



Concept Zero  
Marketing & Communication Toolkit

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# Introduction

# Introduction

At Alfa Laval we are committed to becoming carbon neutral by 2030. This goal will be reached by eliminating emissions from our products, from raw material extraction to end-of life. We have now taken a crucial step in achieving this by setting a goal to develop a carbon neutral plate heat exchanger.

Our partnership with SSAB has made this a reality. Compared to our current heat exchangers it looks and works the same; you cannot spot the difference. When ready, these heat exchangers will be installed in industrial processes that matter to most but are visible by few.

This heat exchanger will affect the carbon emissions from the products and processes our customers run, making them more sustainable. The impact will be that of an invisible revolution.



# Concept Zero

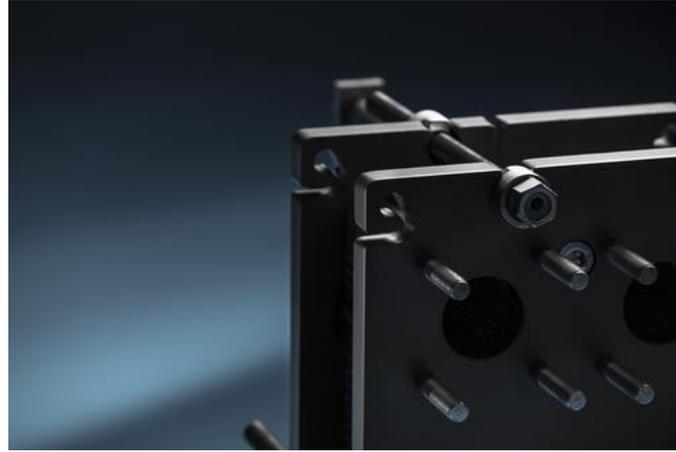
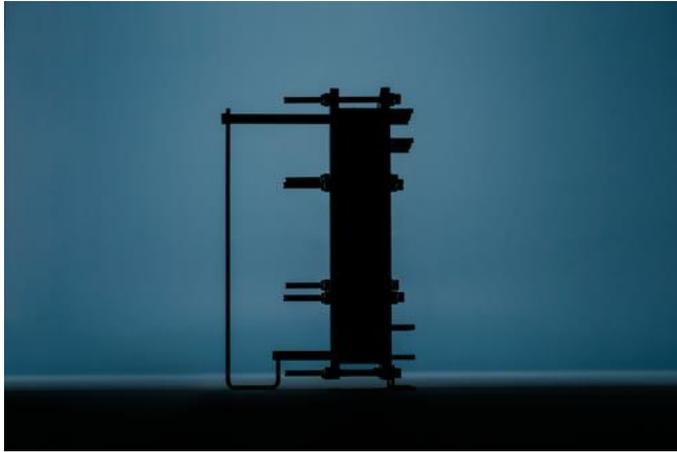
Concept zero is a vision and target to produce the world's first carbon neutral heat exchanger by 2030. This would not be possible weren't it for our partnership with SSAB.

To achieve the long-term goal of becoming completely carbon neutral, Alfa Laval must look to its entire supply chain. We will not be able to achieve such a milestone on our own. With our partnership with SSAB we also inspire towards what can be done to make our society more sustainable in the industrial world.

The heat exchanger will be made of fossil-free steel, and recycled material in the gaskets. Additionally, the heat exchanger is prepared to be recycled easily to further support the transition to a circular society.

