Saving the Climate @ the Speed of Light

Joint ETNO – WWF initiative

Topics

- Background
- Goals of ETNO-WWF initiative
- The roadmap for reduced CO2 emissions in EU and beyond
- About EU
- ICT and climate change actors
- Difficulties

Background

1961: WWF Born

1986: Change of name

1992: ETNO Born

1996: Environmental Charter

2002: Project on ICT's effect on Climate Change

2002: 'Sustainability at the Speed of Light'

2004: First European Conference on Telecommunications and Sustainability

2005: Joint initiative on Saving the Climate @ the Speed of Light

2006: First Roadmap

Goals

1. ICT is recognised as an important part of the solution for combating climate change in Europe
2. Key actors have a climate change strategy for ICT
3. Concrete „ICT-Climate change" programmes are initiated in Europe by 2007

The Roadmap

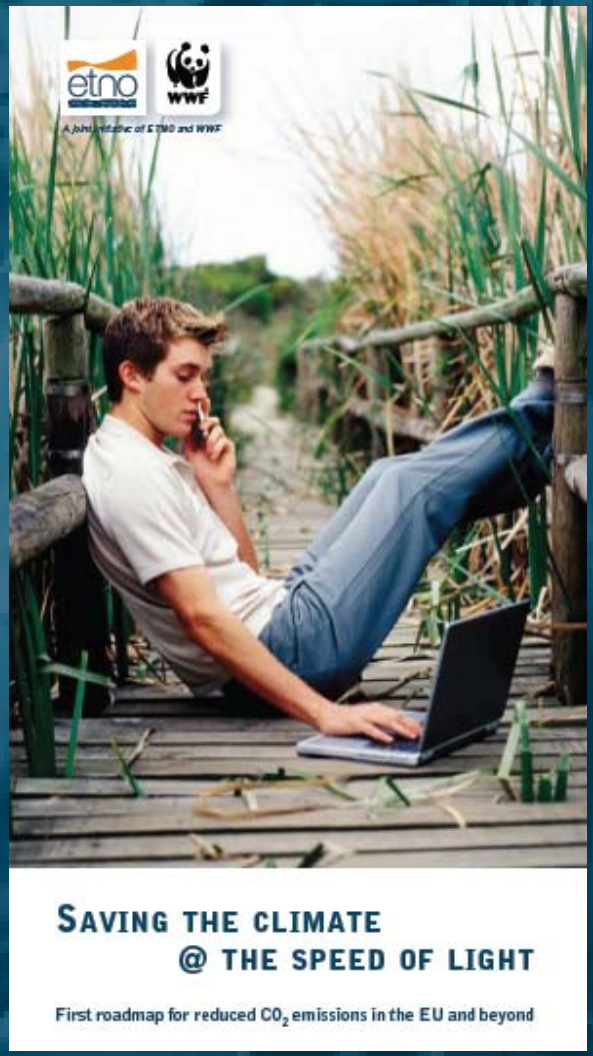
„This initiative is driven by the urge to find solutions, recognising the need for new targets and incentive structures." (Margot Wallström)

The opportunity of ICT services to reduce CO_2 emission

- A new and more efficient meeting culture: Travel replacement
- Sustainable consumption: De-materialisation
- Sustainable Community/City planning: Combined measures

