

CSR AND SUSTAINABILITY FOR PROFITABLE BUSINESS GROWTH

WHAT DOES IT MEAN FOR CLIMAVENETA

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WHY THIS STORY WILL BE INTERESTING FOR YOU:

Although, you may question what a company operating in HVAC – a tough industry, featured by a huge environmental impact - may have to say about CSR and sustainability...



HVAC IS A B2B SECTOR, WITH LONG CHAIN OF INTERMEDIARIES, COMPLEX PRODUCTS, STRONG ENVIRONMENTAL IMPACT, VERY OFTEN PRICE DRIVEN



CLIMAVENETA APPROACHES STRATEGICALLY CSR AND SUSTAINABILITY AS DRIVERS FOR PROFITABLE BUSINESS GROWTH.



CLIMAVENETA AT A GLANCE

- 1st European for Central Air Conditioning
- 5th in the World in Central Air Conditioning
- 237 Millions € turnover 2011
- 1150 employees worldwide
- 7 hub factories
- 90.000 m² production facilities
- Complete range of products from 2 to 2400kW



Sustainable
COMFORT




1971
EXPERIENCE
2011

Established in 1971 Bassano del Grappa (Italy)



DeLonghi
GROUP

Since 1994 a De'Longhi Group company



DELCLIMA

Since January 2012 a DeLclima Company

WHAT WE DO

WE MANUFACTURE **CENTRAL HEATING & AIR-CONDITIONING SYSTEMS**
FROM 2 TO 2,400kW FOR PERFECT COMFORT IN:



