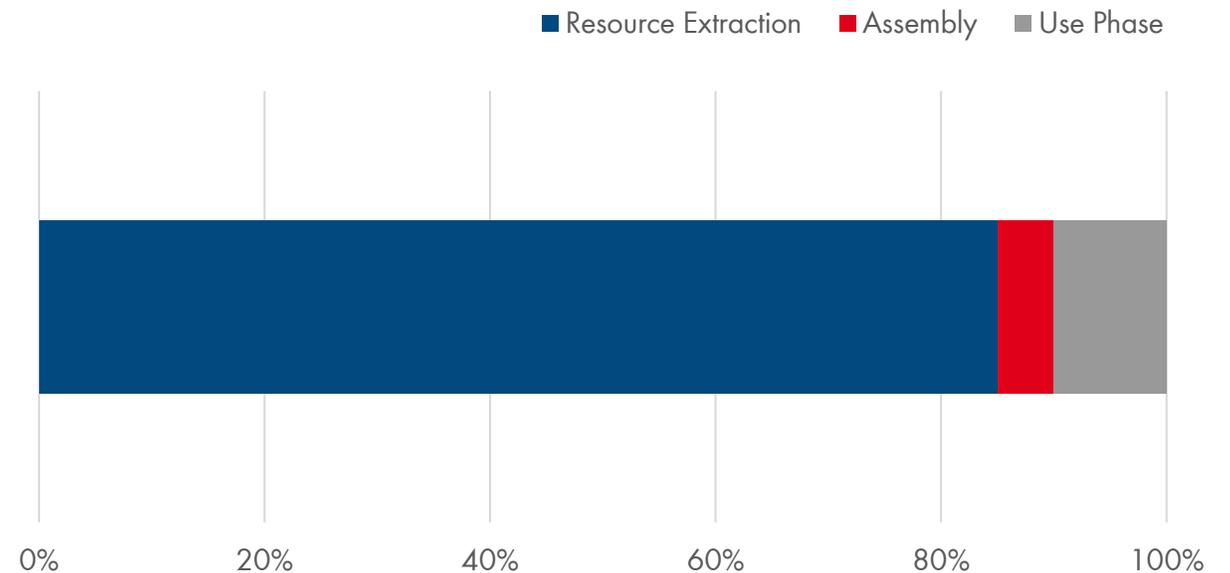
# Real Sustainability Includes all Areas



## Sustainable across the whole value chain

To be really sustainable for a company means to act in balance between economy, ecology and social impacts.

## Greenhouse Gas Potential



## Life Cycle Assessment (LCA)

LCA is an important instrument in order to analyze the complete impact of a product. We use LCA as a base for design for sustainability.

# The SMA Sustainability Strategy

Our goal is to combine long-term business success with environmental protection and social responsibility.

That is why sustainability has been firmly anchored in our corporate mission since SMA was founded.



**50%**

of energy has been saved per kW of inverter power produced over the past three years.



**40%**

of our total electricity consumption in Germany is covered by solar power from our own PV systems; the remaining electricity used is also renewable.



**5,000 tons of CO<sub>2</sub>**

were saved by company-owned PV systems in 2018. All SMA PV inverters produced to date help to save 52 million tons CO<sub>2</sub> annually.



**88%**

of waste that was generated by SMA in 2018 has been recycled. Our goal for 2020 is 100%.



