

# ICT Standards and Climate Change

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Johannesburg  
South Africa  
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# Scope

- Trends
- Climate Change and ICT response
- Impact on the way we work
- Key Messages for Standards

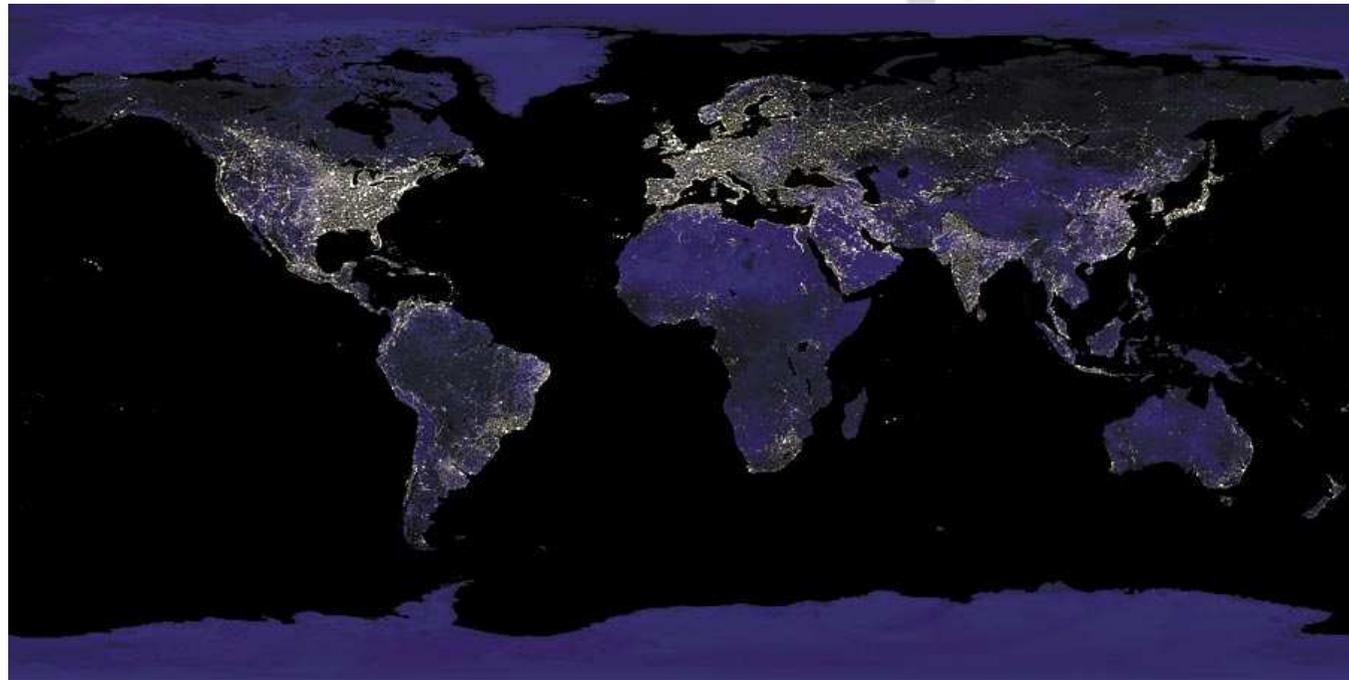


# Astounding growth and enormous potential

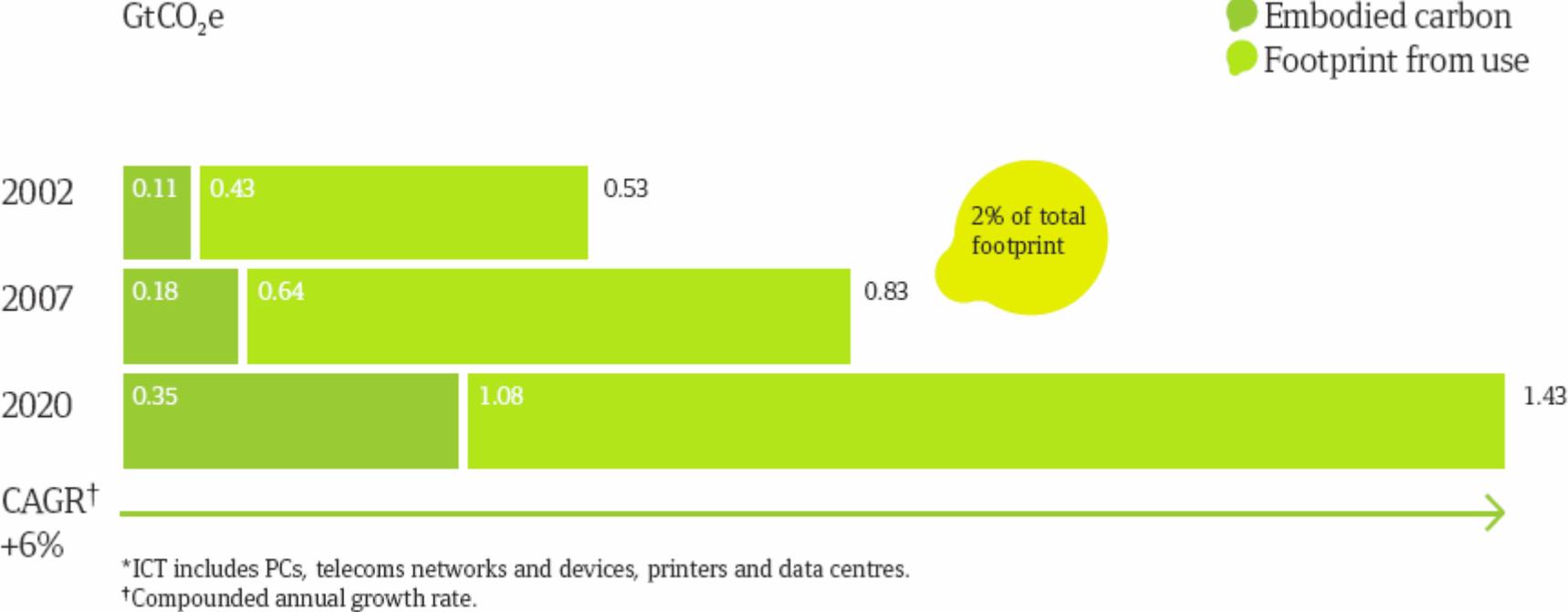


ICT has been associated with at least half of the economic growth in the past 50 years

Large proportion of the world to join the “Network Society”

