

Localizing E2&3W Value Chains

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Win-win for health, climate and profit

Air pollution annually causes 7 million deaths globally

Costing estimated 8 trillion usd in health care costs

The world drastically need to cut GHG emissions to stop climate change

Countries and cities are introducing net zero policies to reduce emissions



Our impact framework



Reduce emissions Zero emissions Energy efficiency & clean energy

Circularity

Sustainable cities &communities

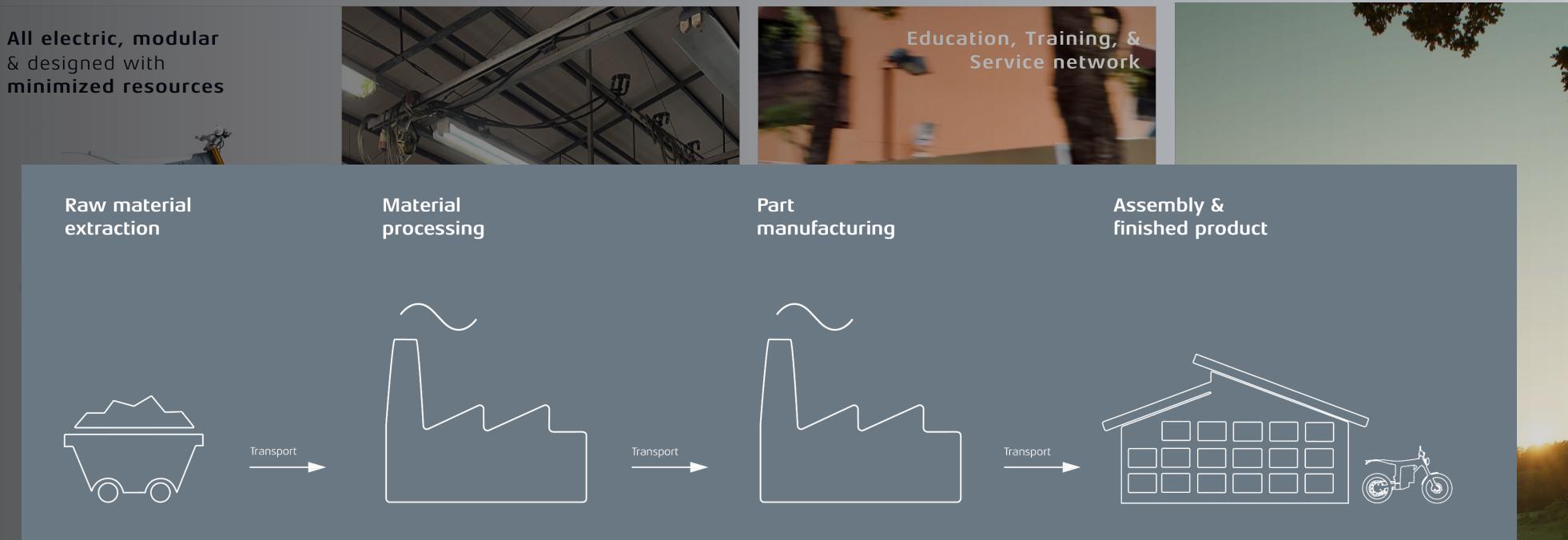


Reduce resource use & waste Extend life cycles Ensure end-of-life Protect nature & biodiversity



Health & wellbeing Diversity & inclusion Culture & community

How we do this?



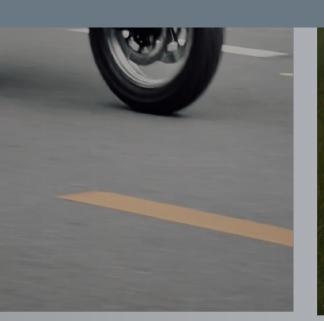


Localization and assembly Factory: 22,400 sqm

Capacity: 100,000 units per year







Extending product life & recycle

How we do this?

