

Talk Overview

Telecommunications based solutions can help to reduce the effects of climate change by reducing the demand for energy. An end-to-end view is developed, highlighting the various points across a communications network where positive action can help to alleviate energy use and drive up services that telecommunication consumers can adopt to improve efficiency. Actions that vendors are taking to develop greener products are highlighted, together with the reasons these actions are critical to realize a broadband economy.

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Under the High Patronage of
the Romanian Presidency



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FORUM
Shaping the Future
2009

The Future Is Green

Using Telecommunications to Reduce Environmental Impact

Green Communications

Innovative
Green Network
Solutions

Green Huawei

Green Supply
Chain Mgmt.
(e.g. RoHS,
WEEE)

Green World

Protecting the
earth by
innovative ICT
solutions

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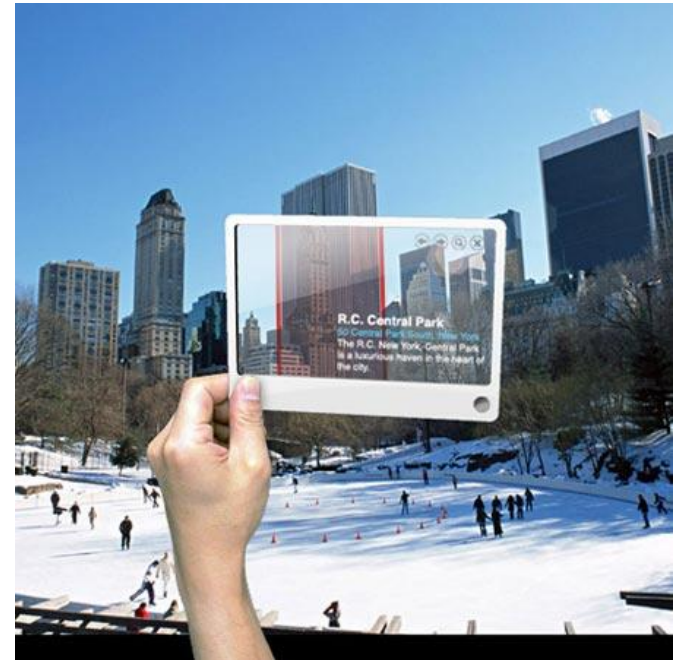
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The Future Telecoms Environment:

The Generally agreed vision is that:

- By 2030 our cities will be very clever.
- Our surroundings – buildings, bus stops, bill boards, cars, phones, maybe even our clothes - will have varying levels of inbuilt intelligence, sensing, tracking and communications capabilities.
- This level of connectivity and interaction will fundamentally change how we manage our lives and living spaces – at home, work and play - and all points in between.
- All of this will change our views of mobility.
- To deliver this vision of the future needs the foundations to be laid now



Important Industry Trends

WE CONTINUE TO GROW AND ADD STUFF

- Smart GRID
- Broadband Europe
- Deployment of LTE and Femto cellular technology
- Service convergence – Semantic web emerges
- Seamless connectivity
- Access to Internet/Services world goes mobile
- More phones and devices than people 10bln or more by 2015

THEN WE START TO DEMATERIALISE

- Inclusive and directive 'smart' government
- Industry Partnerships
- Locally governed communities
- Services proliferate based on Telecare, eHealth, e-Government, Smart Metering, eEducation
- Social platforms drive consumer growth and behaviour

