Energy is Balance
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Energy is balance.

Transitioning energy production to be more sustainable without sacrificing its viability is a tricky balance. One ABB is immensely equipped to address. The challenge was getting that message out in a way that would stand out and position ABB as the “partner of choice” for energy companies and show them that no matter where they are in the transition, ABB could help them reach their goals. We focused on reaching key decision-makers and partners within the oil, gas, chemicals and refining industries. These are companies feeling immense pressure from the world to become more sustainable, and equally immense pressure from shareholders to remain economically viable. So our strategy was built around the idea that “Energy transition is all about balance,” letting us reinforce that ABB’s proven solutions are designed to address both the economic and environmental sustainability of the industry. To make sure the campaign visually stood out in the space, we created provocative images of various industrial scenarios where a portion of the image has been replaced with a natural element. These images were paired with equally provocative headlines and featured in print, online banner ads, paid and organic social, and video — all designed to lead to industry-specific landing pages and the opportunity to download an in-depth sustainability study created by third-party economists. The campaign proved that energy companies and the environment can indeed coexist peacefully when the right technology is added to the mix. Within the first two weeks, our Google campaign generated a 4% CTR with nearly 100,000 clicks to the microsite.

Collaborating to create a low carbon society.

Green hydrogen is key to accelerating industrial decarbonization. But scaling hydrogen up to meet the energy needed while bringing costs down to make it viable is a huge task. Collaboration will be essential in achieving the necessary balance as we strive for a hydrogen economy. Automation, electrification and digital technology will make a world of difference in this quest. Learn more about how we at ABB can support your journey: solutions.abb/energy-transition.

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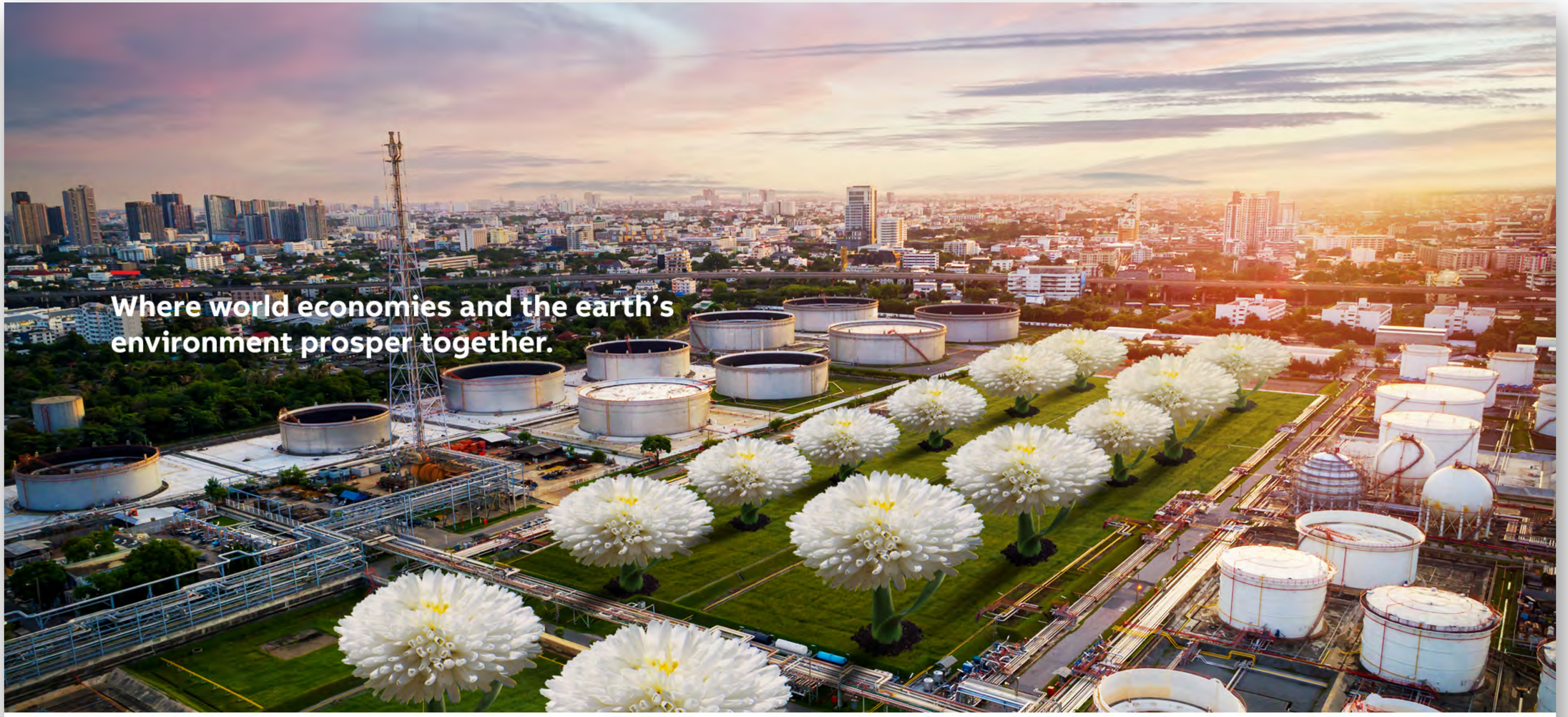