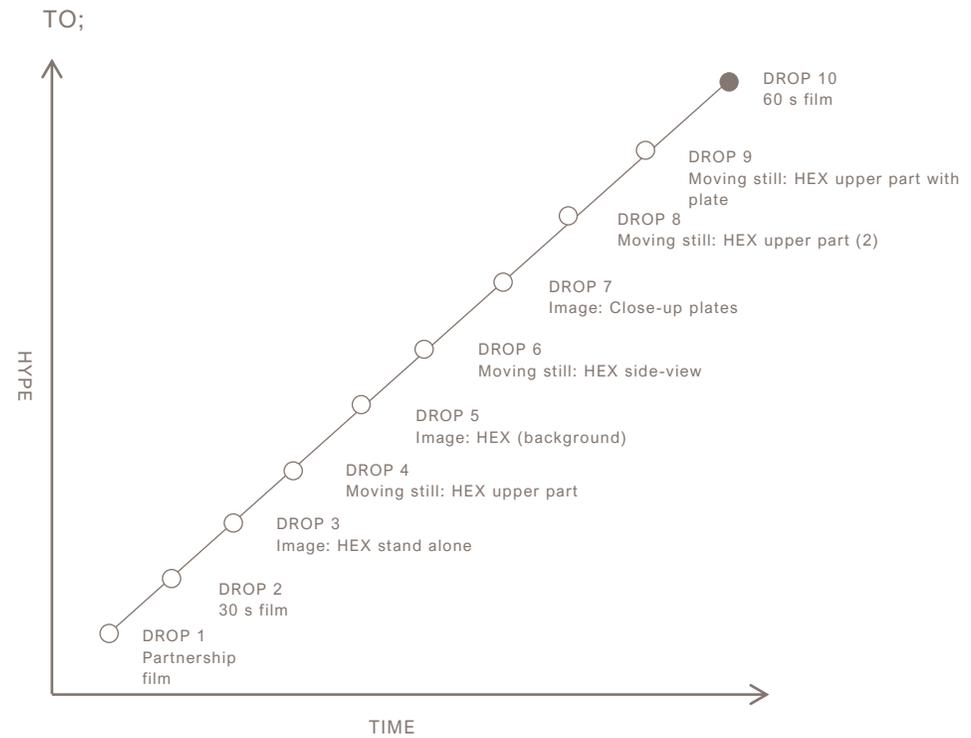
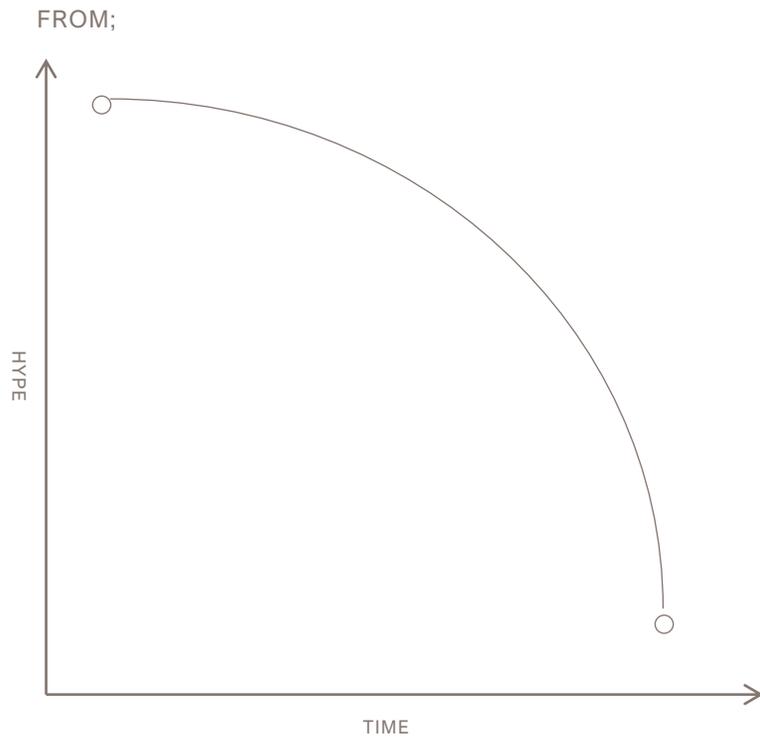
No misleading schemes or false promises. Lets work to a more sustainable future together.

# Tonality



# Activation strategy

Launch and build up has a richness of assets all included in this toolkit.



# Analytics

# Analytics

Objectives & KPIs are 'SMART' if they are specific, measurable, achievable, realistic, and time-bound.

- Specific – outline in a clear statement precisely what is required.
- Measurable – include a measure to enable organisations to monitor progress and to know when the objective has been achieved.
- Achievable – challenging design objectives, but ensure that failure is not built into objectives. Objectives should be agreed by managers and employees to ensure commitment to them.
- Realistic – focus on outcomes rather than the means of achieving them. All rights reserved.
- Time-bound – agree the date by which the outcome must be achieved.