BOTH NEED TO BE DONE TOGETHER

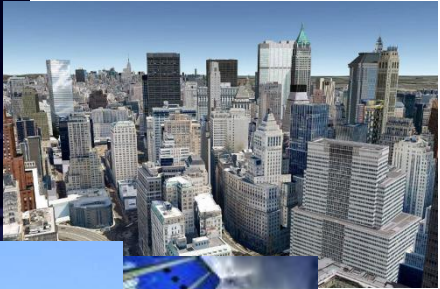


1st Two important things we need to know

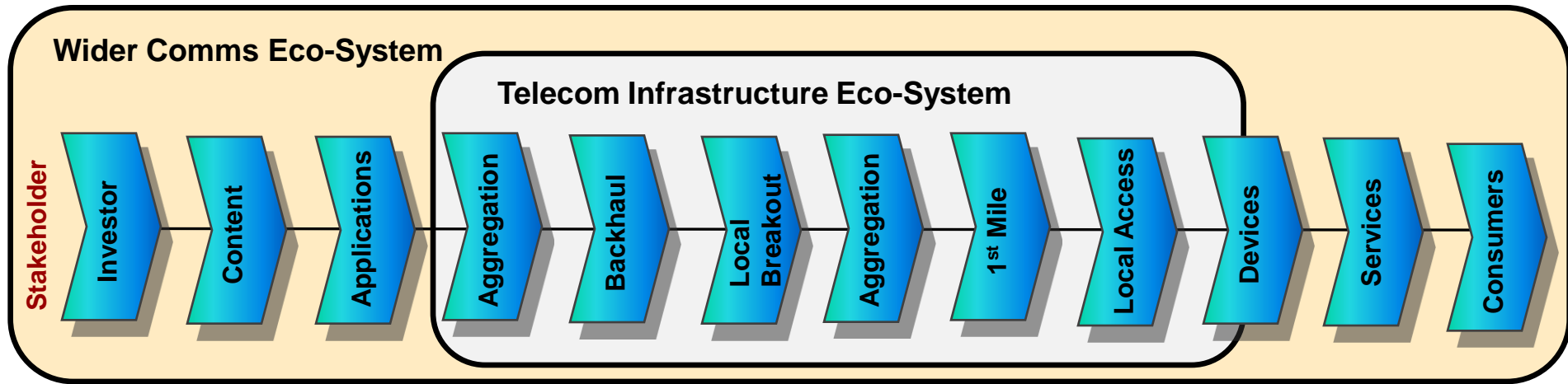
Today's Reality - Carbon intensive emitters



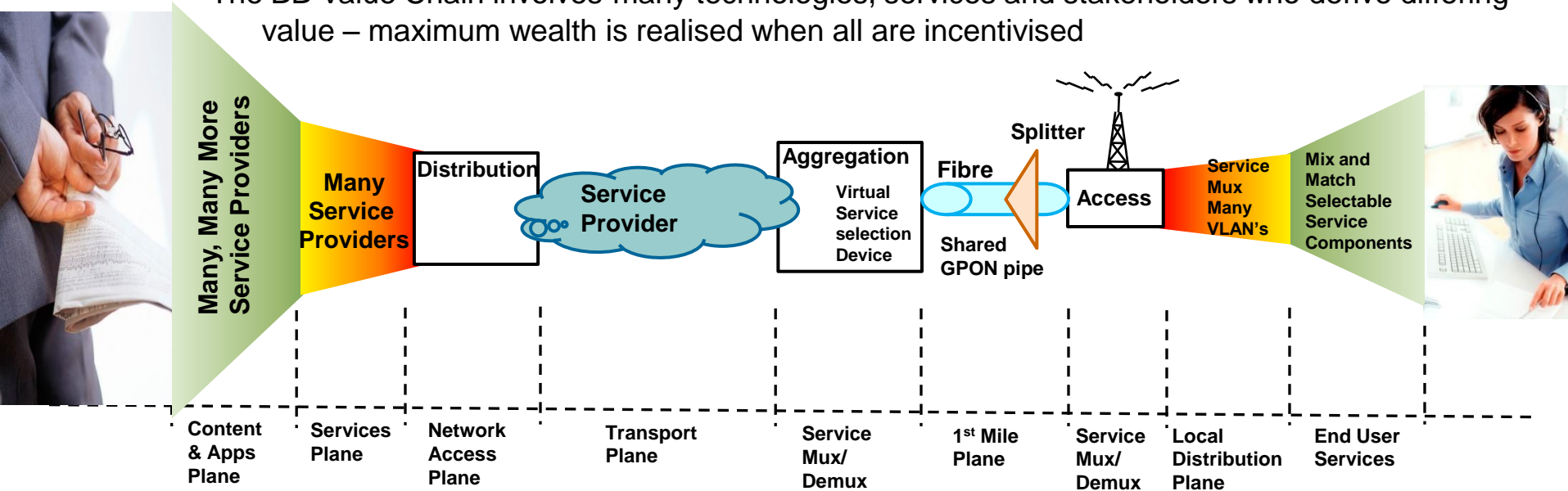
**AGRICULTURE
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FORESTRY
WASTE
ETC.**