Reducing the carbon footprint of energy production.

Hydrocarbons will continue to play an important role in the energy mix for the foreseeable future, to meet the needs of a growing society. While we transition to greener sources, we must pull all levers to reduce the carbon footprint of the energy we consume today. A crucial step in the evolution towards a low carbon society is finding ways to reduce the energy needed through energy efficiency. Automation, electrification and digital technology will make a world of difference in this quest. Learn more about how we at ABB can support your journey: solutions.abb/energy-transition.

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Transforming energy while keeping the lights on.

Reliable and secure power supply is essential to protecting lives and livelihoods. This is not a small task today, with both long- and short-term energy sources uncertain. While we transition towards renewable energy sources, we have to balance today's energy needs with those of a low carbon energy future. Automation, electrification and digital technology will make a world of difference in this quest. Learn more about how we at ABB can support your journey: solutions.abb/energy-transition.

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Transitioning to low carbon operations.

Materials, whether petrochemical or bio-based, are integral to today's world. But production of these materials can be energy-, carbon- and resource-intense. However, there is a pathway toward low carbon production, reducing waste and increasing circularity - a pathway that can be accelerated with early involvement and true collaboration throughout the process. Automation, electrification and digital technology will make a world of difference in this quest. Learn more about how we at ABB can support your journey: solutions.abb/energy-transition.

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Making wastewater treatment more viable.

As the world's population continuously grows, we must make every drop of our most precious resource count. This includes wastewater. While effectively-recycled water can be re-used for industry or agriculture, its treatment is high in costs and energy consumption. Increasing energy efficiency will be essential to striking a better balance. Automation, electrification and digital technology will make a world of difference in this quest. Learn more about how we at ABB can support your journey: solutions.abb/energy-transition.

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Reducing emissions while meeting global energy demands.

The Oil and Gas sector needs to strike a balance between meeting global demands of a growing society and working towards a low carbon future. Transitioning platforms towards more automated and ultimately autonomous operations will significantly lower carbon emissions during production. This will also keep workers off the platform and out of harm's way. Automation, electrification and digital technology will make a world of difference in this quest. Learn more about how we at ABB can support your journey: solutions.abb/energy-transition.

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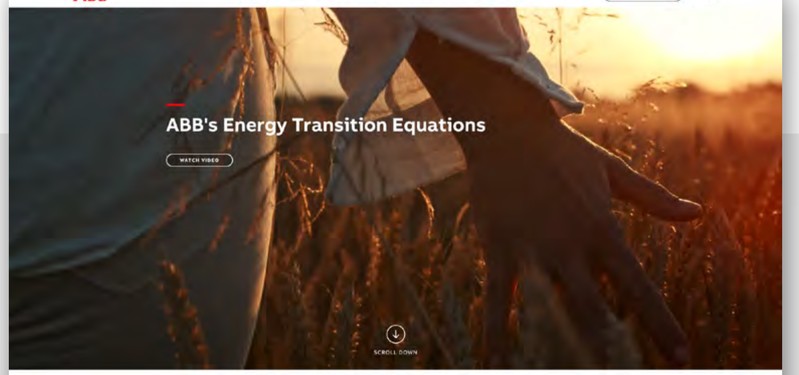

Strategic investments to reduce carbon emissions, waste and cost

Achieving net zero emissions by 2050 will require a complete transformation of the energy landscape. The world wants an energy revolution. They want a quick transition to a smarter, brighter, more sustainable future.

ABB understands the urgency of this need. But we also know that the transition cannot happen overnight.

Real progress will take a balanced approach with a journey mindset – strategic investments scaled over time, to reduce carbon emissions, waste and cost. The transition needs partners who enable the pathway with ROI, today and in the future. Partners who offer real solutions today and are willing to invest in needed innovation for our low carbon future.

