



YOUR RISK EXPOSURE FROM THE CATEGORY

The supply market will decarbonize. You need to be engaged as a first mover to shape this and avoid being disadvantaged versus competitors



Secure your supply

Transform the category

The supply market may not decarbonize unless you make it happen. You need to be highly activist, commit resources and take control of the agenda

The market will decarbonize. You need to take advantage of the options that the market offers as they become available



Engage selectively

The market may not decarbonize alone. You need to make selective investments and find partners to share the burden



16 specific levers are available in aggregate