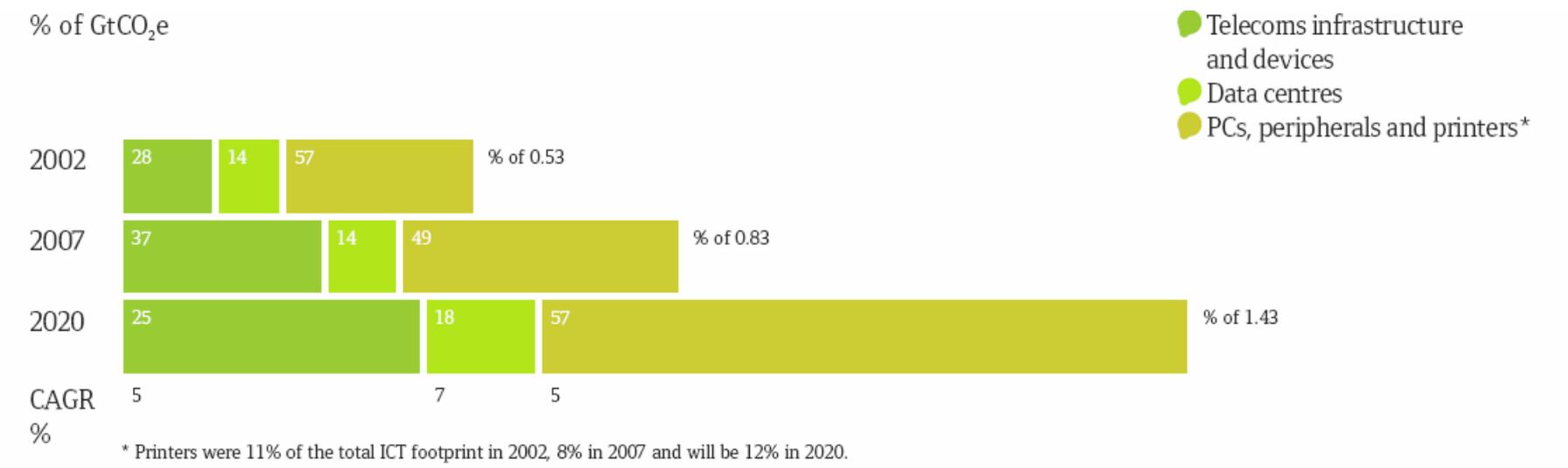
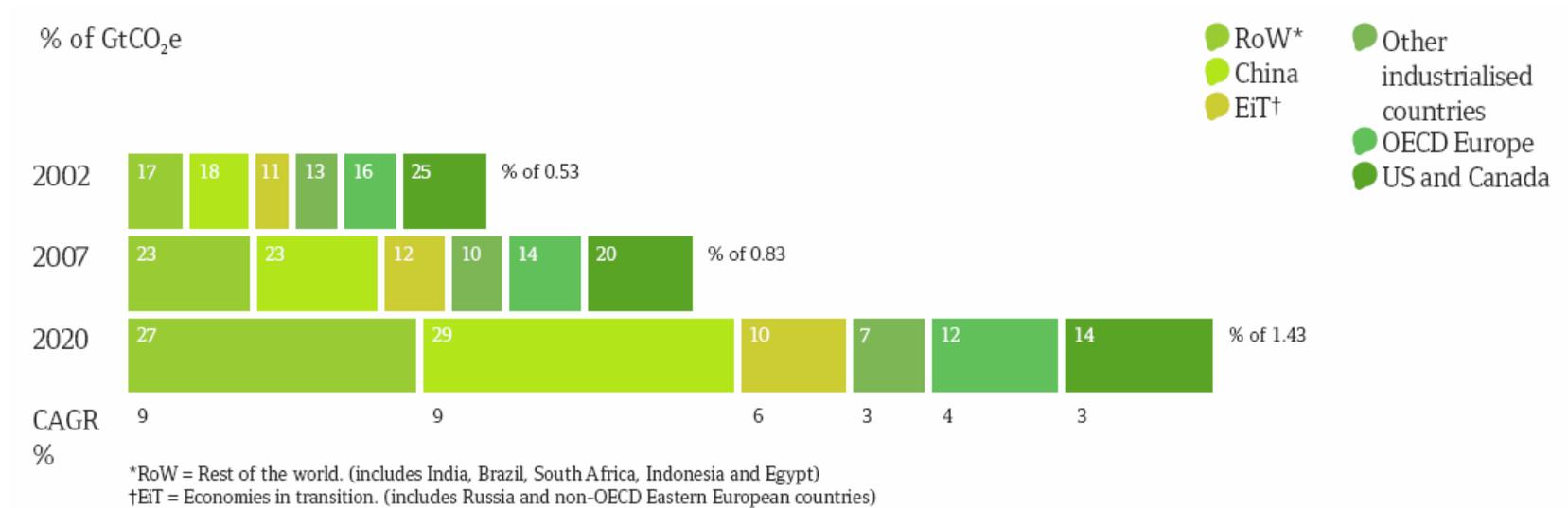


# (Indirect) Global ICT footprint (2%)