CONTACT US

ABB — your partner in a low carbon future

ABB can bring balance to this equation by enabling safe, smart and sustainable investment in our low carbon future.

By combining the full power of our integrated automation, electrification and digitalization solutions, ABB will help you meet your commitments and maximize the value of your operational investments, while reducing carbon emissions, waste and cost, throughout the energy transition journey.

Spotlight: Offshore Energy

Oil companies operating offshore platforms can significantly lower carbon emissions during production by transitioning platforms towards more automated, and ultimately autonomous operations. What's more, it reduces overall cost while keeping workers off the platform and out of harm's way. This report models how Automation, electrification and digital technology can play an essential role and make a world of difference in reducing carbon emissions and cost while improving worker quality of life.

Read our new ABB Energy Transition Equation for Offshore Oil and Gas report to learn more about how technology enabling more autonomous operations can deliver emissions reductions, cost savings and safer work environments for offshore oil and gas operations.

READ MORE

Wastewater

As the world's population continuously grows, we must make every drop of our most precious resource count. This includes wastewater. While effectively recycled water can be re-used for industry or agriculture, its treatment is high in costs and energy consumption. Increasing energy efficiency will be essential to striking a better balance. Automation, electrification and digital technology will make a world of difference in this quest.

Read our new ABB Energy Transition Equation for Wastewater report to learn more about how technology can help treatment plants reduce carbon emissions and achieve improvements in cost efficiencies, productivity and energy usage.

READ MORE

Offshore Energy

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Hydrogen

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WATCH NOW

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WATCH NOW

Coming soon...

Chemicals & Refining

Materials, whether petrochemical or bio-based, are integral to today's world. But production of these materials can be energy, carbon- and resource-intensive. However, there is a pathway forward: low carbon production, reducing waste and increasing circularity – a pathway that can be accelerated with early involvement and true collaboration throughout the process. Automation, electrification and digital technology will make a world of difference in this quest.

Power Generation

Reliable and secure power supply is essential to protecting lives and livelihoods. This is not a small task today, with both long- and short-term energy sources uncertain. While we transition towards renewable energy sources, we have to balance today's energy needs with those of a low carbon energy future. Automation, electrification and digital technology will make a world of difference in this quest.

Onshore Oil & Gas

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Come see us at these events

CERAWeek
Houston
March 6-10, 2023

World Petrochemical Conference
Houston
March 20-24, 2023

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We can help you meet energy demands and climate goals.