All electric, modular & designed with minimized resources





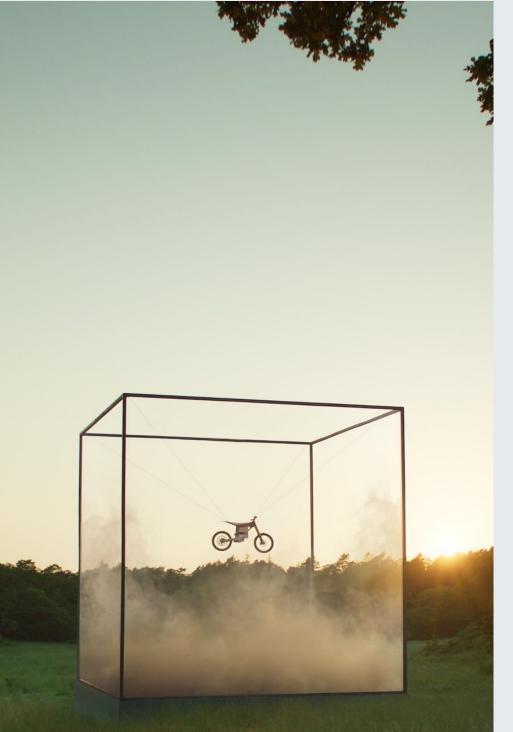












Extending product life & recycle

Localization projects with UNEP and partners







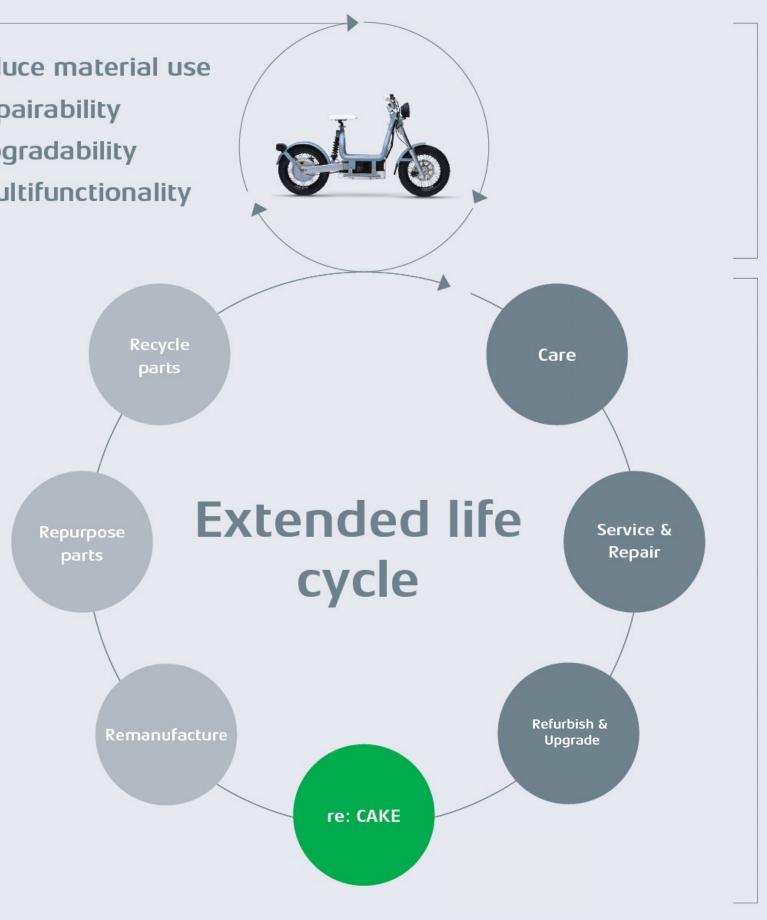






Our circular framework

Design to reduce material use Design for repairability Design for upgradability Design for multifunctionality



Design phase

Use phase

cake



The world is heating up

Everything we make creates emissions

Industrialisation

Economic growth and technical developments. But also increased emissions.

1800 1850 1900



50% of global emissions originates from the extraction and processing of materials



