

# WORLD ECONOMIC FORUM

The logo features a blue arc that starts on the left, curves upwards and around the text, and then curves downwards on the right, resembling a stylized 'C' or a partial circle.

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COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD



# The World Economic Forum, ICT and Climate Change

**WSIS e-Environment Meeting**  
**May 2008**  
**Geneva, Switzerland**

**Simon Mulcahy**  
**Head of IT Industries, World Economic Forum**  
**Global Leadership Fellow**



# Dialling in to the environment

## Glacier death Callers take part in art



Maev Kennedy

A unique work of art, unveiled today, invites viewers to phone a glacier in Iceland – and listen to its death throes, live, through a microphone submerged deep in the bitterly cold lagoon which relays the splashes, creaks and groans as great masses of melting ice sheer off and crash into the water.

The dying glacier sounds clearer than the snuffly artist, Katie Paterson, who has been camping out in torrential rain and bitter cold installing the piece.

The visible tip of the project in Britain is her neon sign in the Slade gallery,

London, part of her degree show, which gives the mobile number 07758 225698, right, from which anyone can call and make direct contact with the polar ice-cap, and Vatnajökull, above, the largest though rapidly eroding glacier in Europe.

"This lagoon is a graveyard of glaciers," Paterson said yesterday, from her tent by the water. "In a way there is something heartbreaking about this, knowing that you are listening to something magnificent being destroyed – but it is also very beautiful, a celebration of nature."

She became obsessed with glaciers when she became ill on a previous visit to Iceland. Hallucinating with fever,

she imagined that the litres of water she drank were making her part of the nearby glacier which supplied the water.

Her previous work includes recording the sound of melting icebergs on a long playing disc, then using water from the glaciers to make a frozen cast – which did actually play and reproduce the sound until it began to melt.

She won sponsorship and technical help from Virgin Mobile to produce this more complicated piece, which involved sinking a waterproof microphone into the lagoon, linked to a phone on land. Only one caller at a time can get through: Paterson recommends the small hours of the morning.





