

Sustainable Development Goals: Tesla

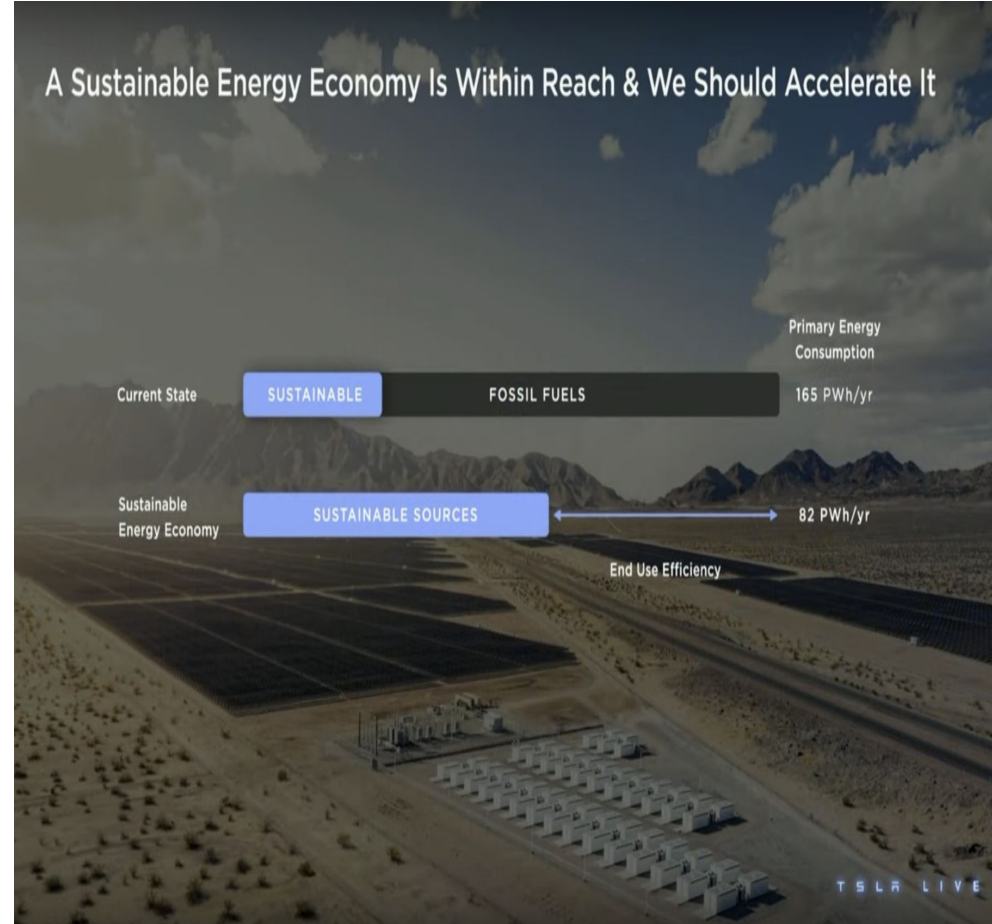
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Introduction

Tesla is committed to making a significant contribution towards the achievement of the Sustainable Development Goals (SDGs) set forth by the United Nations. These goals encompass a range of critical objectives aimed at addressing global challenges such as climate change, poverty, and inequality. Tesla's dedication to sustainability is reflected in its overarching mission to accelerate the world's transition to sustainable energy. Through the production of electric vehicles that reduce greenhouse gas emissions and promote clean energy solutions, Tesla is actively working towards creating a more sustainable future. By integrating the SDGs into its operations and practices, Tesla aims to play a vital role in addressing urgent global concerns and driving positive change in society.



Current Footprint



Electric Vehicles:

- Tesla's production of electric vehicles contributes to a significant reduction in greenhouse gas emissions and air pollution.
- Electric vehicles produce zero tailpipe emissions, aiding in the fight against climate change.

Clean Energy Solutions:

- Tesla's commitment to sustainable energy includes developing energy storage systems like Powerwall and Powerpack, optimizing the use of renewable energy sources.
- Solar Roof product combines solar panels with traditional roofing materials, generating clean energy for buildings.