SEE HOW

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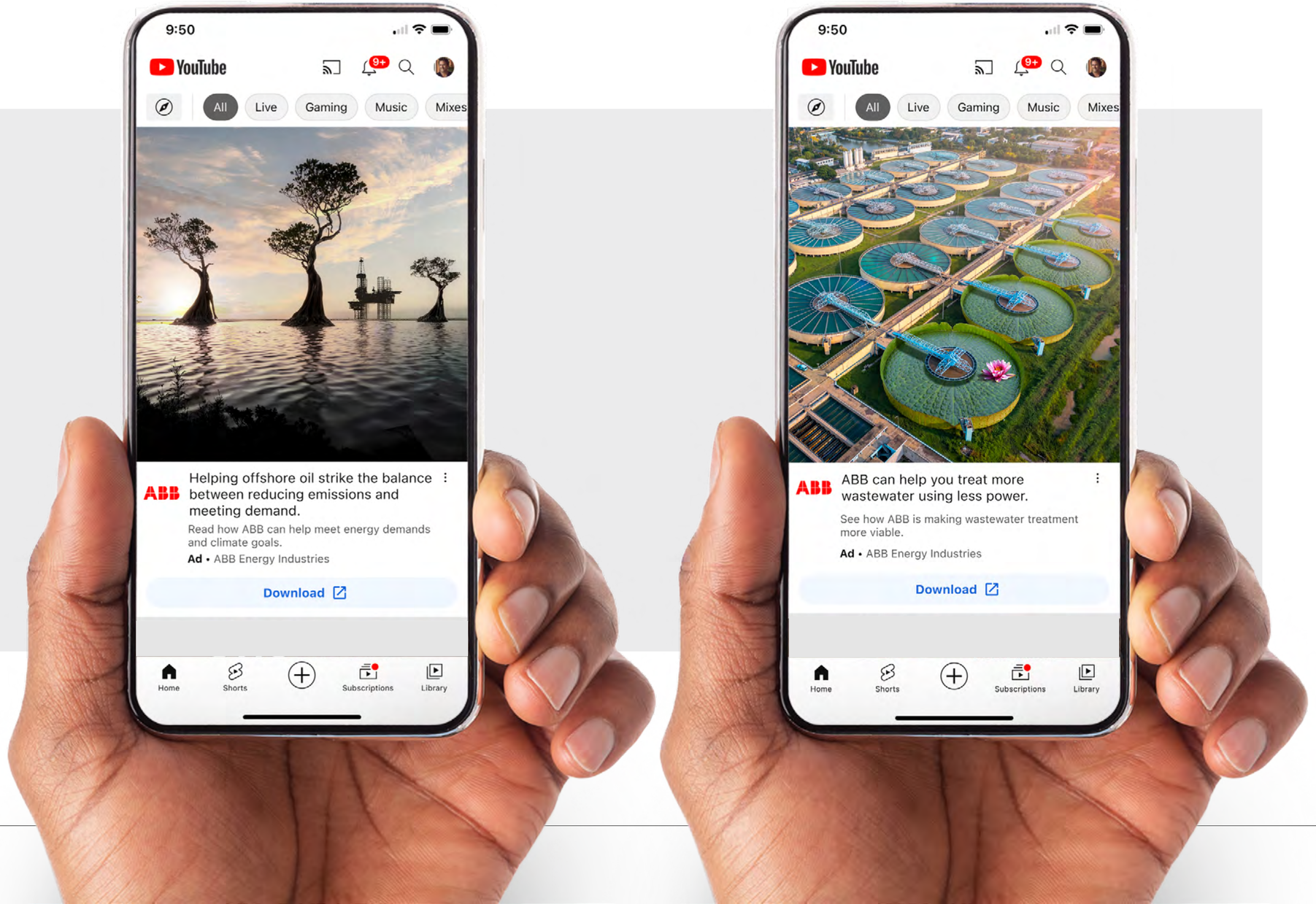