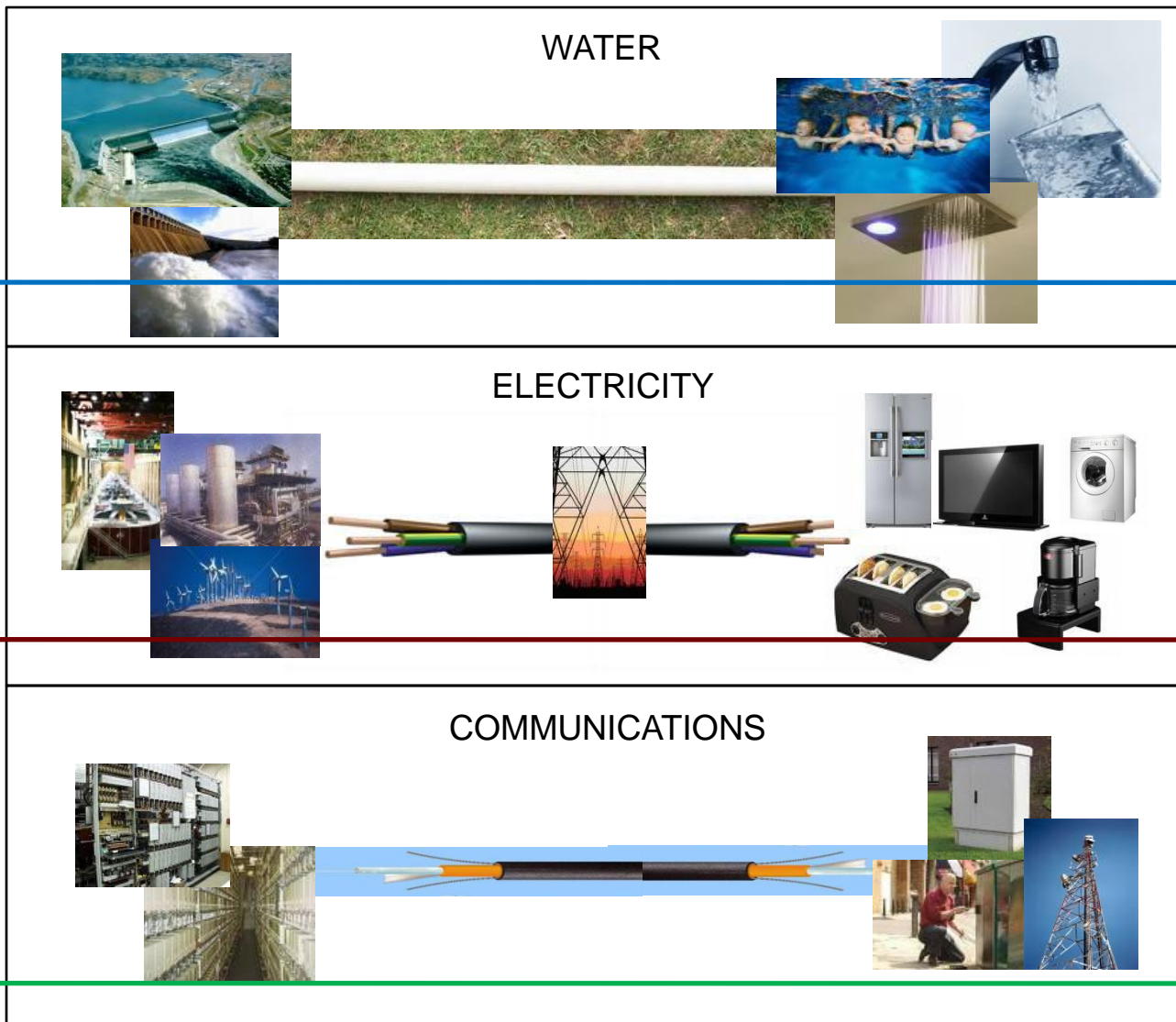
The Broadband Value Chain



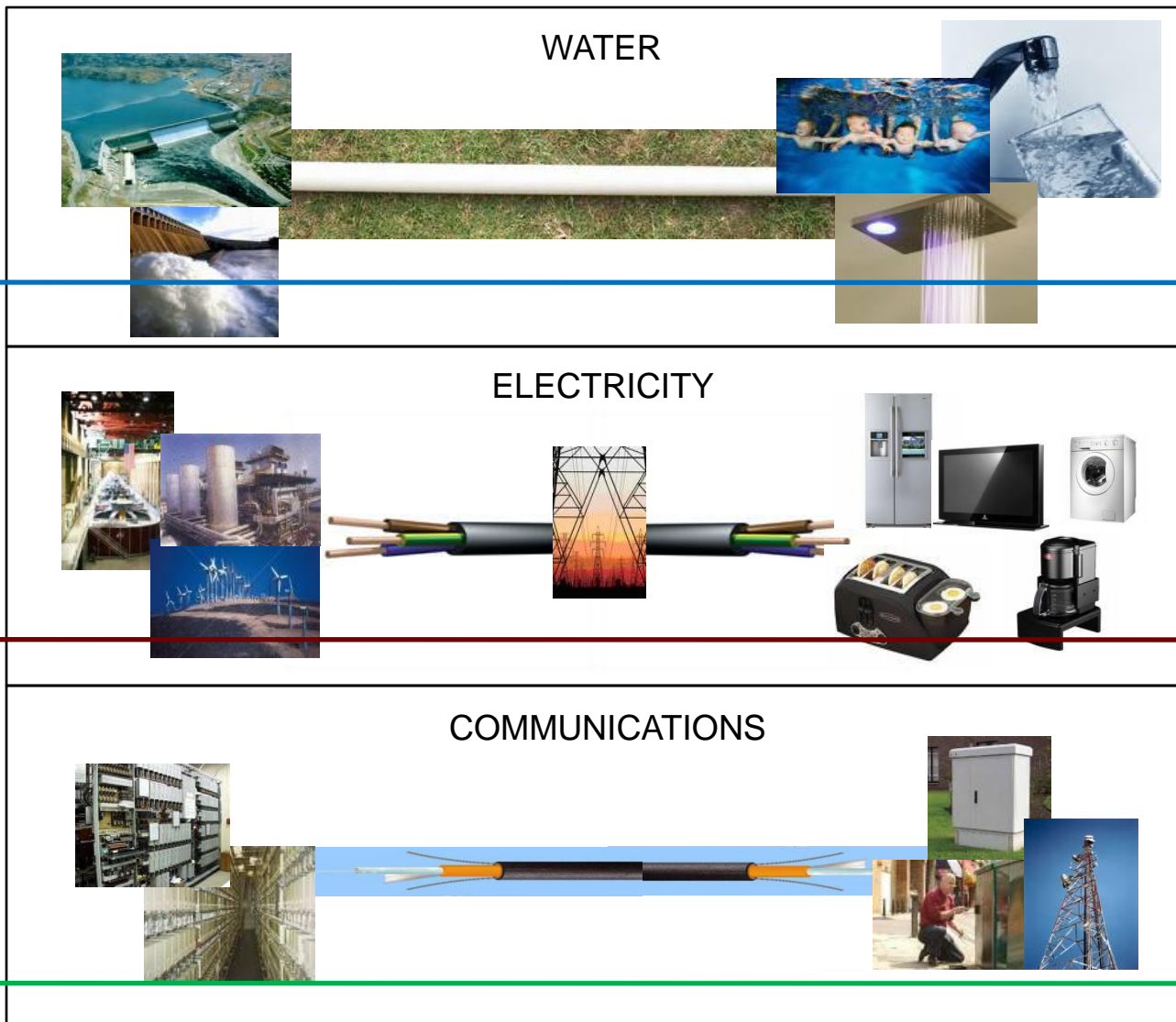
The BB Value Chain involves many technologies, services and stakeholders who derive differing value – maximum wealth is realised when all are incentivised



