



WWF® *for a living planet*®

ICT and reduction of CO₂

Business and a NGO moving from knowledge to action together

Sharing European and Japanese Visions, Experiences and Best Practices
future plans and visions for the intelligent use of ICT for sustainable development.

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2005 02 24, Europe-Japan Roundtable on ICT and Sustainable Development, Wuppertal





I. WWF & ICT

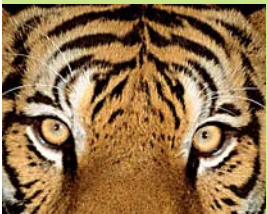
II. What happened so far?

III. Meeting ETNO

IV. The idea behind the WWF ETNO initiative

V. The strategy

VI. Next steps...



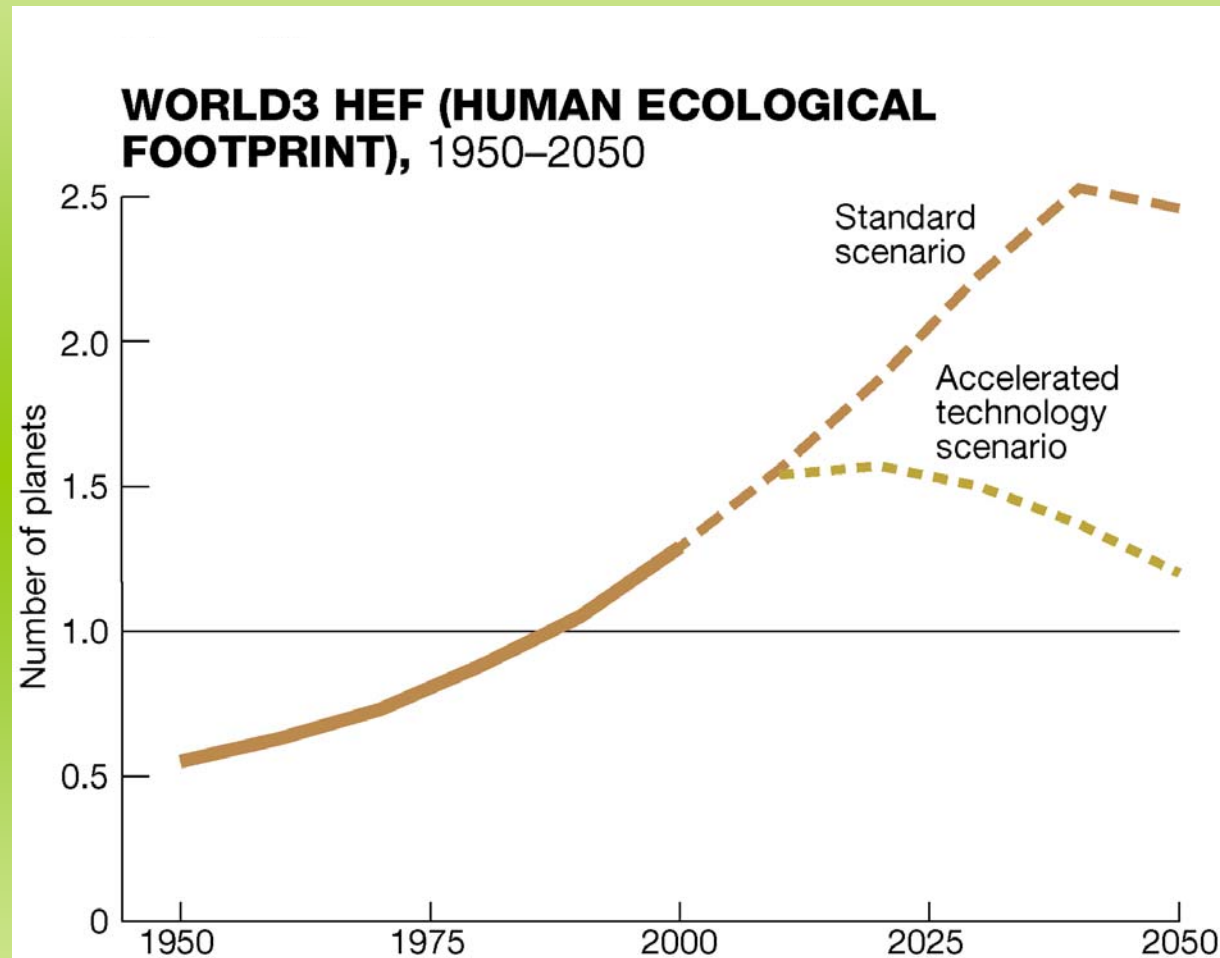


I. WWF & ICT



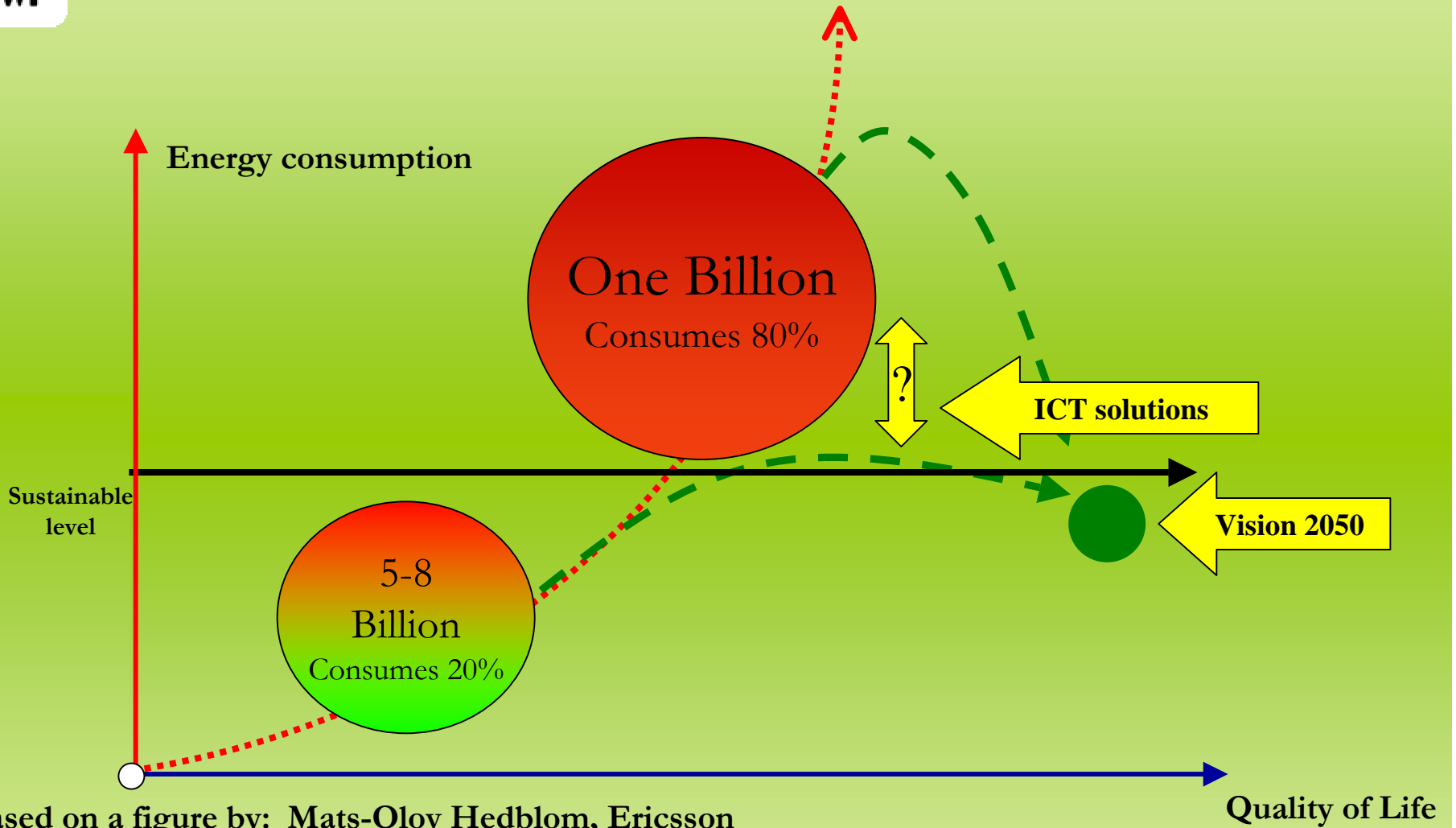


I. WWF & ICT





I. WWF & ICT



Based on a figure by: Mats-Olov Hedblom, Ericsson





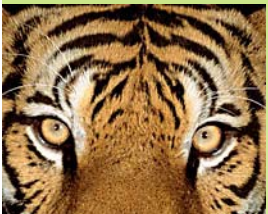
II. So far





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- 2000 Started the work with ICT
- 2002 Published "Sustainability and the Speed of Light"
- 2003 Developed the GRI guidelines for the telecom sector
- 2003 Worked with GeSI and UNEP in the WSIS process:
 - **Focus on production and consumption patterns**
 - **Government strategies for sustainable ICT use**
 - **Financial sectors strategies for ICT**
- 2003 Developed an ICT strategy for the Swedish government
- 2004 Employed people in China, Brazil and South Africa
- 2005 Started work in China and Brazil + work with ETNO
- 2005 Initiated discussions with 3 major TNCs