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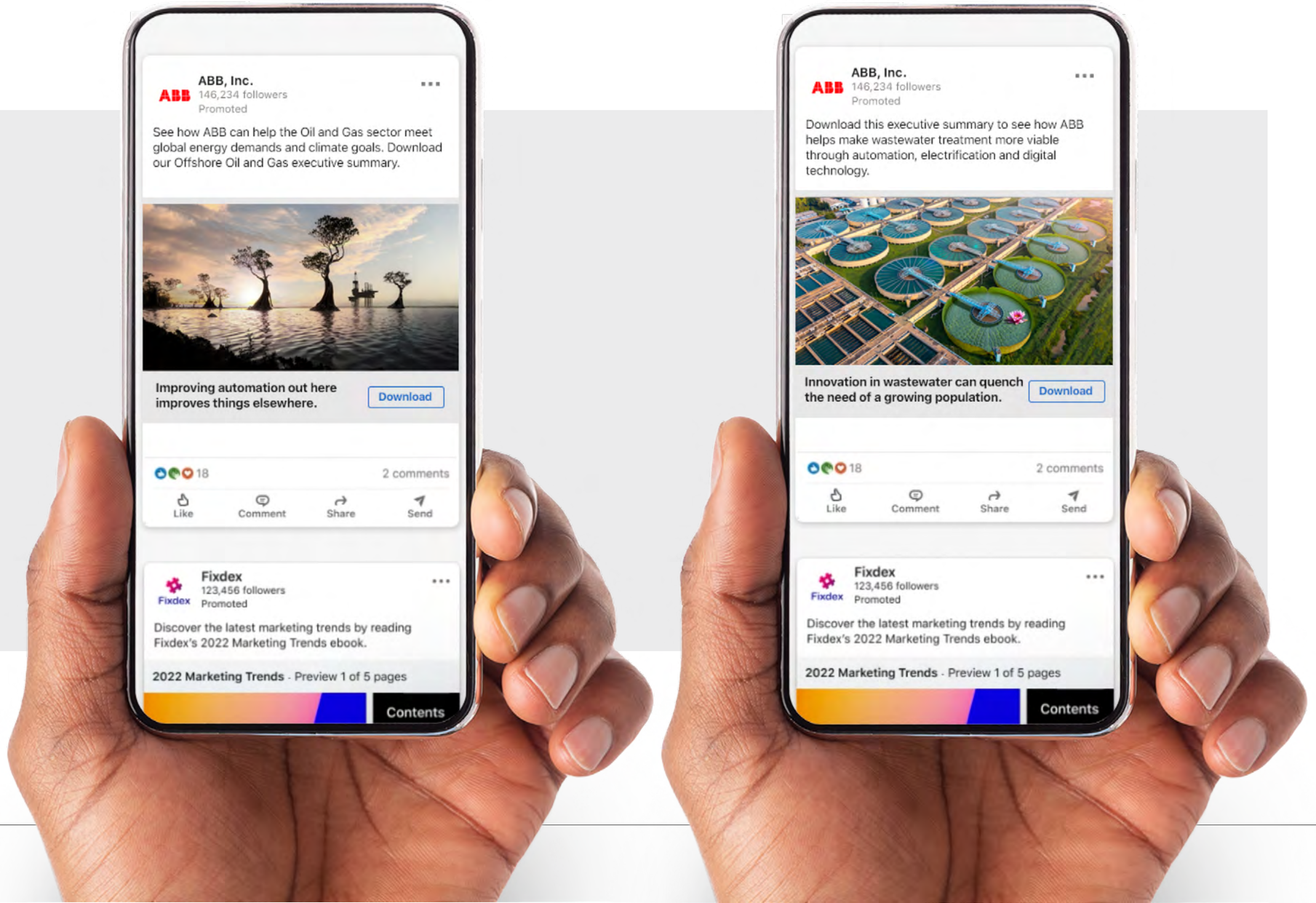
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