The Need for Utility Services



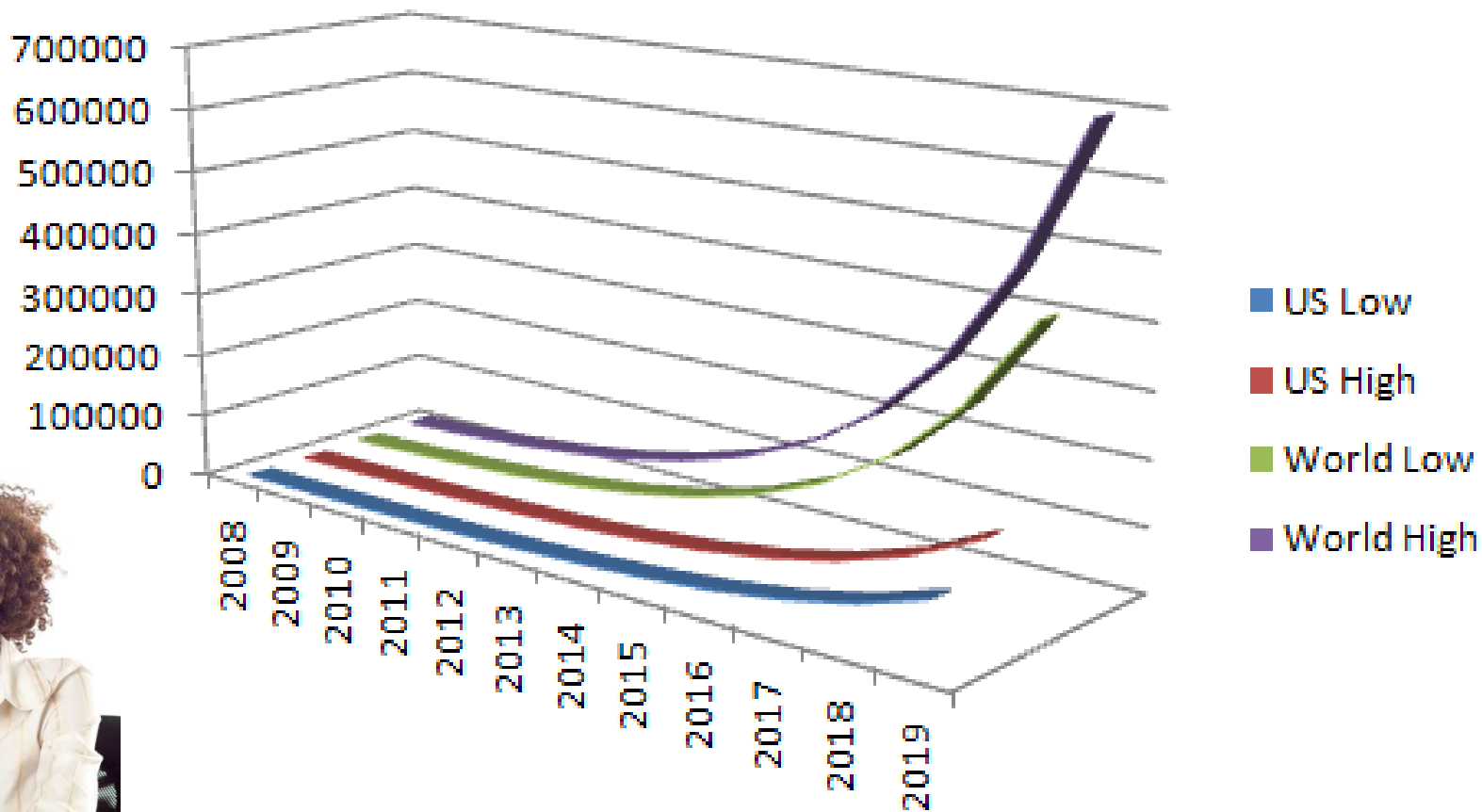
The Need for Utility Services



Anticipated Internet Traffic Trends

Based on a conservative worldwide Internet traffic growth estimate of around 50% per year

(PetaByte = 10^{15} bytes)