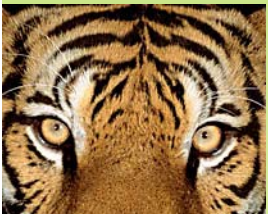




II. So far

WWF want to focus on:

1. Develop a vision for ICT: 2015-2040
2. Start to develop methods for environmental gains
3. Introduce sustainable developers zones
4. Collect good examples and communicate them
5. Engage in discussions with financial actors
6. Support strategic investments





III. Meeting ETNO





Tomorrow...





IV. The idea behind the ETNO WWF Initiative

"The private sector and civil society, in dialogue with governments, have an important consultative role to play in devising national e-strategies..."

Government, civil society and the private sector are encouraged to initiate actions and implement projects and programmes for sustainable production and consumption..."

World Summit on the Information Society, WSIS



IV. The idea behind

Why ETNO?

- Concrete experience – actual results
- Business knowledge / credibility
- Important networks (Telecom, other governments and EU institutions)
- Broad coalition - not one single company
- Europe is a key actor globally when it comes to environmental issues



IV. The idea behind

Why WWF?

- Otherwise it is only business... (and "business only wants to make money")
- WWF is one of the largest... ("but largest usually are slow" - not in this case)
- WWF has ICT background
- WWF has a world-wide network... the good example can be spread



V. The strategy



V. The strategy

Objective and Indicators

Objective

- **ICT is recognised**, by key actors, as an important part to address climate change.
- **Policies and programs** to support sustainable ICT solutions are implemented at EU level and in key member countries by 2006.

Indicators

1. DG Environment, DG Enterprise and DG Information society have **individual strategies** for ICT and climate change.
2. DG Environment, DG Enterprise and DG Information Society have developed a **joint paper** that supports the use of ICT through key applications as a way of reducing CO₂
3. **Incentives** (e.g. Tax incentives, procurement strategies, R&D support) for a limited number of strategic applications have been explored by appropriate bodies.
4. Relevant EU bodies get **measurable targets** for sustainable ICT applications (e.g. EIB, Structural funds)



V. The strategy

Tools to deliver

Tools

- A **brochure** with concrete examples of ICT's role for Sustainable Development, in key areas showing key audiences (investors, strategy people in companies, politicians, etc) the kind of contribution ICT can give: areas and magnitude. This will be developed in two steps. The first step is a catalogue based on ETNO members' own experiences and the second one include other actors. The second step also broaden the scope of areas
- A **web-site** should be also developed, where the documents can be reached. This first should be put on ETNO and WWF sites with links between them.
- A system for **benchmarking** of EU countries' performance in ICT and climate change is developed that can be implemented either by the commission or an independent body .
- **Meetings** with key officials and participation at **key events**.



VI. Next steps



V. Next steps

Next steps

1. Focus on things that are easy to communicate highlight the need for structure and focus in policy formulation
 - ⇒ Produce a draft of the brochure that explains the ICTs role for CO2 reductions and outline possible policy options for positive incentives for sustainable ICT-use
2. Set up meetings with key actors in EU to get feed-back on the logic of the arguments, targets and the policy incentives
 - ⇒ Refine the structure
3. Follow-up with key actors in the important processes
 - ⇒ Ensure that the question of ICT and sustainable development are not lost due to its new and complex nature.



V. Next steps

One year from now

Material

- A brochure with recommendations for measures that support sustainable ICT development. Based on concrete examples of ICT's role for Sustainable Development, using CO2 reduction as the example
- In depth Information available on the web

Process

- Meetings with key officials and participation at key events.

Policy result

- Incentive structures promoted by key actors (DG:s + financial actors)
- Targets to ensure that improvements can be measured exists for key actors



Thank you
for your
attention



for a living planet®

**www.
panda
.org/ict**