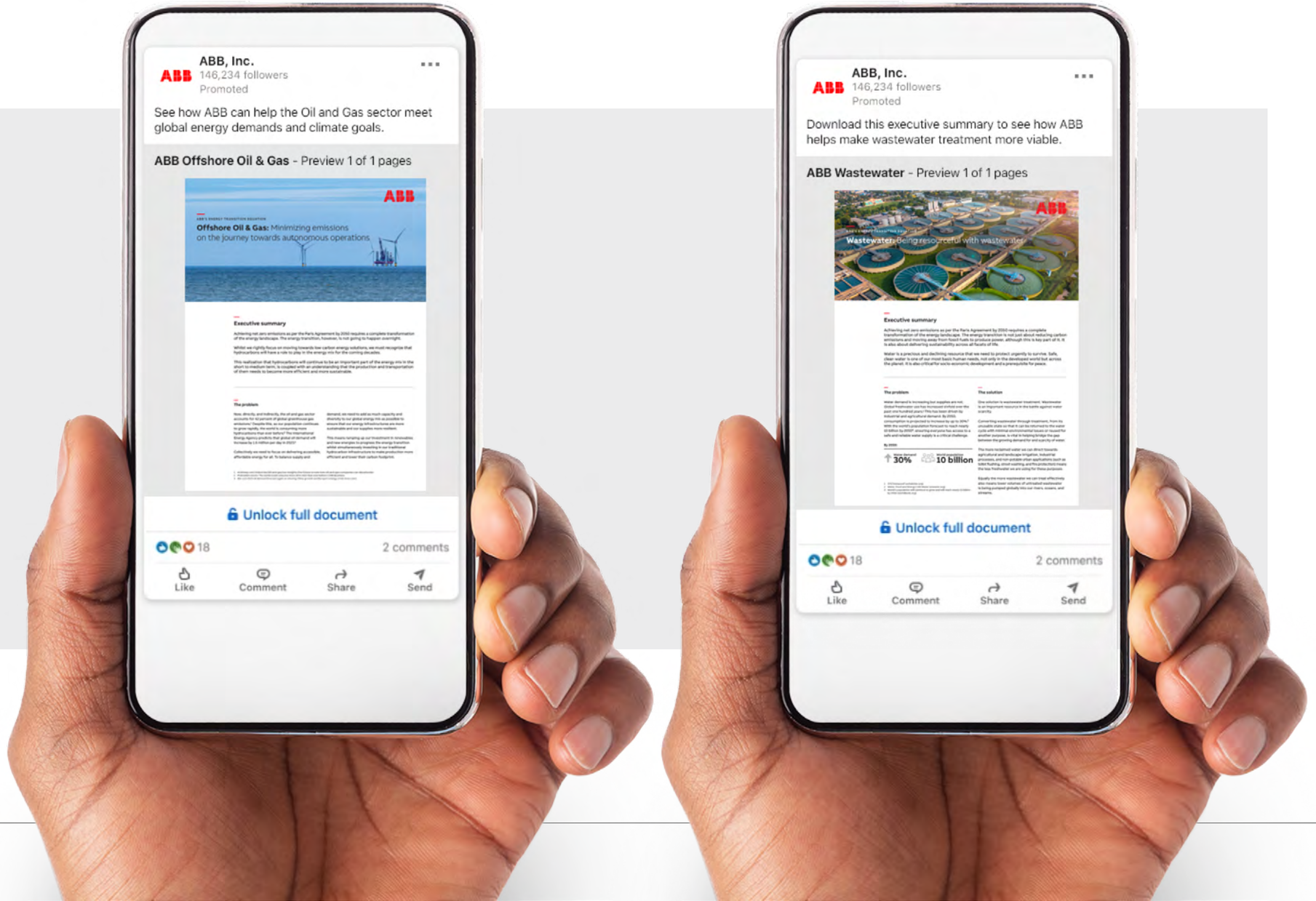
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