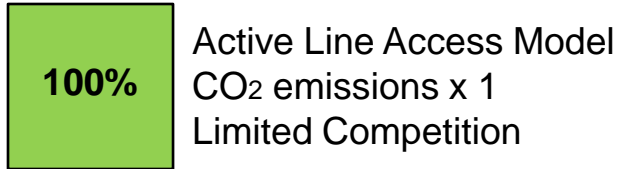


<http://www.dtc.umn.edu/mints/home.php>

Partnering & saving across the Telecom eco-system

● Competition & Open Access Models

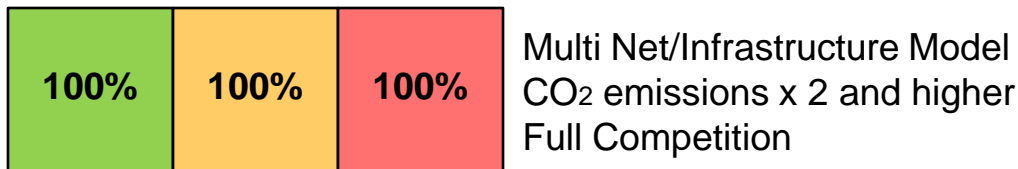
□ Monopoly Company



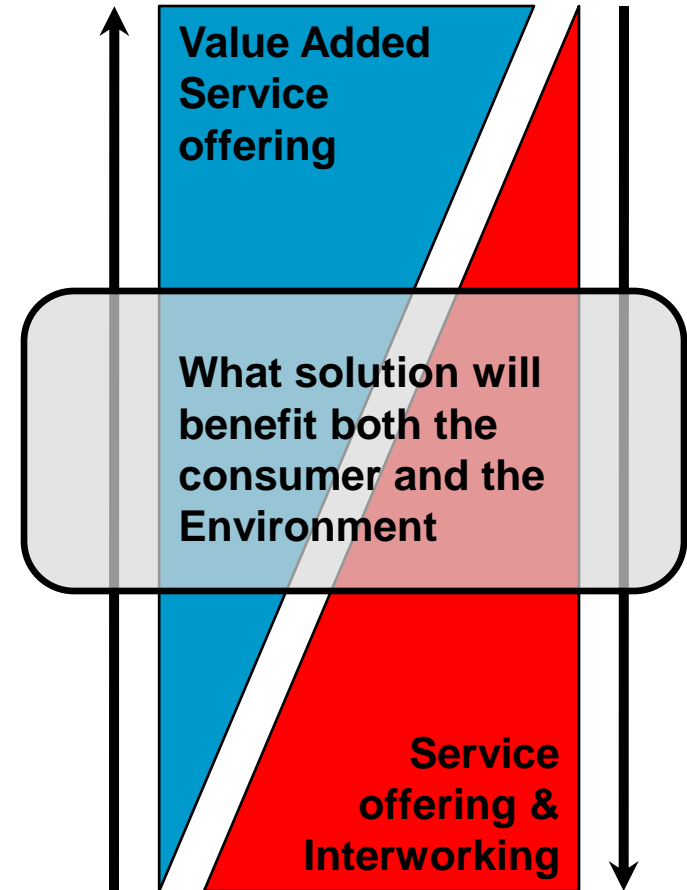
□ Shared solution



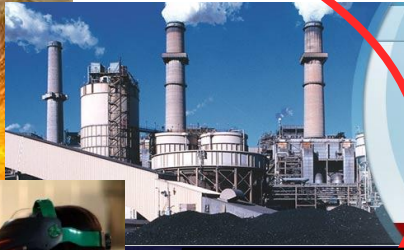
□ Duopoly or more – Full Competition



Policy should encourage these areas

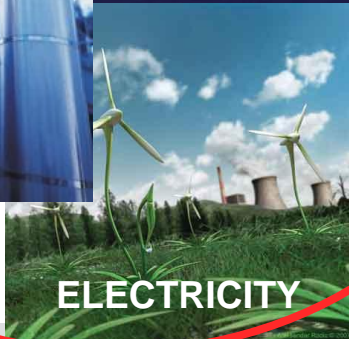


Potential Solutions

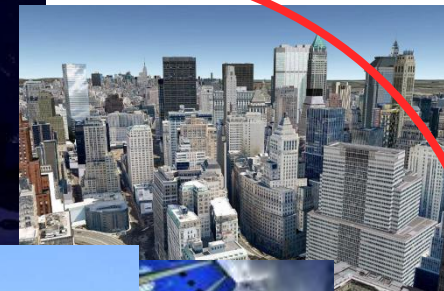
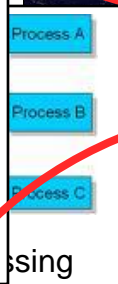
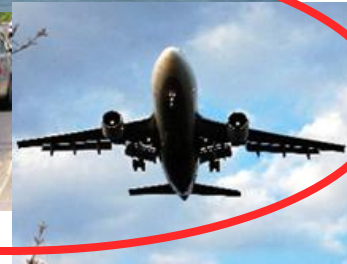
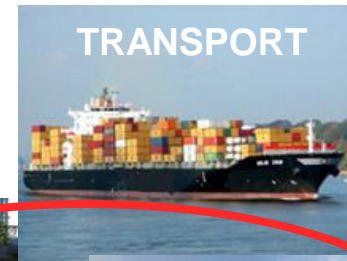


- temperature management
- remote device management
- e-Health, e-Education, etc.

- waste management



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Conclusions

- **Organisations will rely more on Digital Communications**
- **The growth in data sharing will grow exponentially**
- **The telecoms sector has the ability to add value and drive down energy consumption from many sectors**
- **Partnering and Virtualization is key to savings**
- **ICT can enable a **GREENER** Digital Economy**
- **.... But a coordinated plan is needed to realise the maximum benefits across several industries**

Thank you

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