An E-strategy for CO_2 reductions in Europe

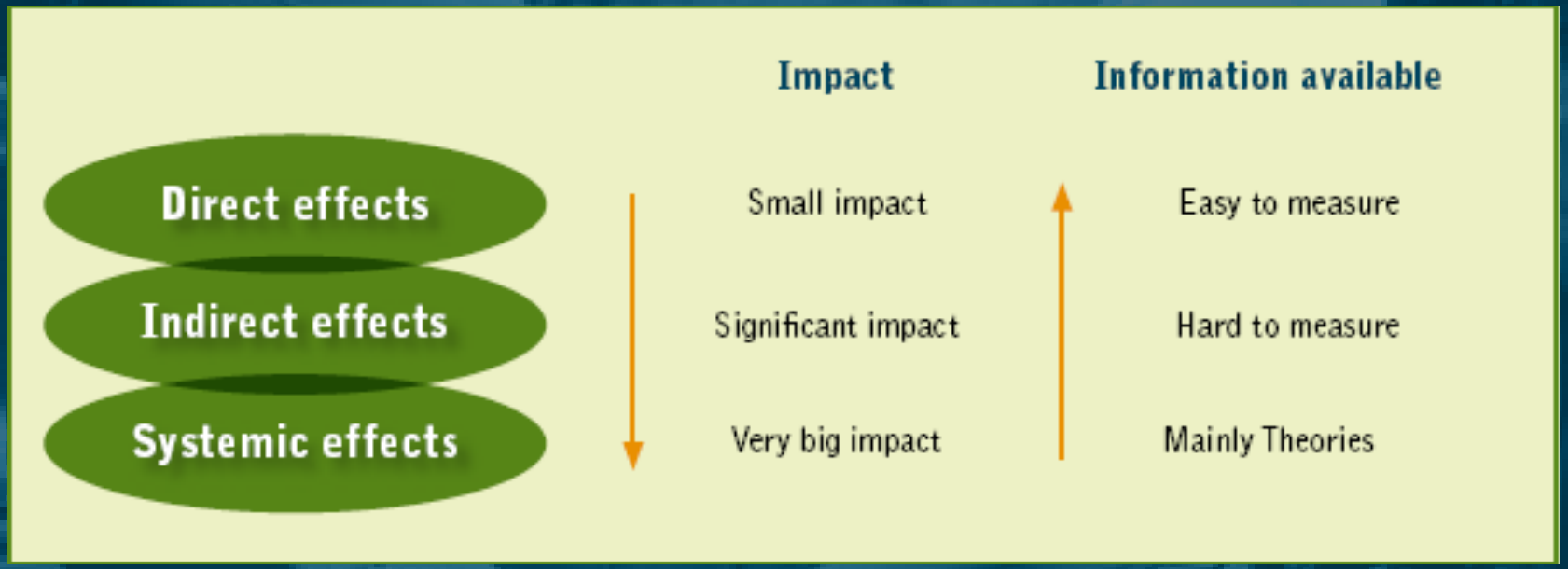
- First steps for 2010: 50 million tonnes CO_2 reduction per year with ICT
- Second step for 2010: ICT-Climate change target for 2020
- Creating a robust strategy



The Bases of the Results

- Essential data & information: ETNO SWG
- Researches about services
  - Video-conference
    - Deutsche Telekom & Potsdam Institute for Climate Impact Research
  - Audio-conference
    - British Telecom & SustainIT
  - Flexi-work
    - British Telecom & SusTel
  - Virtual answering machine
    - Deutsche Telekom & Öko-Institut
  - Online billing
    - Deutsche Telekom & Öko-Institut
  - Web-based taxation
    - Magyar Telekom & Pannon University

The Bases of the Results



50 M tonnes CO_2/year - How? (1)

A new and more efficient meeting culture: Travel replacement

→ 24 million tonnes CO_2 / year

- Video-conference

  20% business travels: 22 million tonnes CO_2
- Audio-conference

  1 replaced meeting/year: 2.1 million tonnes CO_2

- Other areas
  - tele-monitoring
  - tele-education
  - tele-medicine, tele-care, tele-assistance

50 M tonnes CO_2/year - How? (2)

Sustainable consumption: e-dematerialisation
→ 4 million tonnes CO_2 / year

- Virtual answering machine
  20% households: 1.03 million tonnes CO_2
- Online billing
  At least 492,000 tonnes CO_2
- Web-taxation
  At least 196,000 tonnes CO_2

- Other areas
  - video and music on demand
  - electronic paper
  - paperless offices
  - e-governance