# Media

# Media Prioritization

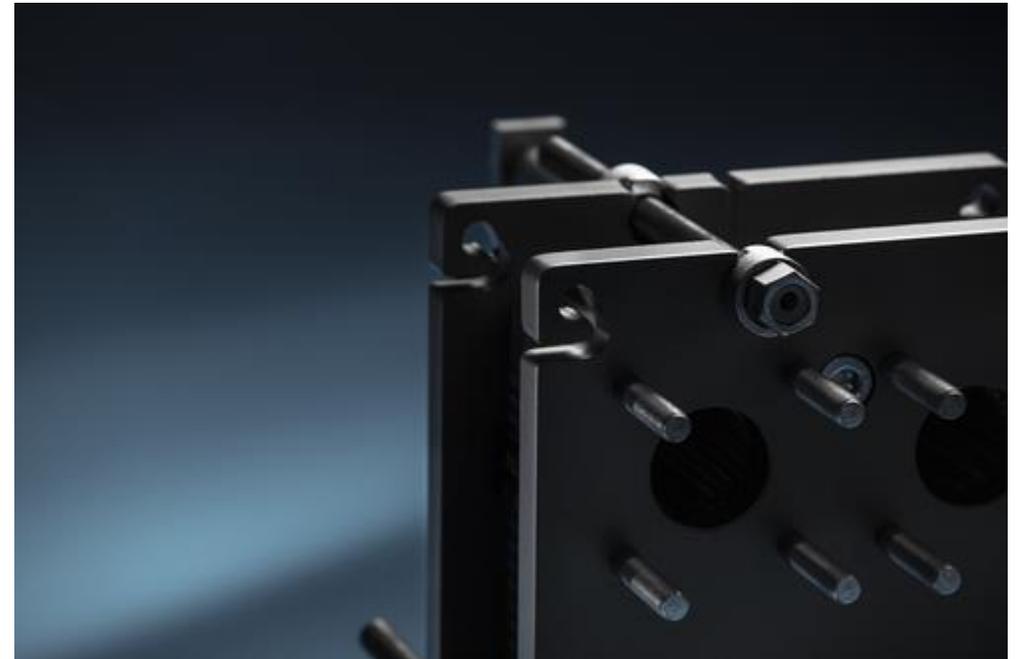
[Prioritization table for media channels per audience segment or campaign phase based on investment levels]

		LOW BUDGET	MEDIUM BUDGET	HIGH BUDGET
Split per target audience segment / campaign phase	Print*		✓	✓
	OOH		✓	✓
	DOOH		✓	✓
	Social	✓	✓	✓
	Digital Video	✓	✓	✓
	Digital Display	✓	✓	✓
	Search	✓	✓	✓

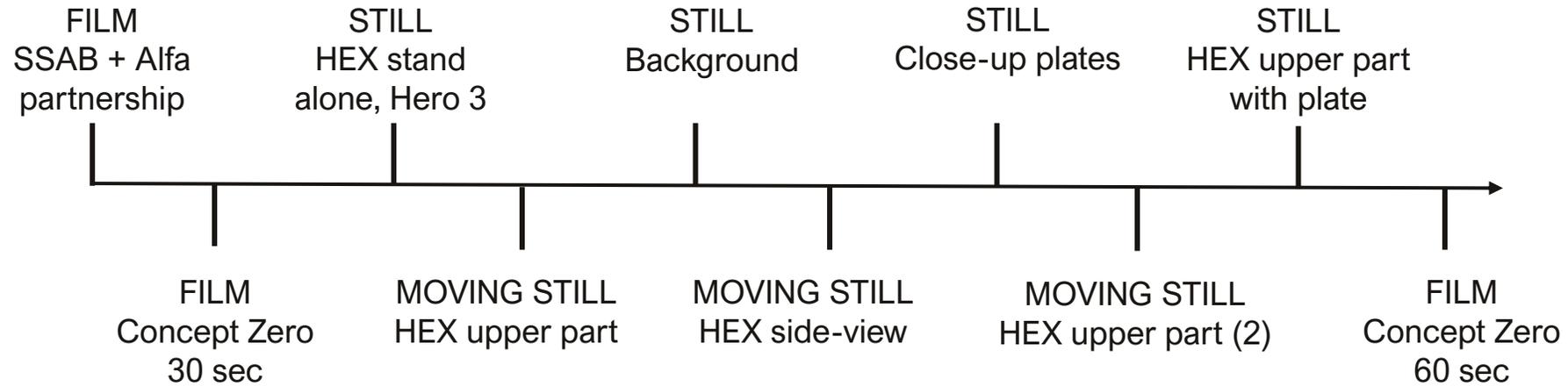
*\*When business critical*

# Activation Assets

# Activation Assets Overview



# Activation plan



# Activation Assets

Please refer to the plan to understand the communication overview and how we see the campaign being spoken about in media channels.

We recommend markets use the same plan.