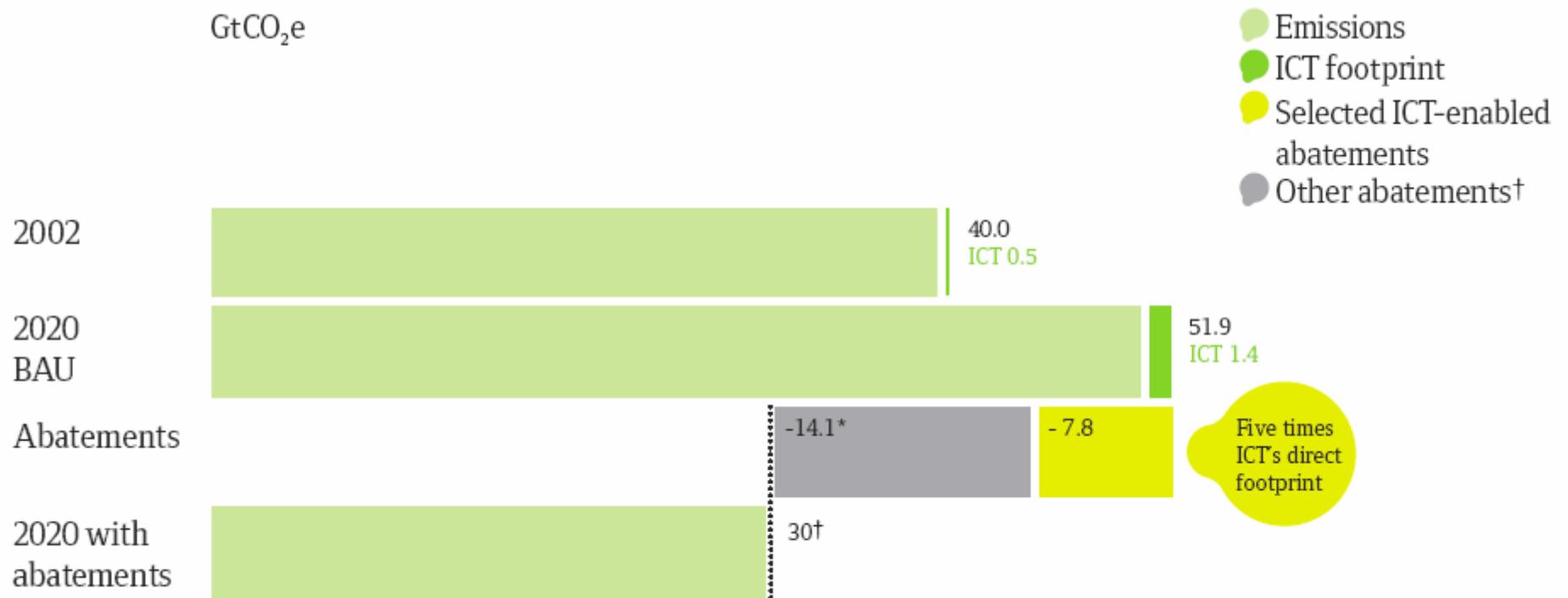
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# How does this break down?