COMMERCIAL
BUILDINGS



HOTELS



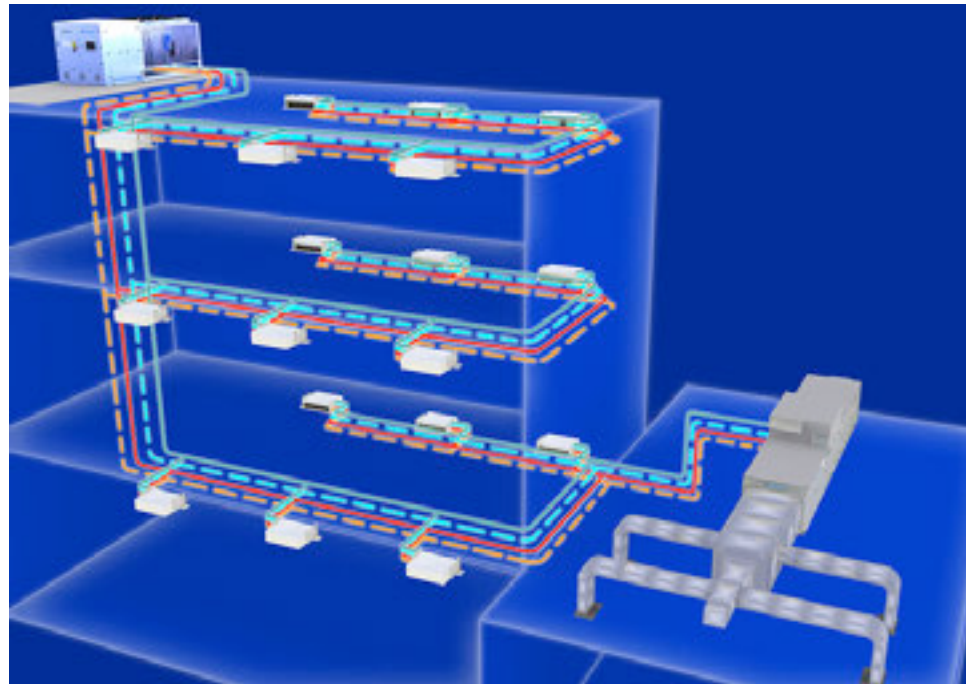
OFFICE
BUILDINGS



RETAIL



DATA
CENTERS



CORPORATE RESPONSIBILITY FOR CLIMAVENETA

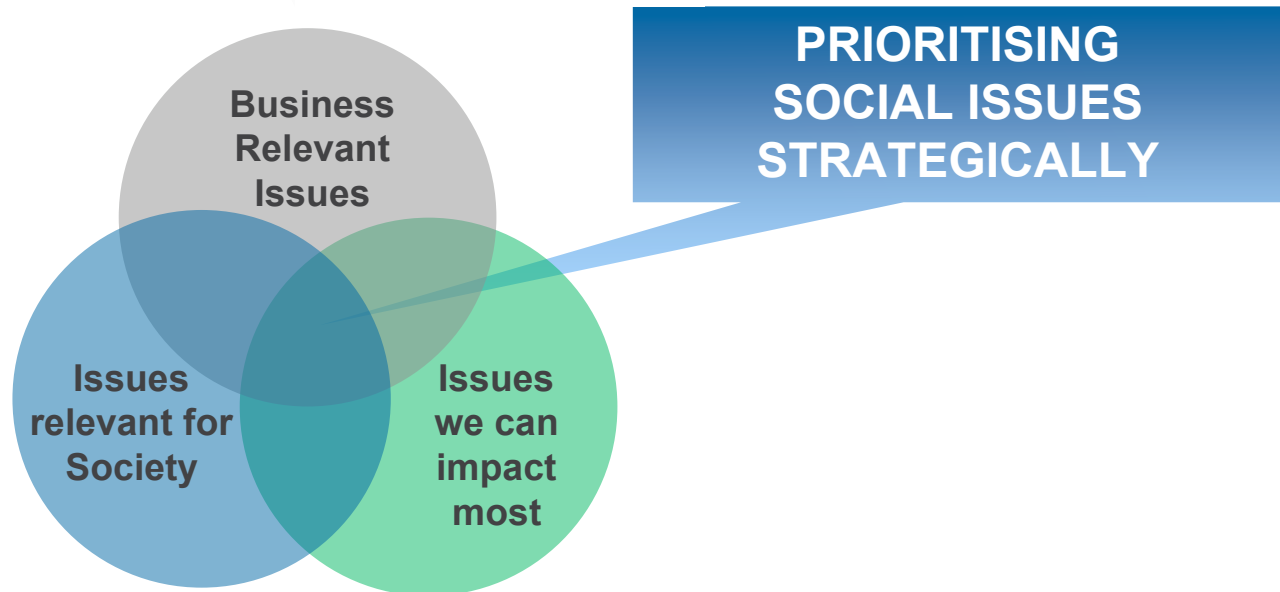
Shared Value Theory (Porter, Kramer – HBR 2006.12)

TO PROVIDE
ADVANCED HVAC SOLUTIONS

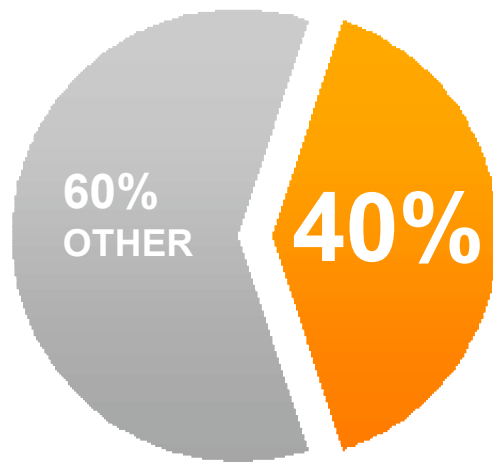
ENSURING OUR BUSINESS GROWTH

&

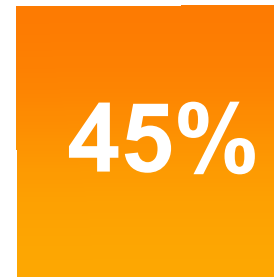
CREATING VALUE FOR STAKEHOLDERS
AND SOCIETY