# SSAB and Alfa Laval partnership Film (2 min 46 s)



Asset Name:

[Collection](#)

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

CAPTION:

Concept Zero, our goal to create a carbon neutral heat exchanger. Together with SSAB we are creating the worlds first heat exchanger using fossil-free steel. The result: an invisible revolution.

CTA:

Learn more

CTA LINK/DESTINATION:

<https://www.alfalaval.com/concept-zero>

ASPECT RATIOS:

16:9

NOTE: Please use the supplied thumbnail image as a video thumbnail when posting this asset. If it is not possible to upload a custom video thumbnail, please try to match the selected frame with the supplied thumbnail (or the image on this page).

# Concept Zero 30 sec film



Asset Name:

[Collection](#)

NOTE: Please use the supplied thumbnail image as a video thumbnail when posting this asset. If it is not possible to upload a custom video thumbnail, please try to match the selected frame with the supplied thumbnail (or the image on this page).

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

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CAPTION:

Concept Zero, our goal to create a carbon neutral heat exchanger. Together with SSAB we are creating the worlds first heat exchanger using fossil free steel. The result: an invisible revolution.

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ASPECT RATIOS:

1:1, 4:5, 16:9

# Still HEX stand alone, Hero 3



Asset Name:

[Collection](#)

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

CAPTION:

Our heat exchangers save enough energy to heat 10 million homes, every year. But that's not enough.

We are taking our sustainability goals to the next level in partnership with SSAB. A carbon neutral heat exchanger by 2030.

CTA:

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ASPECT RATIOS:

3:2

# Moving still 2: HEX upper part



Asset Name:

[Collection](#)

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SUPER:

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ASPECT RATIOS:

16:9

# Still Background



Asset Name:

[Collection](#)

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

CAPTION:

What two things look identical but are in fact poles apart?

Our carbon neutral heat exchangers will continue to set new standards in energy efficiency and look the same as our current ones. However, they will reduce the carbon emissions from your products and processes.

We are accelerating sustainable innovation together with SSAB. Join us on this journey.

CTA:

Learn more

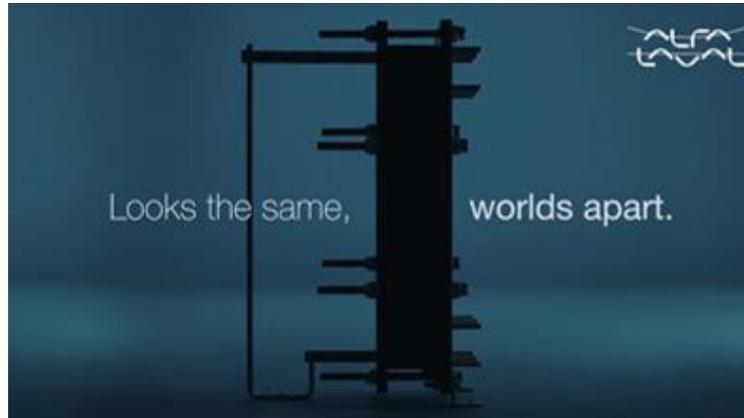
CTA LINK/DESTINATION:

<https://www.alfalaval.com/concept-zero>

ASPECT RATIOS:

3:2

# Moving still 9: HEX side-view



Asset Name:

[Collection](#)

NOTE: Please use the supplied thumbnail image as a video thumbnail when posting this asset. If it is not possible to upload a custom video thumbnail, please try to match the selected frame with the supplied thumbnail (or the image on this page).

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

CAPTION:

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CTA:

Learn more

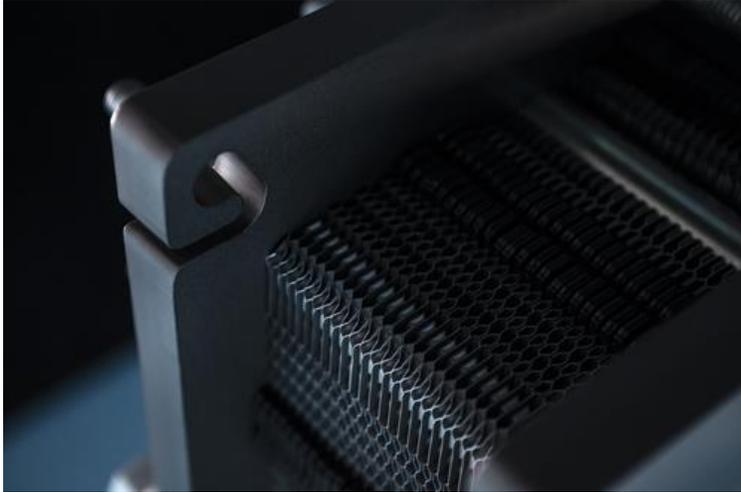
CTA LINK/DESTINATION:

<https://www.alfalaval.com/concept-zero>

ASPECT RATIOS:

16:9

# Still Close-up plates



Asset Name:

[Collection](#)

SUPER:  
Concept Zero by Alfa Laval

HEADLINE:  
Concept Zero by Alfa Laval

CAPTION:  
Today's steel production accounts for 7% of the world's CO<sub>2</sub> emissions. Together with SSAB we are making magic happen by accelerating the production of fossil-free steel. Now implementing it in our energy efficient heat exchangers. Two companies, both at the forefront of sustainable innovation.

CTA:  
[Learn more](#)

CTA LINK/DESTINATION:  
<https://www.alfalaval.com/concept-zero>

ASPECT RATIOS:  
3:2

# Moving still 5: HEX upper part (2)



Asset Name:

[Collection](#)

NOTE: Please use the supplied thumbnail image as a video thumbnail when posting this asset. If it is not possible to upload a custom video thumbnail, please try to match the selected frame with the supplied thumbnail (or the image on this page).

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

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ASPECT RATIOS:

16:9

# Still HEX upper part with plate



Asset Name:

[Collection](#)

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

CAPTION:

Concept Zero, our mission to create the world's first heat exchanger using fossil-free steel. We are pushing the boundaries to create a truly carbon neutral heat exchanger.

Don't worry, we haven't switched the salt and sugar. They may look the same, but they are worlds apart.

Together with SSAB we are developing new and exciting cutting-edge technology to inspire sustainable development.

CTA:

Learn more

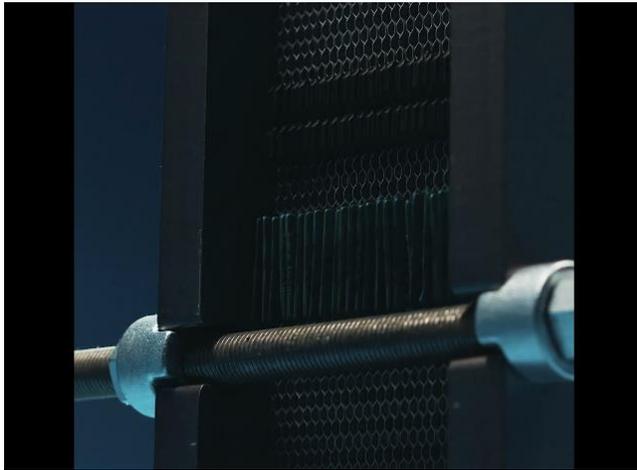
CTA LINK/DESTINATION:

<https://www.alfalaval.com/concept-zero>

ASPECT RATIOS:

3:2

# Concept Zero 60 sec Film



Asset Name:

[Collection](#)

NOTE: Please use the supplied thumbnail image as a video thumbnail when posting this asset. If it is not possible to upload a custom video thumbnail, please try to match the selected frame with the supplied thumbnail (or the image on this page).

SUPER:

Concept Zero by Alfa Laval

HEADLINE:

Concept Zero by Alfa Laval

CAPTION:

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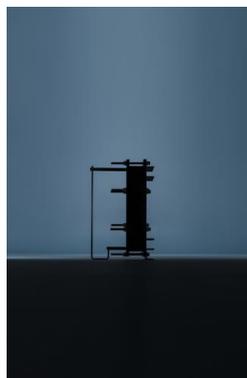
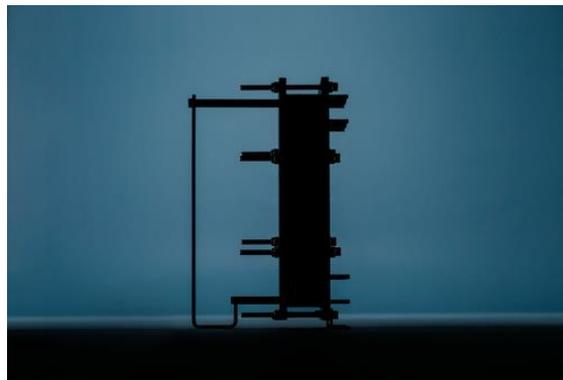
CTA LINK/DESTINATION:

<https://www.alfalaval.com/concept-zero>

ASPECT RATIOS:

1:1, 4:5

# Stills on location overview



# Contact info

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מחנה