



## SUSTAINABILITY AND THE MARKET

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The marketing vocabulary, already full of indications, has been enriched over time with new terms and in particular one, GLOBAL, which has changed all the previous parameters of comparison.

## The new aim for marketing



## The new aim for marketing



Despite the efforts made in recent years to recreate barriers, globalization is now the momentum of the new millennium.

The new web network, “Internet of Things”, will once again and definitively change the way we act and interact with the market

## The roots of the change

### The human factor



**MILLENNIALS**

**Who are they?**

A different world, a different worldview. Millennials have grown up in a time of rapid change, giving them a set of priorities and expectations sharply different from previous generations.

BORN BETWEEN

**1980** → **2000**

Source: Goldman Sachs Global Investment Research

The infographic features a blue background with a halftone dot pattern. On the left, there is an illustration of three hands: a brown robotic hand holding a smartphone, a human hand holding a smartphone, and a tan robotic hand with a green wristband. The text is in white and yellow, with the title 'MILLENNIALS' in large white letters. The definition 'Who are they?' is in yellow, followed by a paragraph in white. The birth range 'BORN BETWEEN 1980 → 2000' is in large white letters, and the source is in small white text at the bottom.

## The roots of the change

The European Green Deal \_ July 2021

Making transport sustainable for all

Leading the third industrial revolution

Cleaning our energy system

Renovating buildings for greener lifestyles

Boosting global climate action



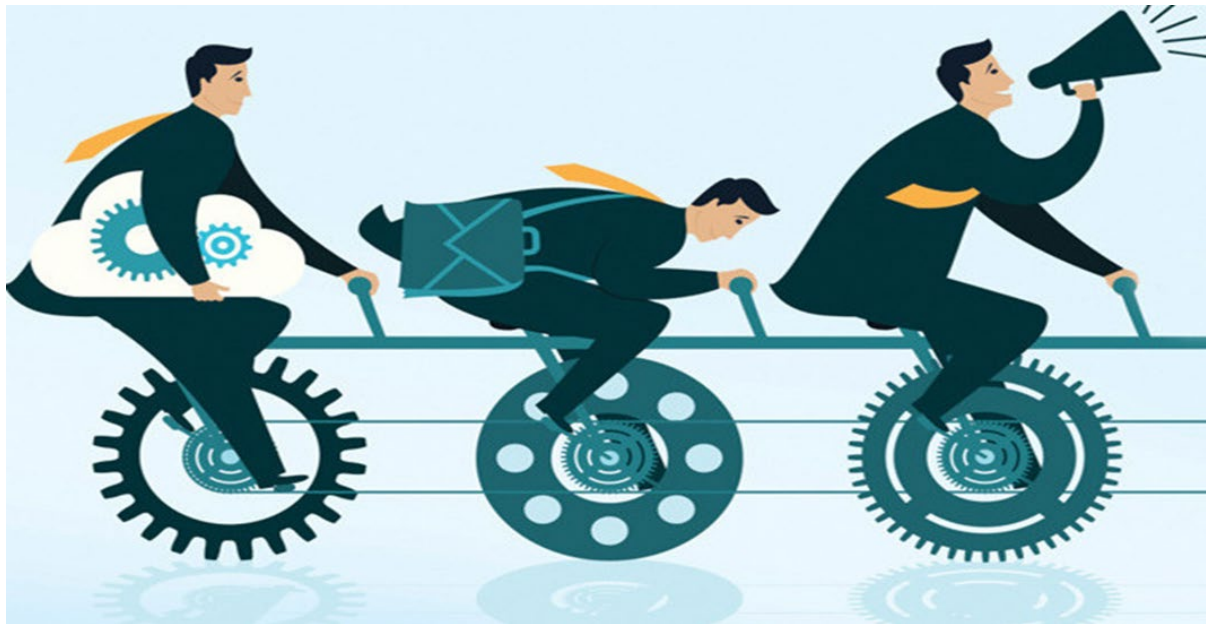
## The roots of the change

## Circular economy



## The roots of the change

Innovation



## The roots of the change

### Digitalization

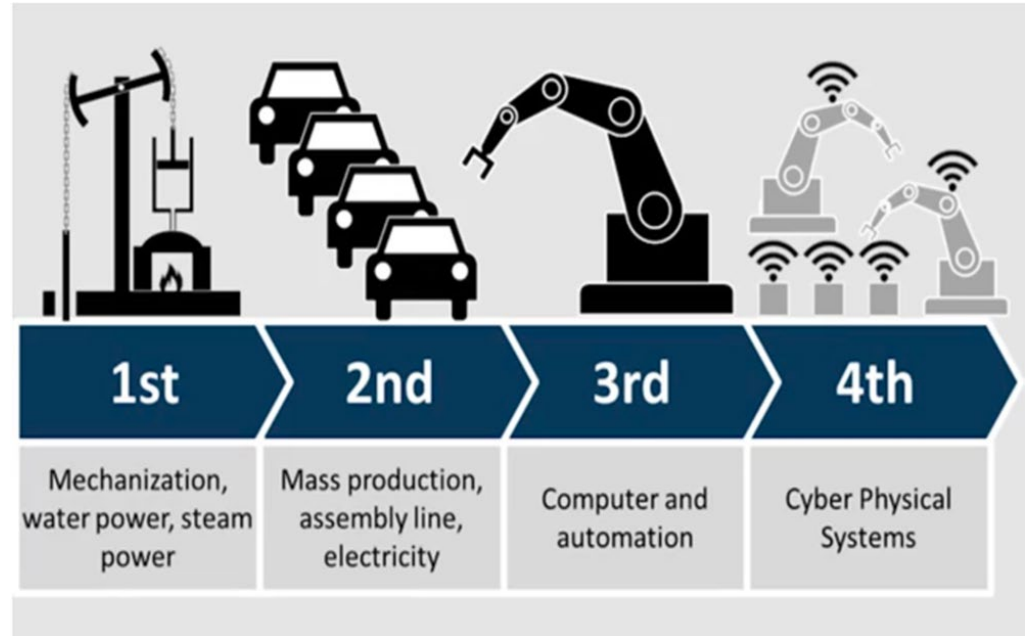