PRIORITISING SOCIAL ISSUES: HVAC ENVIRONMENTAL IMPACT



BUILDINGS
ACCOUNT FOR 40%
OF TOTAL EU
ENERGY
CONSUMPTION



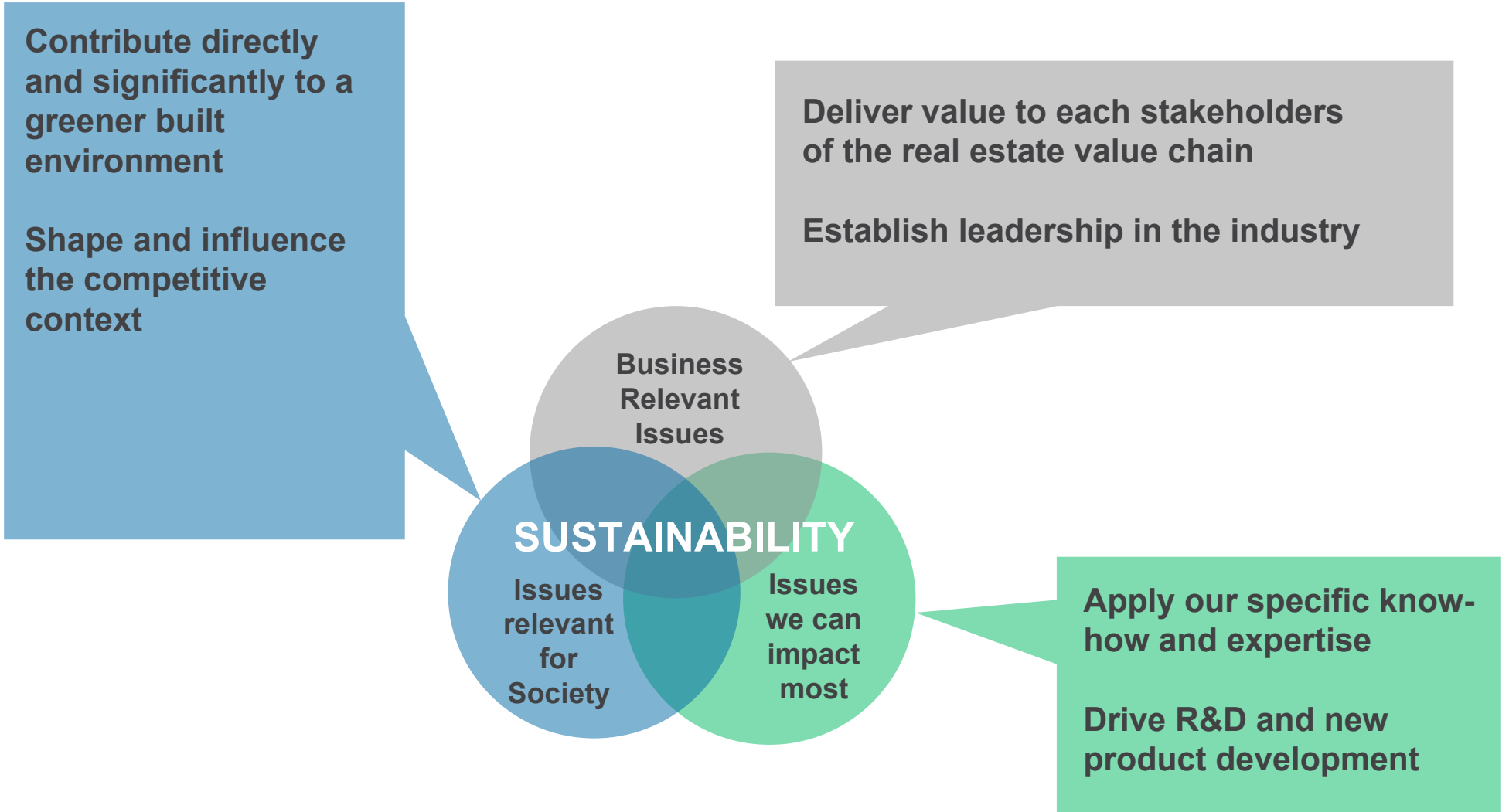
HVAC

ACCOUNTS FOR 45%
OF A BUILDING
TOTAL ENERGY
CONSUMPTION

ENERGY CONSUMPTION OF INSTALLED SYSTEMS IS THE MAIN
FACTOR FOR HVAC ENVIRONMENTAL IMPACT

ANY IMPROVEMENT IN HVAC ENERGY EFFICIENCY STRONGLY
AFFECTS THE SUSTAINABILITY OF THE WHOLE BUILT
ENVIRONMENT

ADDRESSING SUSTAINABILITY TO:



HOW WE ADDRESS SUSTAINABILITY: A 5 STEP JOURNEY

(Nidumolu, Prahalad, Rangaswami – HBR 2009.9)