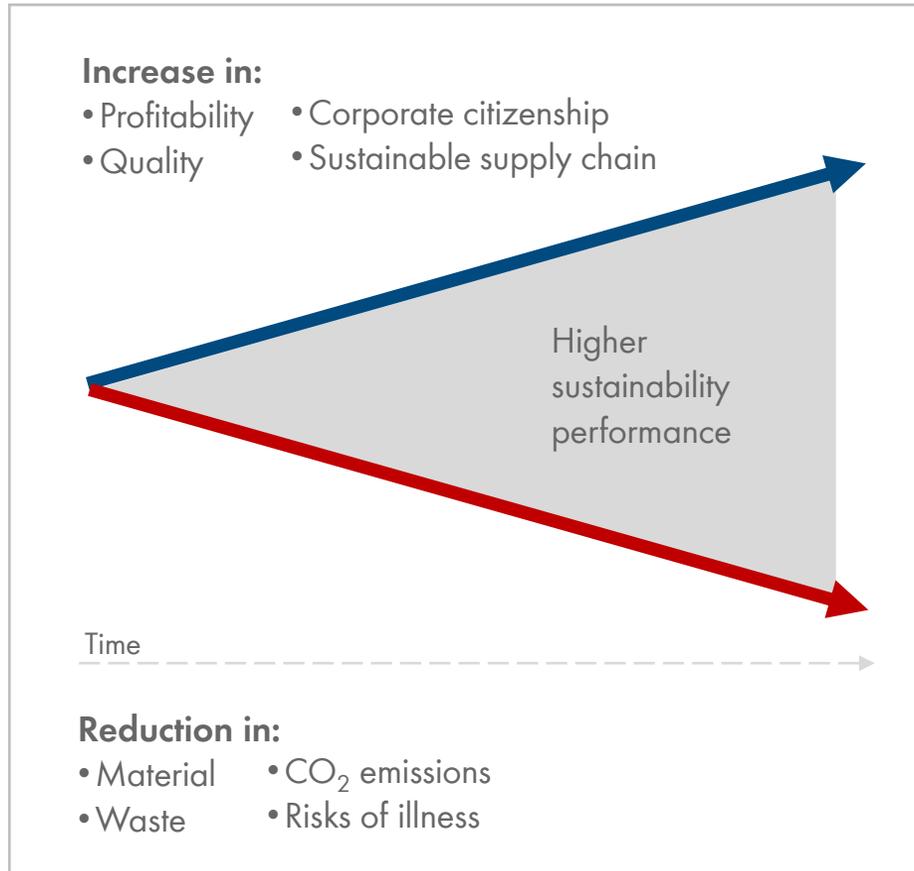
**90%**

of our suppliers have already been evaluated by EcoVadis regarding sustainability.

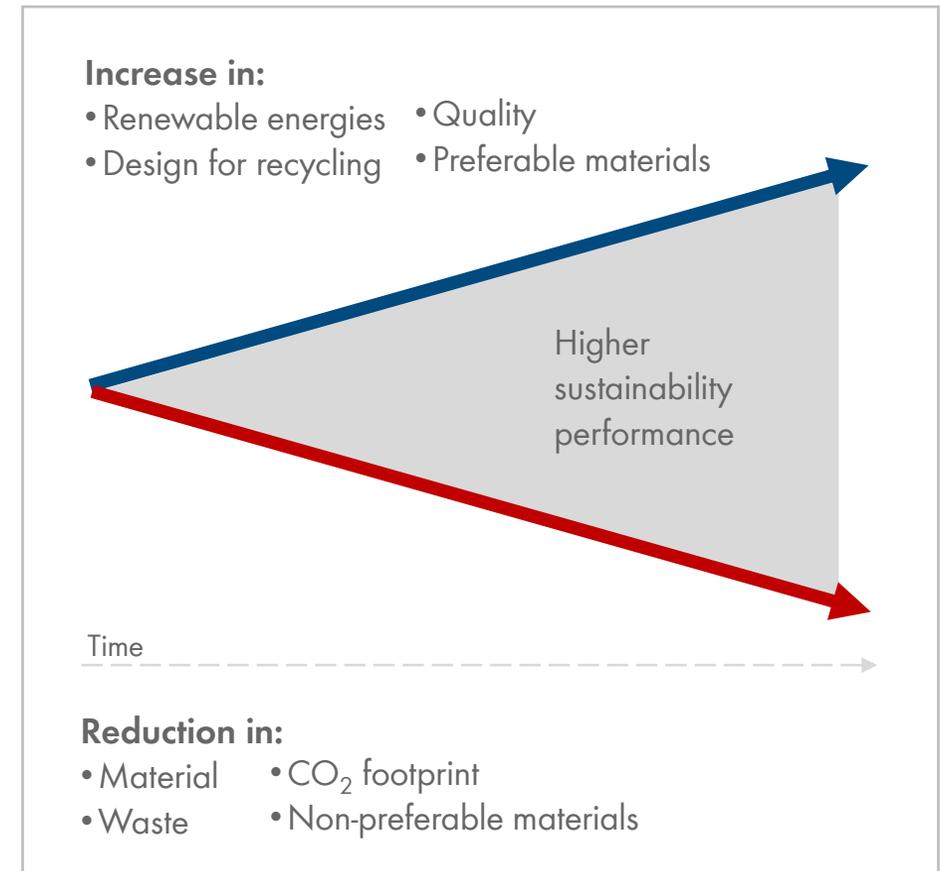
# Sustainability Has to Be Verifiable, Measurable ...



## SMA Company KPI



## SMA Product KPI



# ... and Comparable to Make Our Industry Credible with all Stakeholders



## Sustainability Key Performance Indicators

Companies should report regularly and with high transparency about their significant drivers of sustainability. These should be distributed evenly across the entire value chain.



## Comparable and Transparent Reporting Standards

Credibility and comparability come by using international reporting standards such as GRI<sup>1</sup> and SDGs<sup>2</sup>. Reports should include achievements and targets, but also weak points.



## A Common Approach

In order to prevent being vulnerable as an industry, we should use a common approach. Let's work together on that!

1. GRI= Global Reporting Initiative, <https://www.globalreporting.org/standards>  
2. SDGs=Un Sustainable Development Goals. <https://sustainabledevelopment.un.org>

# Thank you.

## **SMA Solar Technology AG**

Sonnenallee 1  
34266 Niestetal, Germany

Tel. +49 561 9522 0  
Fax +49 561 9522 100

[www.SMA.de](http://www.SMA.de)  
[info@SMA.de](mailto:info@SMA.de)