50 M tonnes CO_2/year - How? (3)

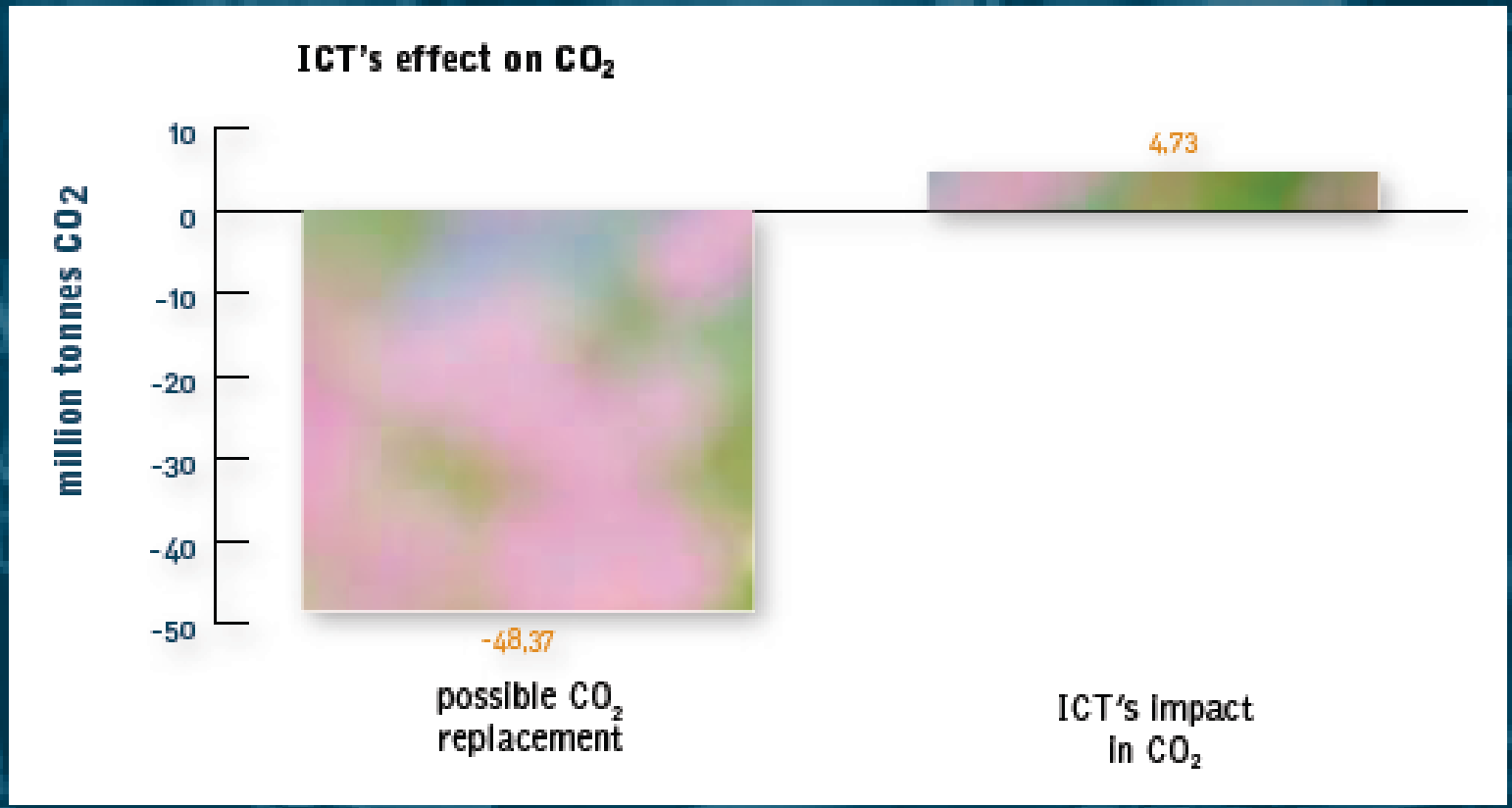
Sustainable Community/City planning:

Combined measures

→ 22 million tonnes CO_2 / year

- Flexi-work
  10% of employees: 22 million tonnes CO_2
- Other areas
  - e-commerce
  - intelligent buildings
  - intelligent shopping

The Other Side



e-Strategy / Step 1

What is needed for step 1?

Step 1: 50 million tonnes CO2 reduction per year with ICT by 2010

- Policy revision
  - general energy policies
  - general tax policies
  - public procurement
  - transport policies
  - efficiency policies
  - investment policies
  - innovation policies
  - export and import policies
- Supplementary, parallel actions

e-Strategy / Step 2

What is needed for Step 2?

Step 2: Climate change target for 2020

- Possible focus areas
  - Sustainable consumption
    - Further e-dematerialisation
    - Indirect effect on sustainable consumption by information
  - Sustainable production
    - Decentralised production
    - Production on demand
    - Converging technologies
  - Sustainable community / city planning including travel replacement

About EU

May 13. 2008 Press Release of the Commission:
'Commission casts ICT in green role'

Focusing first:

- Energy generation and distribution
- Buildings
- Lighting

Partnership: first cities

ICT & Climate Change Actors

- ICT Sector
  - ETNO
    - Greenhouse gas effect of information and communication technologies, 2005
    - Saving the Climate @ the Speed of Light, 2006
  - GeSI
    - McKinsey study, 2008
  - HP
    - From coal power plants to smart buildings at the speed of light, 2008
    - Outline for the first global IT strategy for CO2 reductions, 2008
  - EICTA
    - High Tech: Low Carbon, 2008
- European Commission
  - Margot Wallström, Vice President
    - Preface, 2006
  - Viviane Reding, Commissioner
    - European Business Summit, 2008
    - May 2008 press release

Difficulties

- Many different actors in ICT – missing one voice
- ICT as a tool in climate protection needs complex way of thinking
- The real potentials relate to other sectors
- Difficult to understand - marketing
- Slow act in policy

Thank you for your attention!

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