## Our aims (1)

- Promoting the decoupling of per capita economic growth from energy consumption



## Our aims (2)

- The business argument for action  
**at scale**



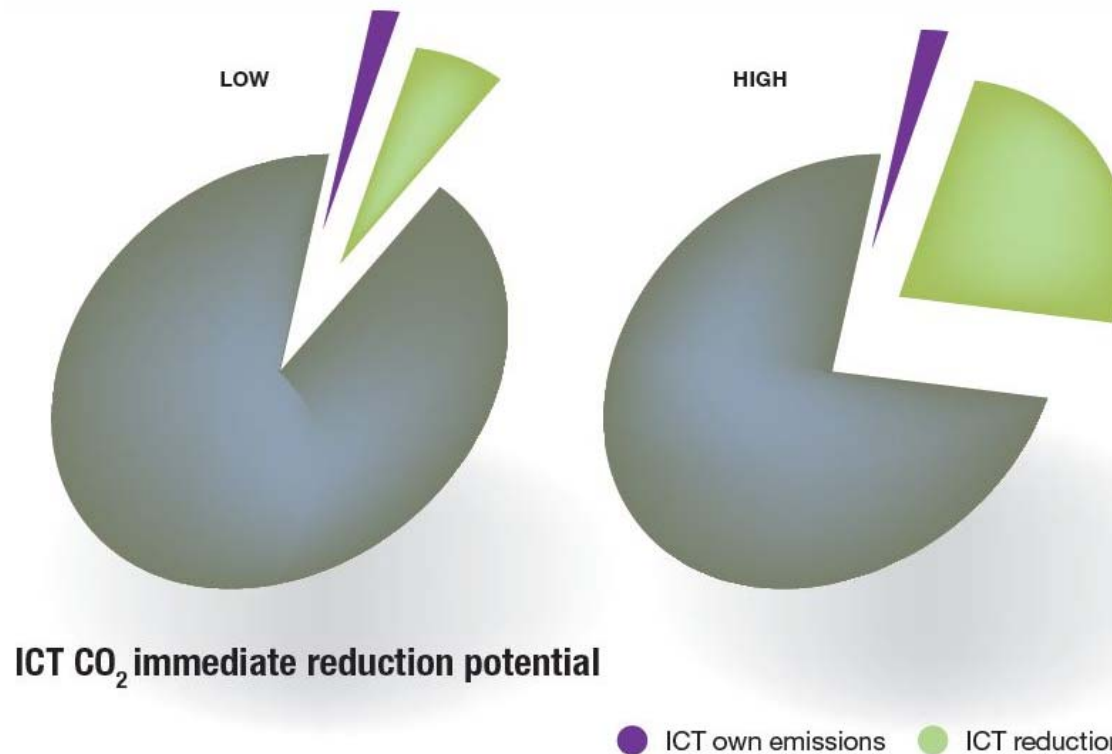


## The situation today



## STEP 1: Get the ICT sector “on message”

- Synthesise key messages from experts
- Gain CEO approval
- Move messaging from 2% to 98%





## THE CONTRIBUTION OF ICT TO CLIMATE CHANGE MITIGATION

### CEO SUMMARY OF REPORT, Submission for approval

#### BACKGROUND

##### Problem Statement

Whilst significant opportunity exists for ICT products and services to enable climate change mitigation, the opportunity is failing to realise its potential. With climate change now being one of the top issues on the global, intergovernmental level, a unified, clear message on the role of ICT is urgently required. This message needs to be delivered outside of the ICT sector. Otherwise uninformed mitigation and investment decisions will probably only focus on ICTs direct climate impact and thereby reduce both the overall positive impact of ICTs as well as reduce the total green technology market opportunity for the ICT sector.

A unified and clear message would allow the ICT sector to establish itself as a leading contributor that sees reduction of CO2 as a driver for innovation and profit. It would also allow the sector to claim a leadership role as a winner in a low carbon economy.

The status quo is determined by a number of factors:

1. The contribution by the ICT sector has up until now focused on the sector's own carbon footprint.
2. Industry messaging has largely been internally focused.
3. Messaging by the ICT sector remains as a whole fragmented.
4. ICT is still seen as a productivity enhancer, not an energy efficiency driver.
5. Policy makers lack information on the potential contribution of ICT.

##### Question to be resolved:

How can the ICT sector unify its messaging and create a clear, global statement on the role of ICT in mitigating climate change - in order to better inform policy making and investment decisions globally over the next five years?

##### Aims of this work:

The aims of this work are to:

1. Formalise a clear set of statements on the potential contribution of ICT to climate change mitigation.
2. Gain expert and industry consensus at expert and CEO level.
3. Elevate any ICT Industry-wide consensus as a message to the highest decision makers globally.

The role of the World Economic Forum in this work is one of neutral orchestrator of collaboration. This work has been achieved in collaboration with the following organisations:

- The IT & Telecoms Industry Partners of the World Economic Forum: Accenture, Akamai Technologies, Alcatel-Lucent, AMD, Amdocs, Applied Materials, AT&T, Autodesk, Avaya, BMC Software, BT, CA, China Mobile, Cisco, Deutsche Telecom, EMC, France Telecom, Freescale Semiconductor, Google, HCL, HP, HTC-VIA, Huawei, Infosys, Intel, Lenovo, Liberty Global, Microsoft Corporation, Motorola, Pitney Bowes, Qualcomm, Salesforce.com, SAP, SAS, Satyam, SK Telecom, Silver Lake, Telia Sonera, Telstra, Vimpelcom, Vodafone, Wipro, & Fujitsu (non-partner).
- American Electronics Association (AeA), Business for Social Responsibility (BSR), The Climate Group Gartner, Global e-Sustainability Initiative (GeSI), Information Technology Industry Council (ITIC), ITU, and the World Wide Fund for Nature (WWF).

Further intellectual content for this work comes from the synthesis of other work from:

- ABB, Arup, BP, EMPA, European Network Operators (ETNO), European Commission, Forum for the Future, GE, IKEA, International Energy Agency (IEA), McKinsey & Co. Ltd, Ministries of Commerce in China & India, Toyota, Pew Centre on Global Climate Change, United Nations Foundation, UNDP, United Nations Information and Communication Technologies Task Force, UNCTAD, United States Environmental Protection Agency, Vattenfall, Volvo, and World Business Council on Sustainable Development (WBCSD).