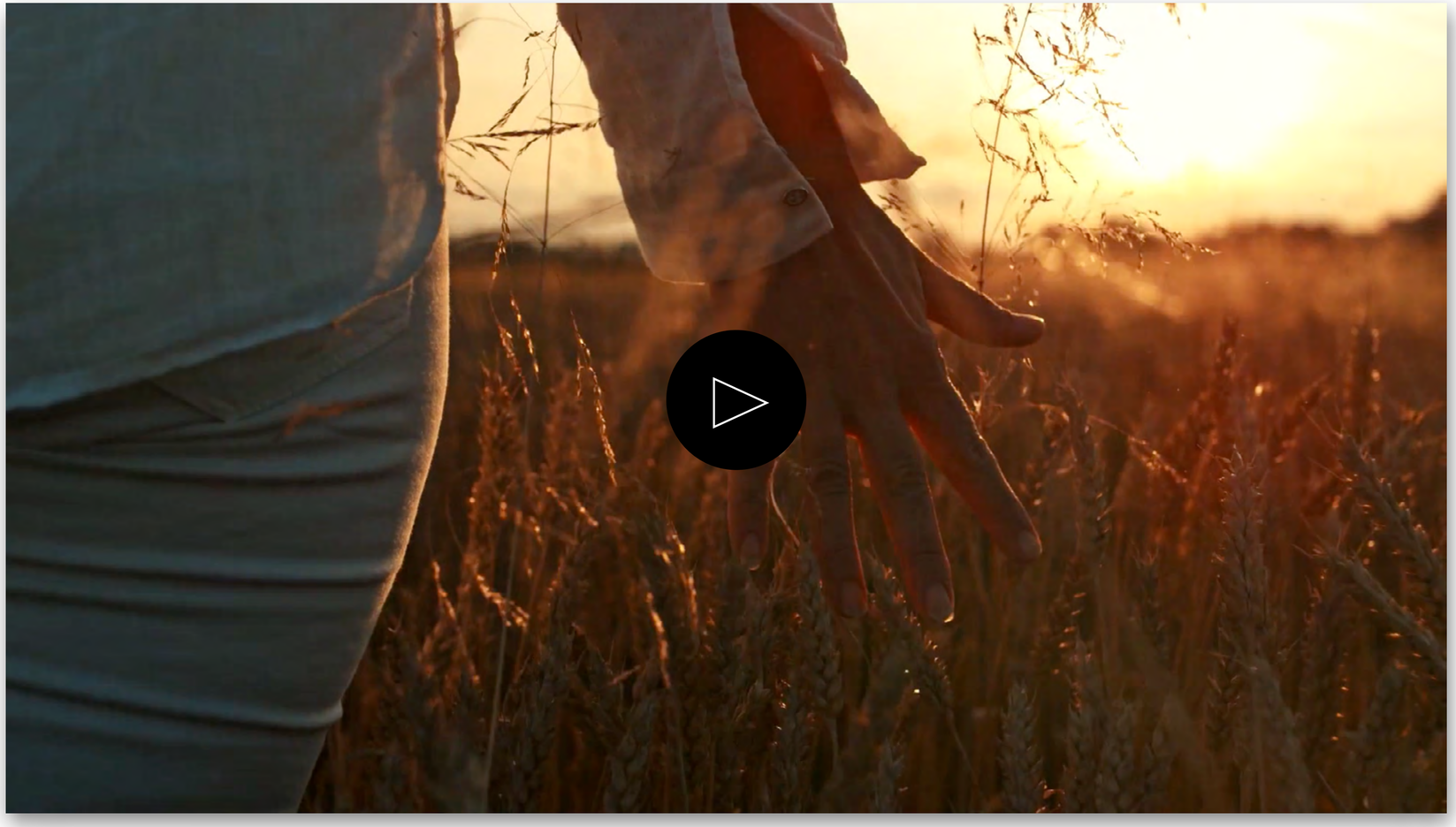
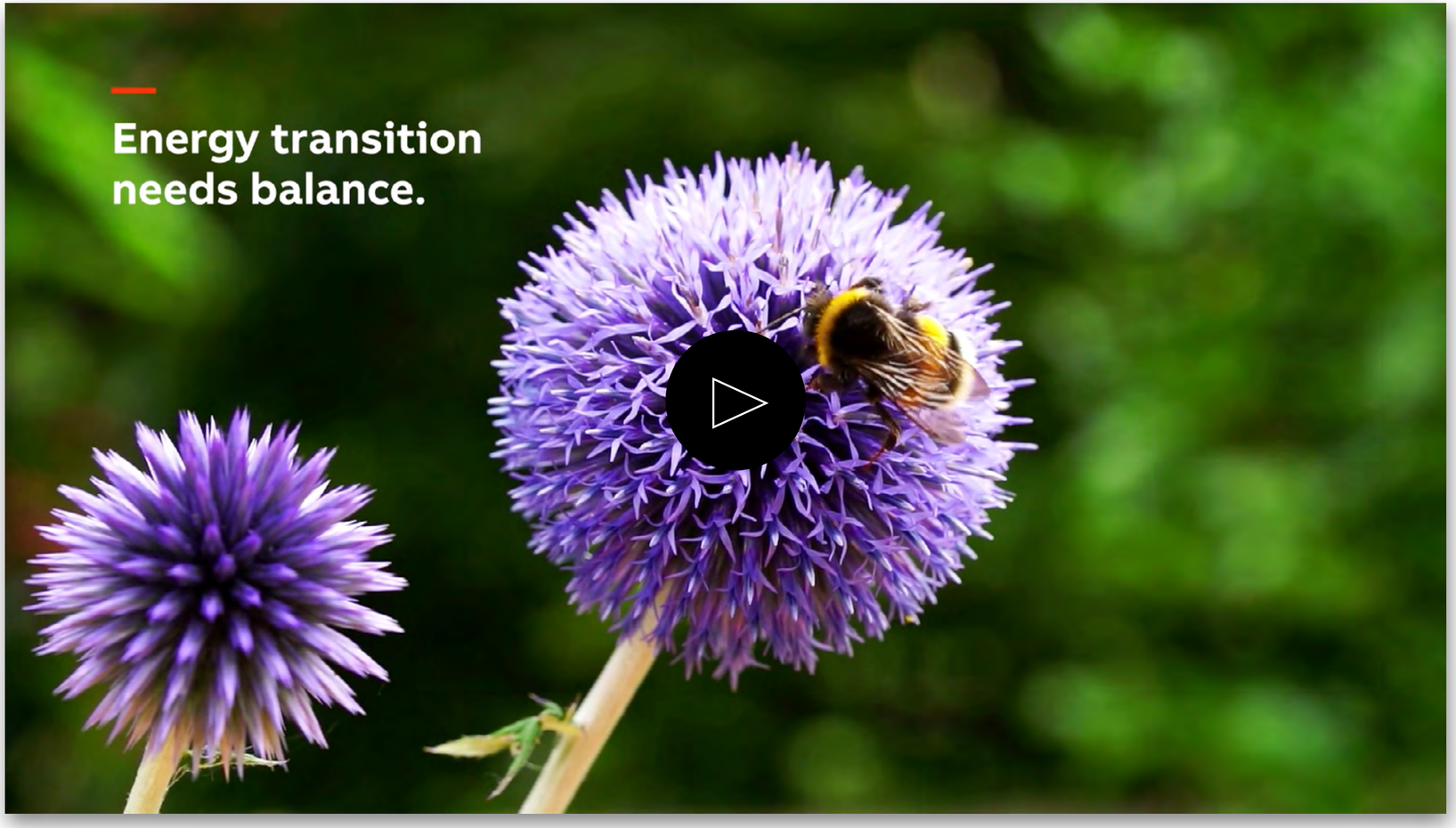
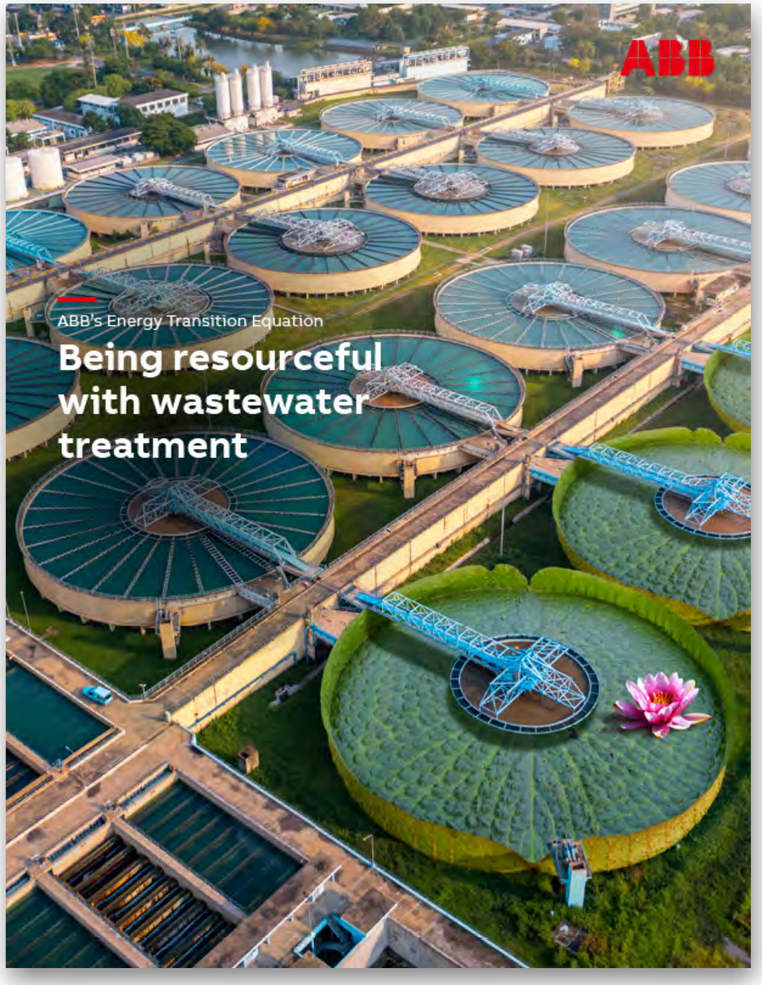


