How can partners develop sustainability strategies?

A Canalys ebook for Schneider Electric
Key observations

Government regulations

Challenges and key investment areas

Partners’ approaches and customers’ ESG focus

ITADs and sustainability badges

Next steps
Observations: a rapidly changing landscape

1. 61% of partners already have at least one person focused on ESG

2. Over 75% of customer RfPs have sustainability criteria included

3. Government regulations offer opportunities and challenges

4. Nearly 60% of partners see opportunities in offering take-back

5. Energy optimization, energy efficiency and managed power services are key partner opportunities

Sources: Canalys Candefero surveys, March 2022 to April 2022; Canalys quick poll, 269 responses, March 2022; Canalys quick poll, 311 responses, March 2022
Partners are investing: more need to set targets

61% of partners have dedicated personnel for sustainability but...  

...only a third of partners have set ESG targets

Sources: Canalys Candefero surveys, March 2022 to April 2022; Canalys quick poll, 269 responses, March 2022
Customers are focused on sustainable solutions

How likely are you to generate revenue from sustainability solutions in 2022?

- Extremely likely: 11%
- Likely: 33%
- Not that likely: 34%
- Extremely unlikely: 11%
- Not looked into it yet: 11%

44% of partners expect to earn revenue from sustainable solutions in 2022

What drives customer ESG investments?

- 64%: Their own ESG strategies
- 51%: Environmental considerations
- 47%: Government regulations
- 47%: Need to show ESG efforts to shareholders

Over 75% of customer RfPs include ESG criteria

Sources: Canalys Candefero surveys, March 2022 to April 2022; Canalys quick poll, 311 responses, March 2022
88% of partners expect customers to choose IT solutions that comply with government regulations.

1. Many regulations are currently voluntary.
2. EU countries are choosing to develop their own regulations as well as EU directives.
3. This makes it difficult for channel partners and vendors to act on a regional basis.
4. Implementation often differs by customer size.
5. Partners need to be aware of regulations and their impact on customer reporting.

Sources: Canalys Candefero surveys, March 2022 to April 2022; publicly available information, April 2022.
Establish key metrics to track your progress

- So far, larger distributors have a greater ESG focus than smaller distributors
- Usage of vendor-certified ITAD services, such as refurbishment and asset recovery, will be important
- 42% of partners currently work with ITADs to provide circular services

What do you need to measure?
- 42% track the number of devices taken back
- 30% track the number of deals with a sustainability requirement
- 23% track the number of deals with a sustainability requirement for their organization
- 19% track the number of EPEAT devices sold

Sources: Canalys Candefero surveys, March 2022 to April 2022
Building credibility with customers

64% of partners agreed that a vendor’s sustainability badge would be valuable for demonstrating ESG credentials to customers.

Sources: Canalys Candefero surveys, March 2022 to April 2022
Building sustainable solutions needs a broad focus

What do you see as the biggest challenges in driving take-back services?
- Customer awareness
- Customer data privacy concerns
- Internal sales culture change

What are the biggest challenges in offering energy management solutions?
- Understanding which solutions offer the most efficient energy consumption
- Creating customer awareness
- Training sales teams in how to sell these services

Sources: Canalys Candefero surveys, March 2022 to April 2022
Consider where to place your next investments

Top three investment priorities for partners in three years’ time

1. Moving to green energy solutions
2. Recruitment of sustainability experts
3. Changing to an electric vehicle fleet

Sources: Canalys Candefero surveys, March 2022 to April 2022
Actions to enhance sustainability performance

1. Invest in headcount to drive your sustainability strategy
2. Develop YOUR sustainability objectives
3. Calculate your carbon footprint and plan for carbon neutrality
4. Build your own assessment services to support your customers
5. Influence your vendors to help drive greater ESG adoption

“Partners that do not invest in their sustainability strategies risk losing competitive advantage as peers see the opportunity presented and demonstrate their sustainability expertise to their customers and prospects.”

Rachel Brindley, Senior Director, Channels, Canalys
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