






Bridging the gap between customer expectations and perception of sustainable efforts from manufacturers

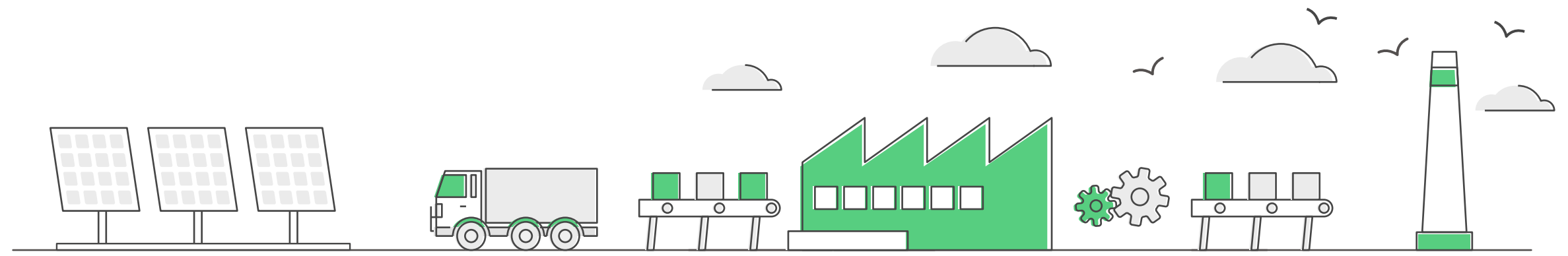
Why investing in sustainability pays off

Sustainability is an important fundament of today's manufacturing operations. Organizations are able to **fulfill their social and environmental contracts**, as well as derive benefits such as increased sales to reduced costs. However, **only 1 in 5 manufacturers successfully integrate sustainability into their manufacturing strategy**. How can you accelerate your sustainability initiatives across your organization by focusing on the need of your customer?

Nowadays, manufacturing companies face many challenges and opportunities on process, workforce and demand levels

Manufacturers see...

-  The demand for sustainable products, processes and business is greater than ever
-  Due to uncertainties generated by Covid-19 and operational shifts, there is a change in workforce levels and processes
-  Almost all organisations aiming for a carbon neutral, zero waste process with renewable energy by 2040



which results in

- A demand for local products and supplies
- A changed relationship with the customer
- A need for digitalization
- Manufacturers becoming agile and flexible to adapt

The sustainability agenda is bigger than ever and manufacturers can benefit from sustainable products, processes and business in multiple ways



-  Sustainability efforts help with a **better brand reputation and a higher ESG rating**
-  They strengthen their **business resilience, efficiency and growth**
-  And help join the industry leaders in **future-proofing the business**

<p>81% noted an improved environmental, social and governance (ESG) rating of their company¹</p>	<p>80% of organizations experience an enhanced brand reputation and better ESG ratings through their sustainability initiatives²</p>	
<p>>50% of organizations experience improved efficiency and productivity, reduced packaging costs, and increased sales²</p>	<p>Sustainable initiatives can increase your employee's motivation level²</p> <p>ESG ratings are part of investors analyses, resulting in increase of sustainable investments worldwide³</p>	



We can help accelerate your the sustainability efforts within your company by focusing on what your customer wants and desires

<p> Gain customers' perspective</p> <p>We create and analyse the customer journey of your customers so we can learn about their experience and create a or multiple persona's</p>	<p>Explore current and desired state</p> <p>What are customer painpoints and what opportunities can be seized. We create a vision and formulate a goal to reach</p> <p></p>	<p> Create a new sustainability service design</p> <p>Together we find the best digital solution to reach the goal. A new digital strategy, vision or proposition, may be your ticket to customer excellence</p>	<p>Designing digital strategy for the future</p> <p>We strive for a sustainable future for both the planet and for business. We go beyond what to do now and create a strategic road for the future</p> <p></p>	<p> Implement and monitor</p> <p>We think, create and implement, but do not leave it there. We monitor the solution to adapt and improve when needed. Your success is our priority</p>
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Why start now?

- 1** Keep up with the competition and **secure your place in the future playing field**
- 2** Sustainability has become a **profitable KPI** if applied and communicated well
- 3** Knowing and supporting your customer's values can **boost your brand** and more

Sources
 1. Capgemini Research Institute, How sustainability is fundamentally changing consumer preferences (2020)
 2. Capgemini Research Institute, Sustainable operations - a comprehensive guide for manufacturers (2021)
 3. Capgemini Research Institute, Fit for zero, 55 tech quests to accelerate Europe's recovery and pave the way to climate neutrality (2020)

Want to know more?

Connect with us directly or visit our page: <https://www.capgemini.com/nl-nl/dienstverlening/invent/customer-first/>

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