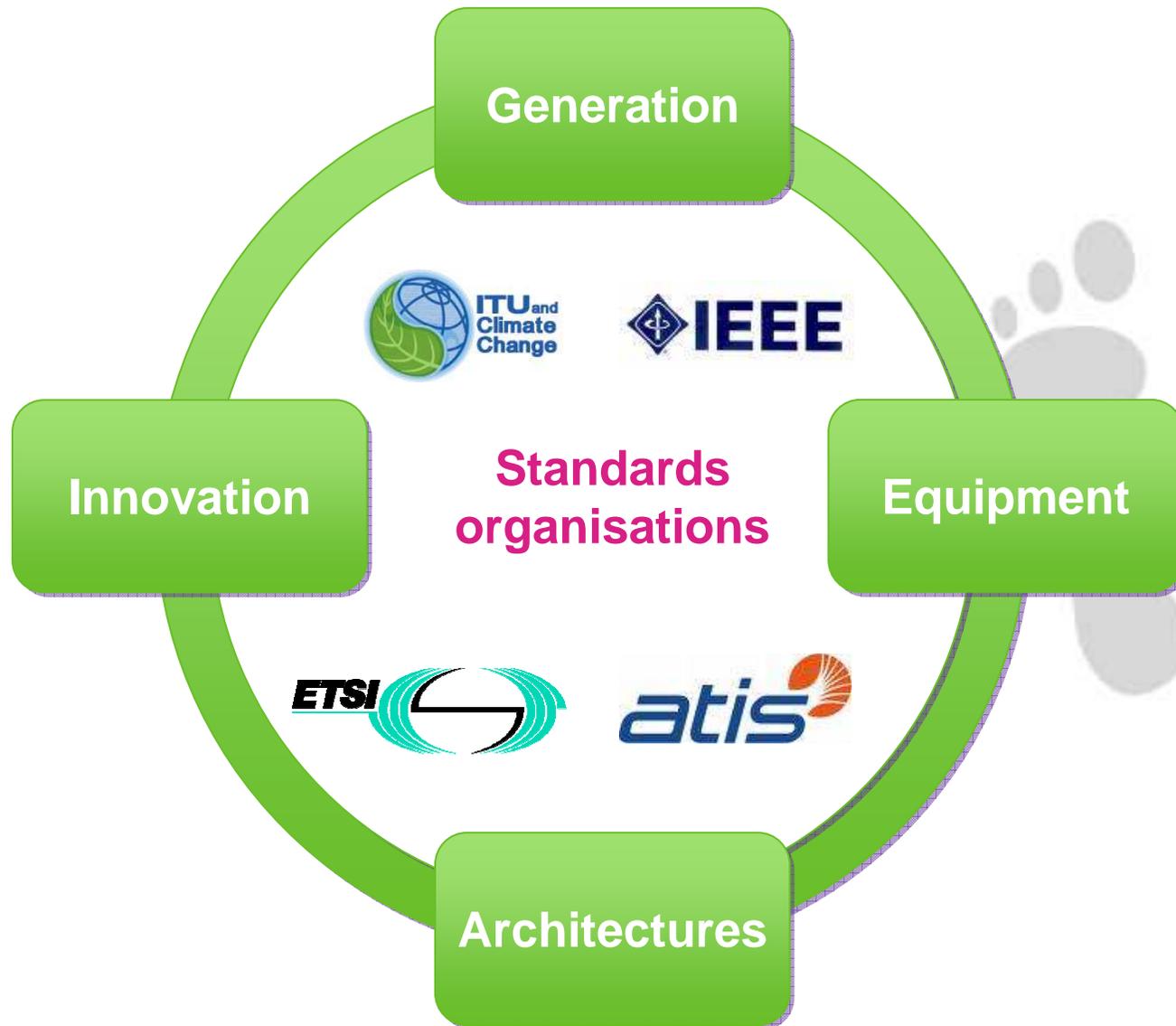
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# But ICT has an enabling (mitigating) impact...