HOW WE ADDRESS SUSTAINABILITY: CONSIDERATIONS

ANCILLARY TO CORE AREAS,
THANKS TO FAVOURABLE
CONTEXT:



- CLEAN OPEARATIONS

- STRONG REGULATIONS

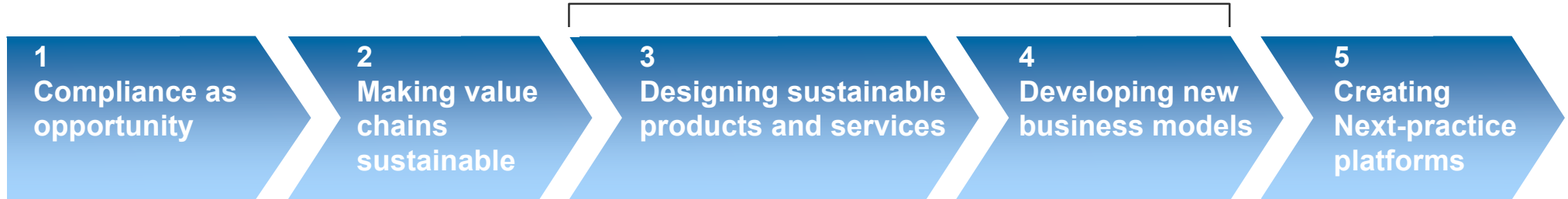
- HIGHLY SKILLED LABOUR FORCE

- LIMITED POWER TO INFLUENCE

- KEY SUPPLIERS ARE LARGE CORPORATIONS IMPLEMENTING CSR AND SUSTAINABILITY POLICIES

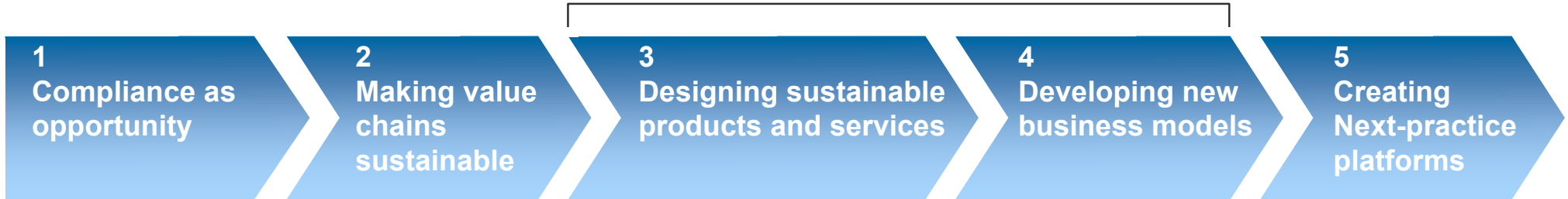
HOW WE ADDRESS SUSTAINABILITY: CONSIDERATIONS

CORE OF THE SUSTAINABILITY & CSR STRATEGY



HOW WE ADDRESS SUSTAINABILITY: FOCUS ON STEP 3 & 4

CORE OF THE SUSTAINABILITY & CSR STRATEGY



FROM SUPPLIERS BEING SPECIFIED TO BECOME SPECIALISED PARTNERS IN THE REAL ESTATE DEVELOPMENT:

- OFFERING ALWAYS THE MOST INNOVATIVE, HIGH EFFICIENCY SOLUTION
- INTERPRETING LONG TERM INTERESTS OF ALL THE STAKEHOLDERS
- DELIVERING DEDICATED CUSTOM-MADE SOLUTIONS FOR THE MOST INNOVATIVE PROJECTS.
- SUGGESTING SOLUTIONS AND WIDESPREADING BEST PRACTICES

STUDY

HOW WE PROMOTE SUSTAINABLE, RESPONSIBLE COMFORT SOLUTIONS IN MILAN:

ADDRESSING THE HVAC CHALLENGES OF THIS CITY

TAKING ADVANTAGE OF A SPECIFIC CONTEXT

DELIVERING HIGH EFFICIENCY SOLUTIONS

COLLABORATING WITH ALL THE STAKEHOLDERS OF THE RE DEVELOPMENT