Mid size electric car

20,000 kg CO₂e

46" LED TV 1,334 kg CO₂e



CAKE Kalk OR 1,186 kg CO₂e





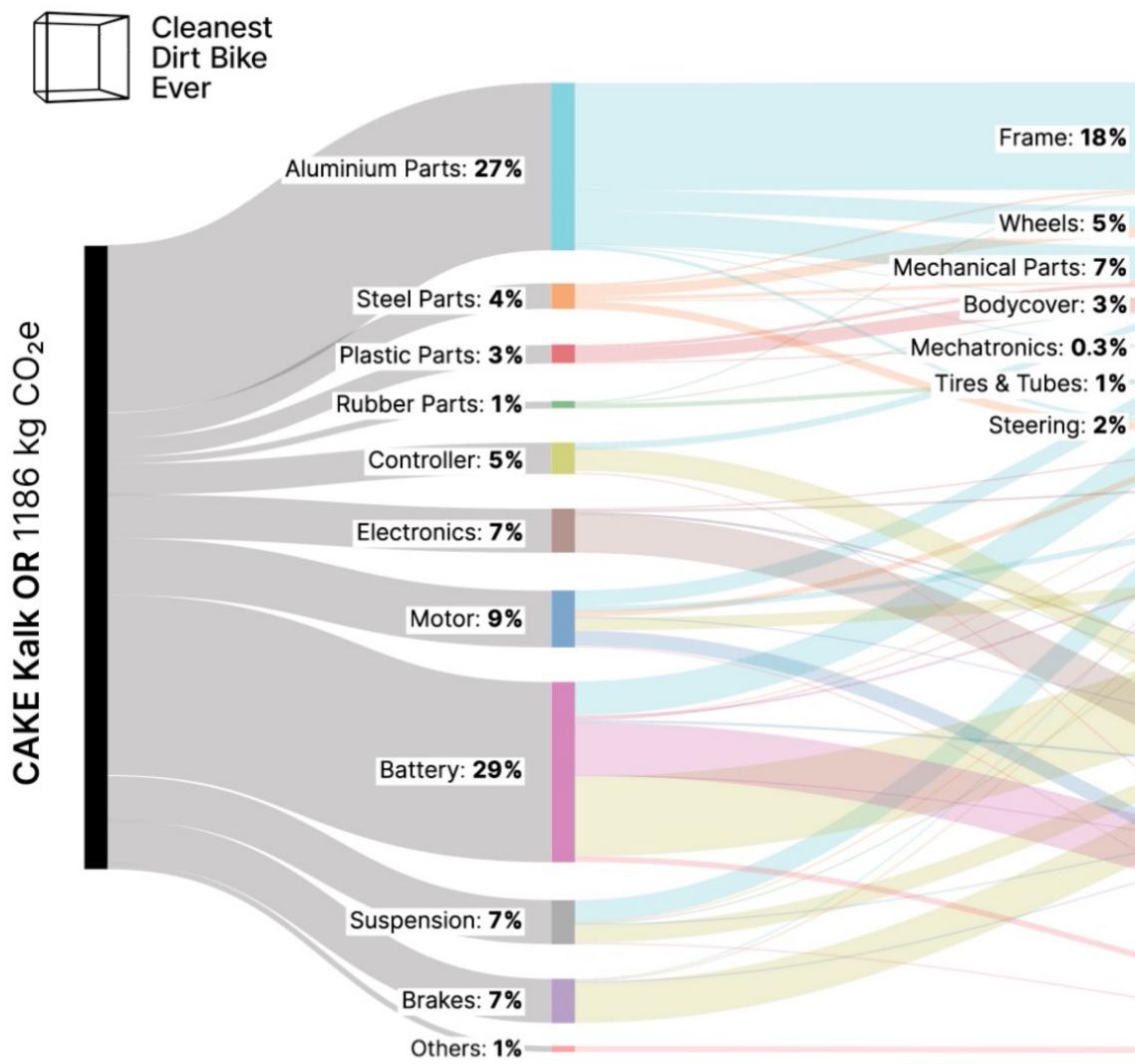




https://youtu.be/7-KBmjaSGIs?si=JNIZBMqVRZGhj-gp







Aluminium: 34.1%
Steel: 4.2%
Plastic: 2.5% Rubber: 0.7% Copper: 1.6%
Manufacturing: 31.3%
Electrical: 0.3% Transportation: 1.4%
Printed Circuit Board: 10.5%
Cathode: 8.8% Permanent Magnet: 2.3%
Others: 2.3%

Without change we are about to outgrow our atmosphere





1,5 degrees = 250 billion tons CO_2 to go leaving us 5-6 years in time

That's why we have started to decarbonize our value chain eliminating emissions to as close to zero as possible







Electricity as a source of innovation



Business case thinking from a customer perspective

The cost of energy transition

of the GDP

Source: The Energy Transition Commission

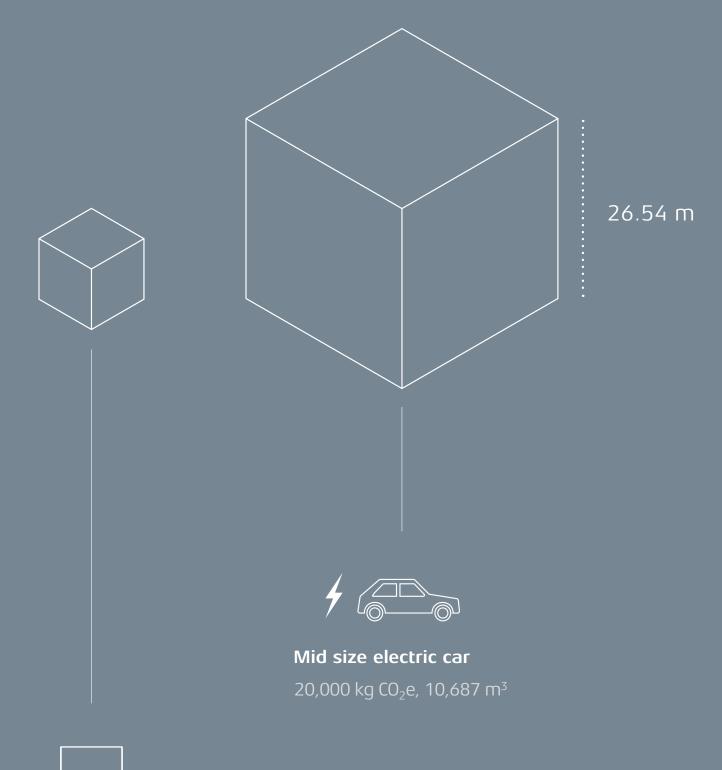
The cost of doing nothing

of the GDF

Everything has a carbon cube Join the ride of a clean transition







46" LED TV 1,334 kg CO₂e, 713 m³

Thank you

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