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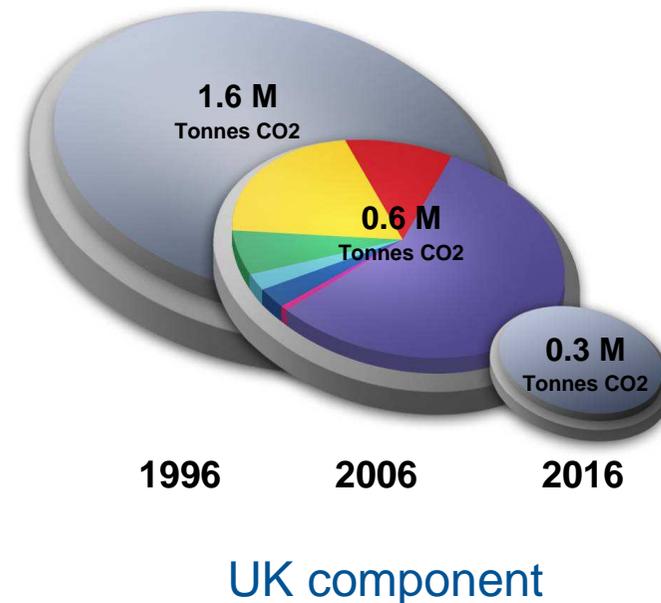
# Working together to exploit the power of ICT



# BT's Green Path...

*BT's vision – is to help customers thrive in a changing world and we believe that better communications can help create a better, more sustainable world for everyone.*

- BT consumes 0.7% of the UK's total power
- BT have reduced our UK carbon footprint by 58%\*
- BT aims to reduce carbon emissions
  - UK: 80% reduction by 2016\*
  - Globally: 80% reduction by 2020\*



\*based on the 1996 figure

## We have achieved this by:

- Purchasing Renewable Energy
- Creating energy efficiencies in the network and data centres
- Using our own technology
  - To work flexibly
  - To reduce travel
  - To enable home-working
  - Home-shoring
  - Field force automation

