



INNOVATION THAT INSPIRES ACTION.

Ecomagination is GE's business strategy to accelerate innovation and growth through clean technology solutions that provide positive economic and environmental outcomes for our customers and the world.

Clean energy solutions make sense for everyone. Investing in clean energy is good for business, job creation, the economy, and the world. GE's Ecomagination strategy has long focused on addressing market demand for cleaner energy solutions through technology, digital transformation, and new business models. There is a need for speed and action now more than ever – the world can't wait.

GE continues to push the boundaries on cleaner technology innovation. Since 2005, GE has invested a total of \$20B in Ecomagination R&D. The Company is committed to invest a cumulative \$25B by 2025.

There are **74 Ecomagination solutions** qualified that provide an economic and environmental benefit for our customers. Below are a few examples:



LV5+ 1500 Solar Inverter

99% EU efficiency rating allows for higher annual energy production.



50+ GW of GE Onshore Wind Turbines

35,000 wind turbines in 35 countries avoiding at least **391 million metric tonnes of CO2.**



Digital Power Plant

Potential to deliver 1.5% efficiency through software that will enable a **3% reduction of CO2 emissions.**



CFM LEAP

15% fuel burn savings that could reduce fuel costs by \$12 million per aircraft over a fifteen-year ownership.

Investment & Commercial Outcomes

We have set ambitious goals to invest in cleaner technology research:

Ecomagination R&D investment commitment:



Ecomagination solution revenue to date: **\$270B**

GE Commitments & Progress

We're also committed to practicing the Ecomagination strategy in our own operations, and have made commitments and progress in reducing our greenhouse gas (GHG) emissions and freshwater consumption:

GHG emissions reduction progress toward target:



Freshwater use reduction progress toward target:



Cost savings: **\$480M**

Digital Efficiency

The emergence of digital technologies is increasing productivity across operations to offer a new tool for global environmental challenges. The potential impact of Digital Efficiency is significant. In a hypothetical scenario where just a handful of digital solutions are scaled across key industries including power, aviation and buildings, we estimate a return of \$81 billion in annual cost savings to businesses, while avoiding up to 823 million metric tonnes (Mt) of carbon dioxide emissions per year.

Collaboration and Co-creation

Partnerships

Ecomagination is applying new digital industrial solutions to the world's most pressing energy and resource challenges. But we can't do it alone. We've partnered with like-minded companies to co-create and commercialize transformative solutions to these challenges. With ground-breaking technology, we will lead a new era of industry and establish a network of problem solvers. With our collective scale and reach we will have significant business and environmental impact, and inspire others to act.

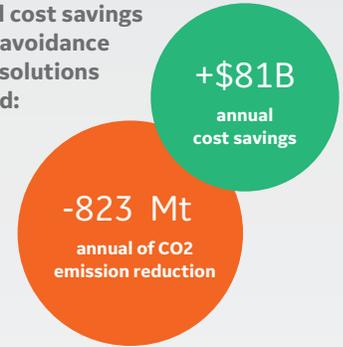
Hackathons and Open Innovation

Over the years, Ecomagination has worked with universities and other business partners to host Hackathons and Open Innovation Challenges to develop solutions for global resource challenges. Hackathons in the past have generated solutions for grid solutions, water reuse, building efficiency and development.

GE Ventures

GE is committed to accelerating the commercialization of innovative ideas. Inspired by Ecomagination, GE Ventures, Energy makes venture capital investments in innovative companies in the energy sector. The goal of GE Ventures, Energy is to be the global partner of choice to accelerate the commercialization of world-class ideas and technologies by providing capital as well as access to GE's expertise, resources and global scale.

Potential cost savings and CO2 avoidance if digital solutions are scaled:



“Our goal is to create a network effect. We want to inspire more companies to work together and tackle the world’s greatest resource problems. This is about co-development of solutions that can be scaled globally. Global energy and resource challenges require immediate action, and the business community is leading.”

— Deb Frodl, Ecomagination's Global Executive Director

Leadership



“Investing in clean energy is good for business, job creation, the economy, and the world.”

Jeff Immelt
Chief Executive Officer,
General Electric



“The demand for more clean energy cannot be ignored. Ecomagination will continue to lead the way.”

Deb Frodl
Global Executive Director,
Ecomagination

Ecomagination Advisory Board

The Ecomagination Advisory Board provides insight for the strategy and direction of the Ecomagination business strategy and meets twice per year. The board consists of eight highly esteemed leaders with expertise across the energy ecosystem.

Contact

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