



Philippe Varin


Chairman Cercle de l'Industrie

June 24, 2015

Workshop 3.3: Sustainable Competitiveness

- **Philippe VARIN, Chair:** *Chairman Cercle de l'Industrie*
- **Prof. Margarethe WIERSEMA, Co-Chair:** *Dean Strategy Department, University of California Irvine*
- **Guillaume FAURY:** *CEO, Airbus Helicopters*
- **Gervais JACQUES:** *Chief Commercial Officer, Rio Tinto Alcan*
- **Prof. Victoire de MARGERIE:** *Chairman, Rondol Industrie*

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Sustainability as a value driver

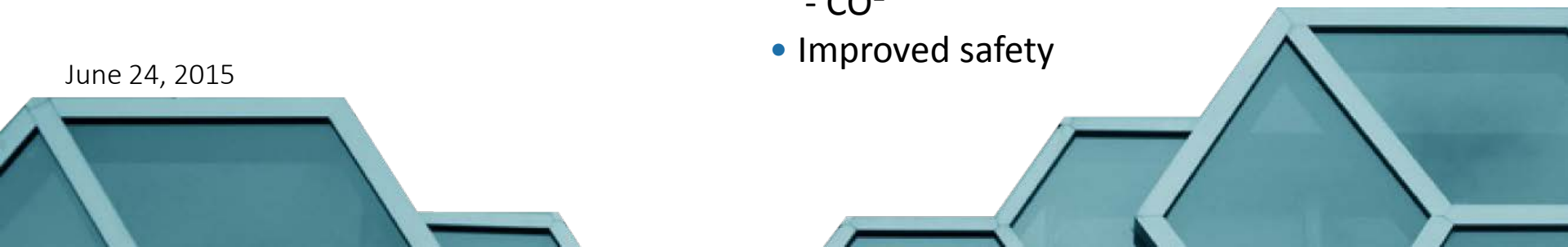
Enhanced Top Line Growth

- Increase Brand Value
- Customer relationships
- Talent recruiting and retention

Enhanced Bottom Line Savings and Liabilities

- Reduced operational costs
- Reduced footprint
 - Energy
 - Water
 - Waste
 - CO²
- Improved safety

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Integration into the Business

Today competitiveness requires the integration of sustainability throughout the organization as a way of doing business

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People



Community



Governance



Operations



Innovation

Sustainability levers

Breakthrough in customer value
Disruptive technologies
Life cycle benefits
Simulation tools
Collaborative problem solving



Competitive advantage
+
Hazards and risk mitigations

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Sustainability Breakthroughs

- Being first to introduce an innovative technology:
examples of AP electrolysis (RT) or vitrimers (Ludwik Leibler)
- Delivering a sustainable benefit to the customer/consumer:
examples of Blue Edge helicopter & Fluoropon (Valspar reflective roof coatings with high energy savings)
- Product that reduce environmental footprint AND cost:
examples of micro porous zeolites based catalysts (Johnson Matthey) & weight reduction of a process gas boiler (Larsen Toubro)




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New approaches to deliver sustainable competitiveness

- Internet of Things applied to materials : Prof. Margarethe Wiersema
- Collaborative Problem solving : Guillaume Faury
- Technology application transfer : Prof. Victoire de Margerie
- Using of data analytics to drive stakeholders Value Proposition, Operational Efficiency & Resource Utilization : Gervais Jacques

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New approaches to deliver sustainable competitiveness

20th century

- new product → best possible application → optimize manufacturing efficiency
- choose between → more functionalities
- lower costs
- better environmental footprint

New approaches to deliver sustainable competitiveness

21th century

- optimize
 - ➔ materials composition
 - +
 - ➔ part design
 - +
 - ➔ manufacturing efficiency
- triple win
 - ➔ more functionalities
 - ➔ lower costs
 - ➔ better environmental footprint