Launch Video


Energy transition
needs balance.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ABB's Energy Transition Equation
Being resourceful with wastewater treatment

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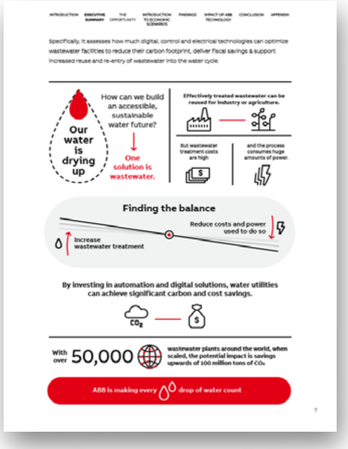
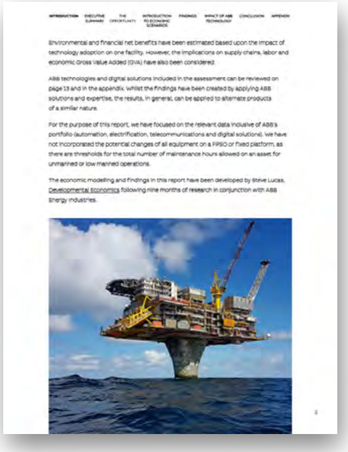
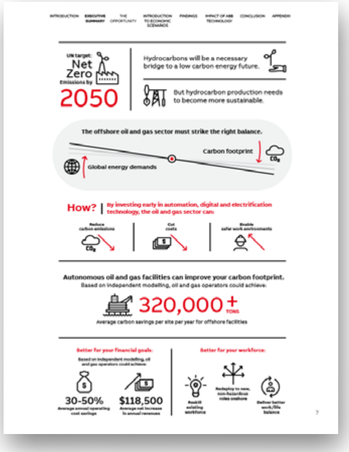
ABB's Energy Transition Equation
Offshore Oil & Gas: Minimizing emissions on the journey towards autonomous operations

Introduction


Our water is drying up
How can we build an accessible, sustainable water future?
One solution is wastewater.
Finding the balance
Increase wastewater treatment
Reduce costs and power used to do so
By investing in automation and digital solutions, water utilities can achieve significant carbon and cost savings.
With over 50,000
ABB is making every drop of water count




Net Zero
2050
Hydrocarbons will be a necessary bridge to a low carbon energy future.
But hydrocarbon production needs to become more sustainable.
The offshore oil and gas sector must strike the right balance.
Carbon footprint
Global energy demands
How?
Autonomous oil and gas facilities can improve your carbon footprint.
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