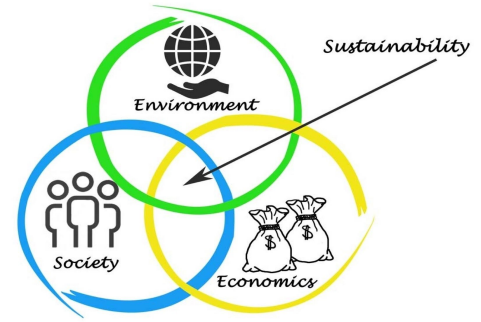
Charging Infrastructure:

- Tesla is investing in the global expansion of Supercharger stations, simplifying long-distance travel for electric vehicle owners.
- This investment aims to encourage wider adoption of electric vehicles and facilitate sustainable transportation.

Overall Impact:

- Tesla's sustainable initiatives significantly reduce carbon emissions, advancing the transition to a sustainable future.
- Innovations and investments by Tesla play a crucial role in the battle against climate change and the promotion of clean energy sources.

Strategies



Internal Strategies:

- - Use renewable energy sources in manufacturing processes.
- - Focus on reducing waste and energy consumption.
- - Minimize ecological footprint through sustainable practices.
- - Design and manufacture electric vehicles with lower environmental impact.

External Strategies:

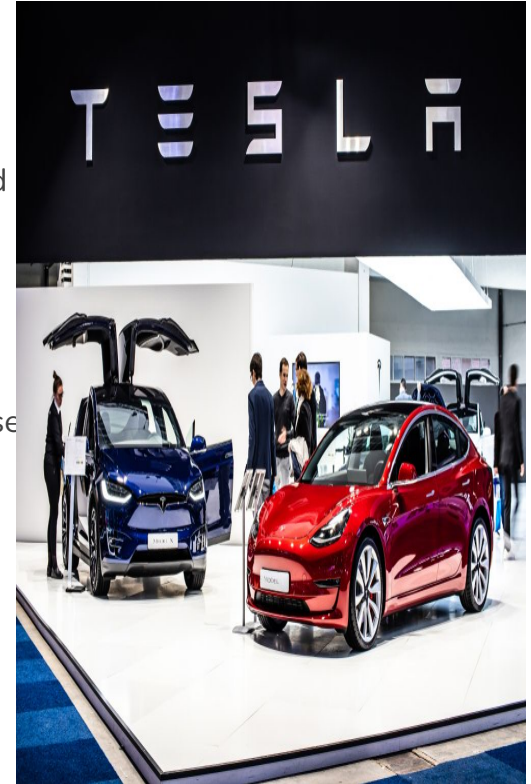
- - Advocate for clean energy and sustainable transportation.
- - Promote electric vehicles and innovative energy solutions.
- - Build a global network of Supercharger stations to facilitate electric vehicle adoption.
- - Encourage wider adoption of renewable energy solutions.

Marketing Strategy:

- - Highlight environmental benefits and clean energy aspects.
- - Showcase technological advancements in sustainable transportation.
- - Differentiate from traditional automakers by positioning as an eco-conscious brand.
- - Appeal to environmentally conscious consumers by aligning with their values.

Customer Reaction

1. Innovation and Quality: Tesla praised for its innovative approach to electric vehicles and exceptional product quality.
2. Performance and Features: Outstanding performance, extensive range, and advanced features like Autopilot in Tesla cars.
3. Fan Base and Loyalty: Strong and vocal fan base expressing enthusiasm and loyalty, driven by CEO Elon Musk's visionary leadership.
4. Challenges: Some challenges reported, including extended customer service response times, quality control issues, and delays in vehicle deliveries.
5. Customer Demographic: Customer base includes early adopters of new technology, environmentally conscious individuals, and those valuing avant-garde design.
6. Commitment to Sustainability: Unwavering commitment to sustainability and clean energy resonates positively with consumers.



Current SDGs



3 SDGs that Tesla is currently embracing are:

- Affordable and clean energy
- Sustainable cities and communities
- Responsible consumption and production

Tesla has a “5-Step Plan Towards Sustainable Energy”. The first step of this is to have renewable energy power the existing grid. This aligns with both affordable and clean energy, as well as sustainable cities and communities. They are reaching this goal by deploying solar and wind energy, electric vehicles, and producing thermal batteries. They are responsibly producing these products as they have the lowest water consumption for manufacturing per car and are lowering their material extraction needs as they move towards sustainable materials.