## Brussels, 13 May 2008



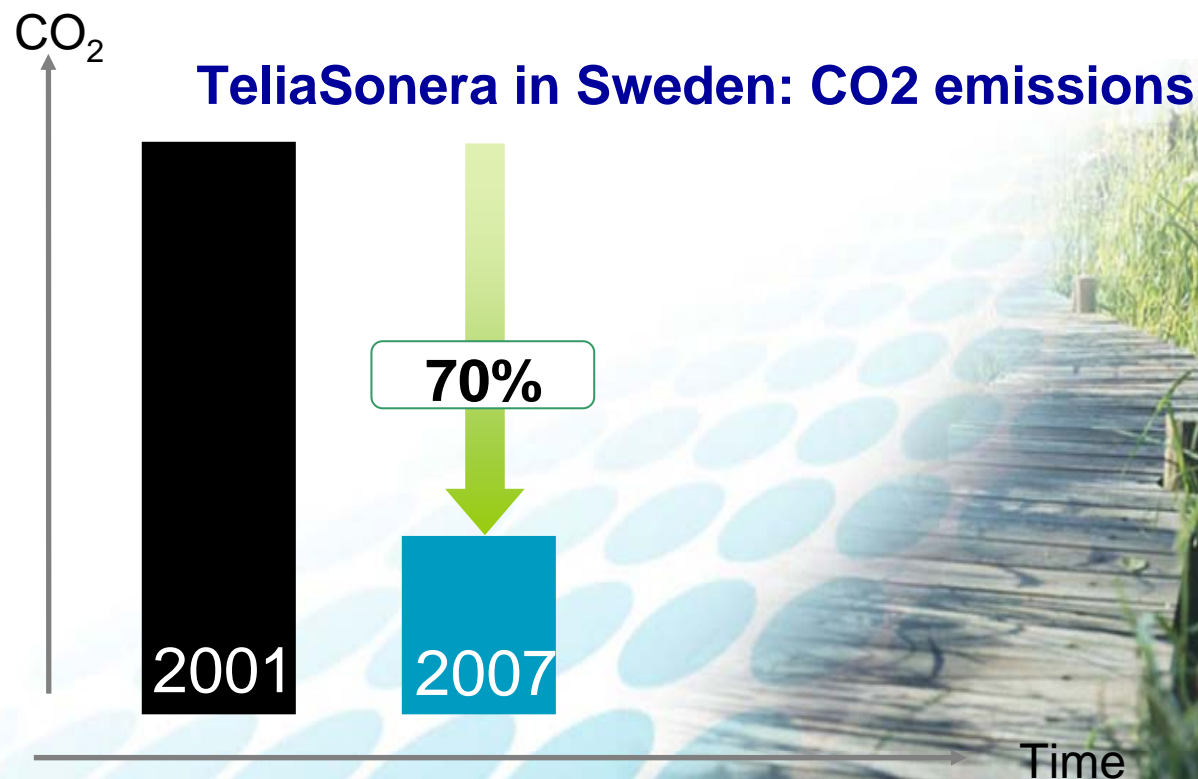
### PRESS RELEASES

*Rapid*

The Commission will encourage the ICT sector, **which at present accounts for 2% of global CO2 emissions**, to lead by example the drive towards carbon neutrality. This will be done by reinforcing research, development and deployment of components and systems, complemented by voluntary agreements, for example on green procurement. The real gains from green ICT will come from developing energy efficient ICT solutions that **impact the other 98%** of global emissions.

## STEP 2: Clarify the business case

- Identify “low hanging fruit”
- Collate case studies
- Audit to show CO<sub>2</sub> decrease & cost benefits





## PROBLEM!!!!!!!

- All the low hanging fruit is not enough.
- People's behaviour needs to change radically
- Significant disruption is needed



**Disruptive  
technologies**

**Regulation**

## STEP 3: Strengthen industry vision

- Identify the most impactful technologies
- Show where they become “feasible”
- Paint picture of how we may arrive there in the future



The logo features a blue arc that starts above the 'W' in 'WORLD', curves around the 'O' and 'N' in 'ECONOMIC', and ends below the 'M' in 'FORUM'.

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