



**ITU TELECOM
WORLD2009**
Geneva
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ITU TELECOM WORLD 2009 In Review

The two real pillars of negotiation: mitigation and adaptation were emphasized and two supporting objectives, technology transfer and financing were underlined too. Some panellists stressed the importance of smart grids, smart buildings and smart transportation, e.g. how videoconferencing systems can reduce air travel, what means direct savings without impacting any other business. Also some doubt was expressed as to whether enough work has been done to have a clear set of targets. Companies were advised not to wait for politicians but start acting; in this way a cut in emissions could be made very soon.

Moderator

- * **Mr Marc Gottschalk**, Partner, Wilson Sonsini Goodrich & Rosati, United States

Panellists

- * **Mr Hans Vestberg**, CFO and incoming CEO , Ericsson - Telefonaktiebolaget LM Ericsson, Sweden
- * **Mr Michel Jarraud**, Secretary-General, World Meteorological Organization , WMO
- * **Mr Robert G. Conway**, CEO & Member of the Board, GSMA, United Kingdom
- * **Mr Henry Derwent**, President & CEO, International Emissions Trading Association (IETA), Switzerland
- * **Mr Rajiv Mehrotra**, Chairman Founder and CEO, VNL, India
- * **Mr Michael Keating**, Executive Director, Africa Progress Panel / Kofi Annan Foundation, Switzerland

GREEN 2: GOING BEYOND CORPORATE SOCIAL RESPONSIBILITY

Many companies today are already recognizing that going Green is not just a “nice to do” but a “must do” under the auspices of corporate social responsibility. Indeed , many organizations have taken it out of CSR and incorporated cross cutting measures across the whole organization; some even have Chief Energy Officers. Energy efficiency is perhaps the easiest and quickest thing