



*for a living planet®*

# RETHINK LIVING WORKING MOVING EATING

Reducing 1,000,000,000 tonnes of CO<sub>2</sub> using ICT solutions



# "Over the next 25 years, modernizing and expanding the water, electricity and transportation systems of the cities of the world will require approximately \$40 trillion"

Strategy+Business issue 46 spring 2007, p.40

Midway through the first decade of the 21st century, the world is rapidly approaching a situation where, for the first time in human history, more people will live in cities than in rural areas.

**"The future of this urban millennium very much depends on the decisions made today"**

2008 marks this historic moment and the future of this urban millennium very much depends on the decisions made today in preparation for the continued growth of cities.

Over the coming decades, virtually all of the population growth in the world will take place in urban environments, resulting in a situation where approximately two billion additional people will live in cities by 2030.

As a result, the demand for investment in urban solutions that can improve quality of life without consuming excessive natural resources will increase over time.

Parallel to this trend, the use of global energy and natural resources is increasing rapidly, with energy demand expected to increase by more than 50 percent by 2030 if current trends continue.

According to scientists, we must reverse a trend that is more than 150 years old, of almost exponential growth of CO<sub>2</sub> emissions globally, within less than a decade in order to avoid a climate catastrophe.

The window of opportunity is approximately eight years. This view

is shared by almost all significant world leaders and businesses.

Translated into concrete action, this would require Western countries, who are the biggest emitters, to set an example and reduce their CO<sub>2</sub> emissions by 80-90% before 2050.

Never before has such a transformation of global infrastructure taken place in such a short time.

Climate change is a challenge that requires collaboration, innovation and invention. For this reason, one of the world's leading and largest conservation organisations and one of the world's leading and largest technology brands are teaming up to address climate change.





Together WWF and HP have designed and launched an innovative private sector NGO partnership. This partnership builds on core business competencies and objectives and leverages the power of advanced conservation and information technologies to reduce the causes of climate change and its consequences.



Internally at HP, the Sustainable Innovation Zone, SIz, was launched in September 2007 for em-

ployees to submit their ideas and suggestions on how ICT services can reduce CO<sub>2</sub> emissions.

The intention is to expand the zone for 2008 and include HP's customer base to match services needed with climate solutions by HP.



In parallel with the Sustainable Innovation Zone, the first billion tons of CO<sub>2</sub> reductions using ICT solutions are also being mapped by the WWF.

This will result in a report, sponsored by HP, that provides a roadmap showing how ICT solutions can

contribute to the reduction of one billion tonnes of CO<sub>2</sub>. The report will be publicised in 2008.



Alongside the report, a paper on how the ICT sector can take the lead in moving from an agenda of risk to profit in relation to climate change solutions will be published.

A paper that explores the possibilities of introducing an offset scheme based on videoconferencing to replace conference travel will also be published.





ICT for sustainable development

[www.panda.org/ict](http://www.panda.org/ict) • [www.hp.com/go/wwf](http://www.hp.com/go/wwf)



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