Possible Future SDGs



3 SDGs that Tesla can implement in the future are:

- Quality education
- Gender equality
- Partnerships for the goals

Tesla offers many benefits, including healthcare, paid time off, and discounts, but they do not offer tuition reimbursements. It would make sense for them to offer this as they are a leader of innovation. Tesla's workforce is 79% men, with women only being 17% of leadership. Tesla recognizes that women have historically been underrepresented in the tech and automotive industries and are committed to improving this. Finally, they can have partnerships for these goals. Tesla may not be able to reach all of these goals alone and by working with other companies, we can further innovate and improve the sustainability of the world.



Non-Profit Organizations & Partnerships

1. **Sierra Club Collaboration:** Partnered with Sierra Club

Focused on electric vehicle promotion

Advocated for clean energy policies

2. **Nature Conservancy Partnership:** Teamed up with The Nature Conservancy

Concentrated efforts on safeguarding natural habitats

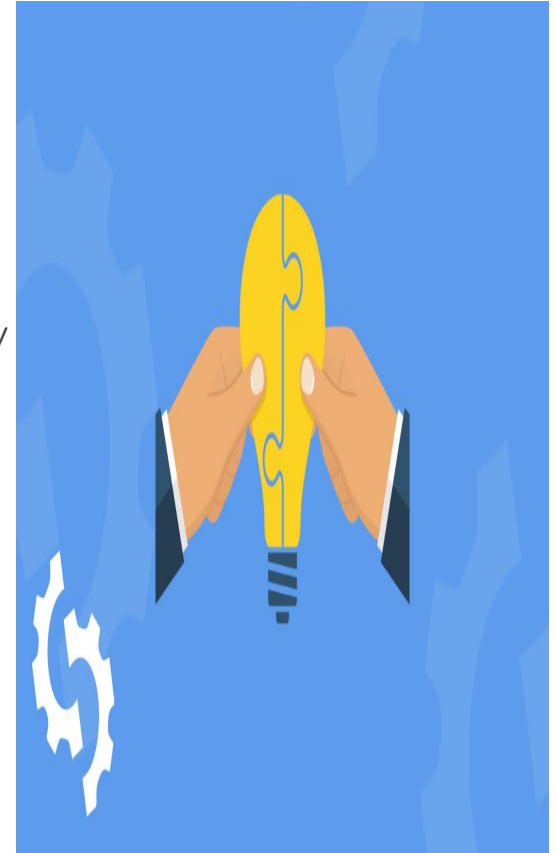
Involved in renewable energy projects like solar microgrids

3. **WWF Alliance:** Formed an alliance with the World Wildlife Fund (WWF)

Joint goals include reducing carbon emissions

Prioritized the preservation of biodiversity

Promoted sustainable mobility, including electric transportation solutions



Competitors



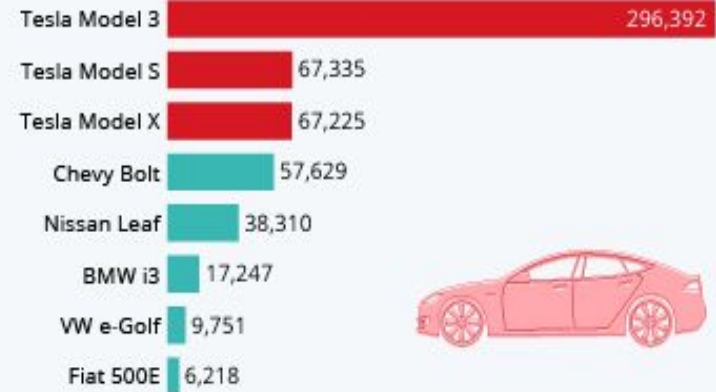
With an estimated annual growth rate of 24.3% for the worldwide electric vehicle industry, it's no surprise competitors are increasing manufacturing and sales efforts. Tesla's competitors such as Ford, General Motors, Nissan, NIO, and Volkswagen have aimed to come close to Tesla's most famous Model 3.

These companies are focusing on their own manufacturing advancements, battery technologies, and self-driving breakthroughs but none of these competitors succeed Tesla.

With Tesla's solid brand recognition, efficient battery life, luxury, sustainability, and overall strong competitive advantage, Tesla holds their spot as one of the most successful EV brands worldwide.

Tesla Dominated American EV Sales Over The Past 3 Years

Total electric vehicle sales by model in the U.S. over the preceeding 3 years*



* As of May 2021

Source: BuyAutoInsurance.com





References

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