**Human – Machine interface**  
**Remote controlling**  
**Data collection**  
**Internet of things 5G**

## The roots of the change

### Digitalization

### Industry 4,0



## The roots of the change



## What is happening in the market

### The incentives for digital evolution

Various incentives to renovate the equipment have been released by UE governments, i.e. In Italy complying with the so called «Ind. 4,0» policy, enabling “extra depreciation” of the Capex in 3 years, has been boosting purchase of new equipment.



# What is happening in the market

## The incentives for digital evolution

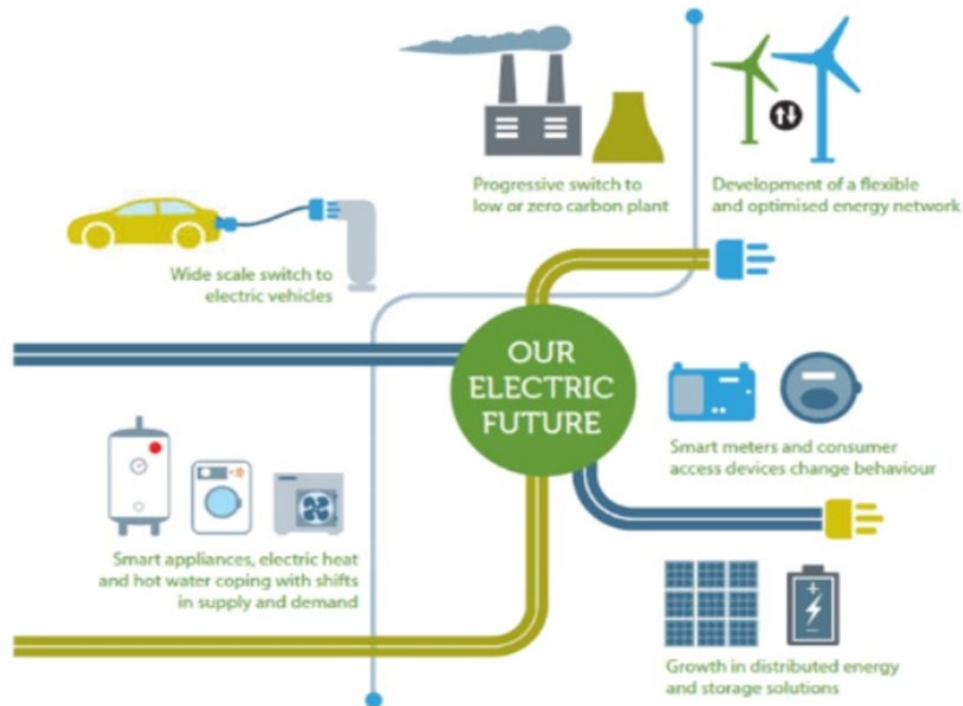
The manufacturers operating in the Italian market have developed and provided a wide range of devices and applications aimed to the purpose of the «interaction of the Equipment with the main management software and hardware».

This enabled not only to match the law's requirement, but also to offer a variety of tools granting administrative functions and even more technical and after sales services to manage troubleshooting and maintenance in an optic of TCO.

## What is happening in the market

### The «ELECTRIFICATION»

The standards throughout the world have evolved to follow the new Green policy and manufacturers have started to adopt a strong electrification of their range of products.



## What is happening in the market

Whilst for similar reasons this has been a reality in other sectors in the past , the technologies applied for Access Equipment have evolved to today offering of a variety of innovative solutions, AC motors, AGM and Lithium batteries, Hybrid power units, state-of-the-art electronic and hardware items.



## What is happening in the market

These novelties are actually bringing the performances of electric powered and driven units to almost equal the existing petrol/diesel powered units in many M.E.W.P. types.





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