

# Monetization of the sustainability aspects of VWT products and services

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## 1. Introduction and literature review

### Introduction

Veolia Water Technologies (VWT) recognizes the increasing importance of sustainability and climate change adaptation in meeting market and investor demands. As a leading provider of water technologies, VWT aims to position itself as a champion of the Ecological Transformation and deliver innovative solutions aligned with the sustainability needs of the water treatment industry.

To address the challenge of meeting evolving regulations and customer expectations, VWT has initiated a pilot study focused on Actiflo, its key water clarifier technology. The study aims to collect data and identify the sustainability dimensions valued by VWT's customers, as well as how to integrate them effectively into the company's offering.

The project's objectives include understanding the significance of sustainability for VWT customers, determining their sustainability priorities, identifying the key performance indicators (KPIs) they use to measure sustainability, and developing a roadmap for integrating sustainability into VWT's offering and optimizing product development.

### Research question

Which sustainability dimensions are important for VWT customers, how can they be implemented and valued in VWT's offer?

### Literature review

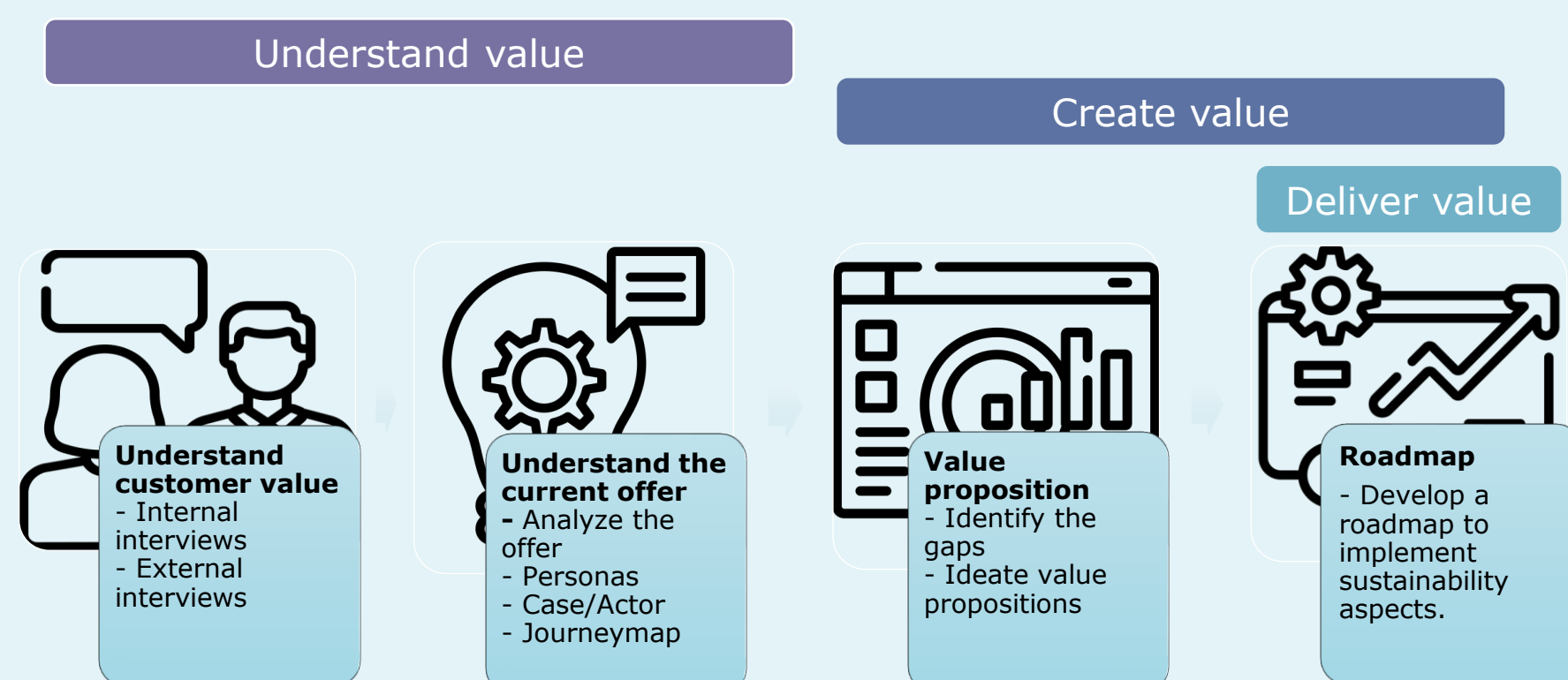
The literature review explores two main themes: customer value and sustainability. In terms of customer value, it highlights the importance of understanding what customers value in products and services. The review also discusses customer value models and the process of identifying and evaluating value elements to create optimal offers.

In the context of sustainability, it primarily focuses on the ecological aspect, addressing environmental concerns and the need for sustainable practices. The review emphasizes the role of businesses in aligning their sustainability efforts with these ecological goals and the importance of sustainability reporting.

## 2. Methodology

### What is the framework?

Internal interviews with Veolia business units and external professional in the water treatment industry to understand the ecosystem, the desired value and the sustainability appetite of VWT customers. The outcome is a roadmap on how to implement those aspects.



Qualitative research design

## 3. Results and discussion

### Current interest in sustainability

The interviews with different actors from the water treatment industry have shown that sustainability is a hot topic right now all around the world. Despite it being a frequently discussed topic, it has not been adapted in water treatment technologies on a bigger scale so far, but will most likely happen in the near future, due to the realization of the urgency and new regulations that force sustainable operations.

Phase	Pre-Tender	Tender	Negotiation/Decision	Construction	Operation/Warranty	Update / renovate
Phase	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope
Actions	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope
Key actions	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope
Key insights	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope	Identifying the customer and defining the project scope

### Veolia as a tech leader

A product lifecycle map was created to understand better how the ecosystem around water treatment technologies works. To foster sustainable water treatment technologies, Veolia Water Technologies must act not only as a provider of its technologies but also educate the other actors in all phases. This can happen through seminars where they talk about general sustainability topics in water treatment like water loss or chemical an also present their newest technologies that e.g. reduces the water loss or uses green chemicals to minimize the impact on the environment.

### Clear goals for the next gen of water treatment solutions

Water loss is the foremost challenge identified during interviews with various actors. Veolia Water Technologies is actively working to minimize water loss, reduce chemical dependency, and adopt environmentally friendly alternatives. Sustainable practices are essential, given the critical role of chemical usage in maintaining low levels.

## 4. Conclusions and recommendations

### Conclusions

The appetite for sustainable water treatment solutions varies all over the world in most places customers are not ready to pay a higher price for the. What can not be denied that it is a hot topic that every body is talking about. In some areas customers have understood the urgency to act responsible and have already adapted. What sustainability is in water treatment is clear; low water loss, reduced use of chemicals and and energy. To manage a sustainable transformation on a bigger scale, Veolia must educate its customers and provide technology that responds to their needs.

### Recommendations

Further research is recommended to verify the sustainability needs and to look how they could be optimally implemented into a business model.

## References

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