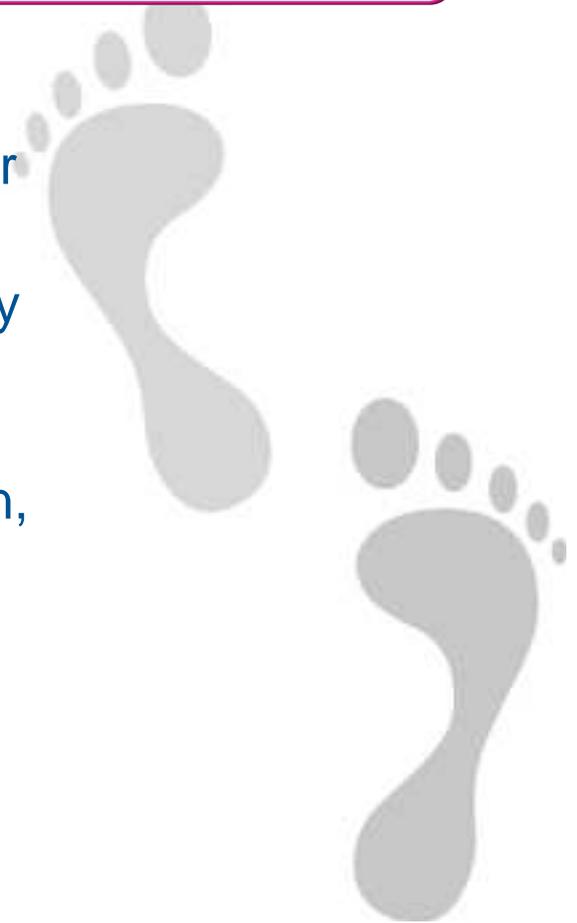


# Contact Centre Efficiencies and BT CRM Homeshoring

*Virtual contact centres enable you to use the most talented agents anywhere in the world – building a sustainable workforce across all geographies, languages and cultures*

## Benefits

- Build teams to include carers, differently-abled or mature workers
- 30-second commute: Reduces and saves energy and improves motivation
- Reduce costs: Office space, utilities, agent churn, recruitment, training
- Flexibility to respond to fluctuating demand
- BT's breadth of experience (4,000 contact centres) ensures BT is a partner of choice for virtualising global contact centres



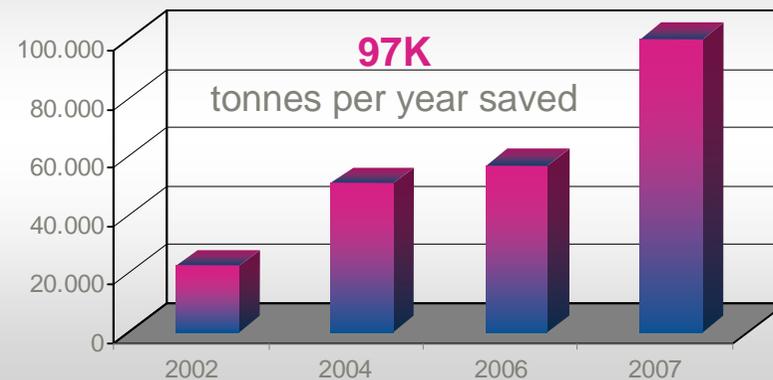
# Flexible Working – including BT MobileXpress and Conferencing

*Flexible working solutions allow desk sharers, homeworkers and mobile employees to access all the resources associated with traditional office environments, helping to create an agile workforce that's empowered, informed and efficient anywhere at anytime.*

## Benefits

- Reduces or avoids travel to meetings
- Reduced costs, reduction of office space
- Increases productivity
- Global connectivity away from the office
- Frees staff to spend more time with customers

**Total avoided CO<sub>2</sub> emissions from using conferencing to replace face-to-face meetings within BT**



*BT teleworkers take 63% less sick leave than their office-based colleagues*

# Unified communications solutions

*Our solutions can enable users can take part in almost any kind of communication to anyone at any time, by linking voice, mobile and data services with desktop.*

*They enable individuals or workgroups to work together, e.g. via voice, e-mail, instant messaging, presence applications, voice and web conferencing, file sharing, applications sharing, records management, or online discussions groups.*

## Benefits

- Simpler collaboration
- Improved productivity
- Increased responsiveness
- Reduced cost
- Increased client-facing time



# Field Force Automation

*The FFA suite is a set of solutions enabling automation of a business' mobile workforce it enables a company's field force to access corporate data and applications from any device, anywhere and at any time.*

## **Benefits**

- Improved productivity through enhanced data capture
- Real-time reporting on key operational performance indicators
- Close business or solve customer problems on the spot
- Reduced reliance on paper records



# Technology – Around the corner

- Always available Broadband
- New data centre
- Pressure on games market for better processors and standby
- Smart metering
- Smart logistics - improvements in transport scheduling and storage
- Smart motor systems - optimisation
- Smart buildings – better design, management and automation
- Smart grids – reducing losses in power sector



# Key Messages

- ICTs may be part of the problem but are also part of the solution to Climate Change
- ICTs can reduce GHG emissions in other sectors by 20% by 2020 (equal to the total emissions of US or China)
- Many new technologies are emerging which will enable energy efficiencies
- Need an open industry standard protocol for on-line interrogation of energy consumption of equipment
- Industry needs a carbon content labelling scheme for power sources
- ICT Standards and leadership are key to our future



# Thank You

let's make a  
**better**  
world

English | Français

Bigger thinking / Sustainability / BT Team Ellen



Dame Ellen MacArthur and Team Ellen sail the seven seas as BT's ambassador for a better world.



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