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CREATING THE FIRST SUSTAINABLE INNOVATION ZONE (SIZ)

Creating the first Sustainable Innovation Zone (SIZ) at HP

Background

For a long time, companies have encouraged employees to help reduce their own environmental impact – either at home or at work. While this is important in this day and age, it is equally important to encourage employees to find ways through which their companies can also help customers to reduce their environmental impact.

As climate change has emerged as one of the biggest challenges for our generation, there is a unique opportunity for proactive companies with solutions to today's pressing challenges to step forward as leaders.

Objective

To create a virtual meeting place where employees can contribute, read and comment on CO₂ reducing solutions that HP can provide to customers. The project will

contribute to shifting the focus away from incremental improvements in the ICT products' life cycle, to also include the opportunities that HP and other ICT companies, through their products and services, can provide for their customers.

What is a Sustainable Innovation Zone (SIZ)?

The Sustainable Innovation Zone, SIZ, is an internal HP web portal engaging employees to share ideas on ICT applications that can help reduce CO₂ emissions. Rather than focusing on how HP can reduce its own environmental impact, the SIZ focuses on how HP can help customers reduce their carbon footprint by using HP solutions.

The SIZ promotes ICT applications that significantly reduce CO₂ emissions, the use of resources and improve service quality.

SIZ CRITERIA MATRIX	
<p>1. Who would primarily implement the idea?</p> <p>» Providers needed for successful commercialisation»</p>	<p>1. A single organisation (e.g. a company or government)</p> <p>2. Two organisations (a joint venture)</p> <p>3. A network of organisations</p>
<p>2. Would the idea need extra support?</p> <p>» Support needed/Critical for implementation»</p>	<p>1. None – HP could implement the solution alone</p> <p>2. Support from another organisation or sector</p> <p>3. New legislation, infrastructure or standards</p>
<p>3. Who is the main target audience for the idea?</p> <p>» Target group»</p>	<p>1. Individuals</p> <p>2. Businesses</p> <p>3. Urban planners</p>
<p>4. Is the technology ready for the market?</p> <p>» Technical readiness»</p>	<p>1. It's ready now</p> <p>2. It will be ready soon (currently in the pipeline)</p> <p>3. It will be ready later (currently in the labs)</p>
<p>5. How mature is the market for the idea?</p> <p>» Market maturity»</p>	<p>1. Early market</p> <p>2. Rapidly growing market</p> <p>3. Mature market</p>
<p>6. What type of impact would your idea address?</p> <p>» Impact»</p>	<p>1. Direct effect</p> <p>2. Indirect effect</p> <p>3. Systemic effect</p>

What is the structure of the SIZ?

SIZ is a stand alone site and in order to submit suggestions, HP employees navigate through a “criteria matrix” in six steps to categorise suggestions, prior to submission.

Employees can enter the SIZ not only to submit solutions, but also to view other colleagues’ ideas and add comments. A ‘Read’ section provides further information to employees regarding the state of the world and opportunities for ICT. WWF coordinates material and content production.

Who can contribute?

Ideas can be submitted by all HP employees in EMEA, as SIZ will be a website on the HP intranet. Seven pilot countries are specifically targeted; UK, France, Germany, Sweden, Spain, Poland and the Netherlands. These countries will be included in a WWF roadshow to promote and raise awareness about the SIZ to ensure employee participation.

How will the results be used?

Employee input into SIZ could contribute to a “Billion tonnes” road map due early in 2008. This is the first mapping of one billion tonnes of CO₂ reductions through ICT solutions (see separate leaflet).

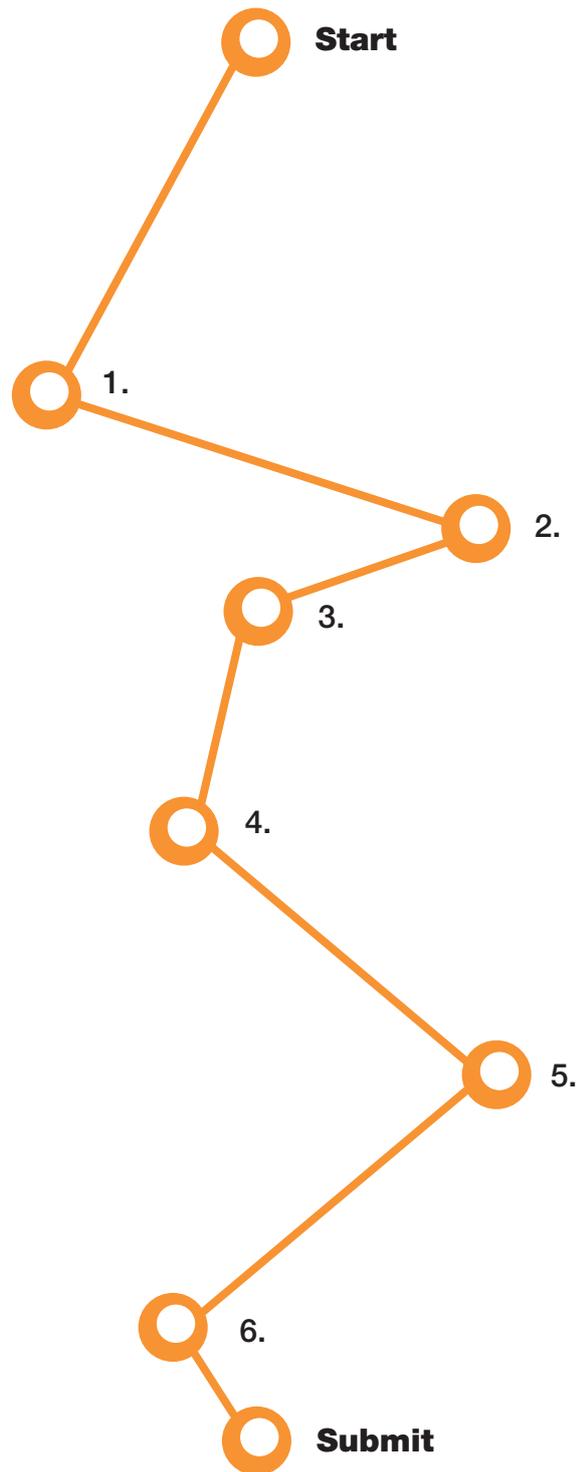
HP energy reduction solutions already collected by HP EMEA and HP WW during previous competitions will also be incorporated if they meet the SIZ criteria.

What is the potential of SIZ?

By linking sustainability to business opportunities, SIZ has the potential to shift sustainability from risk management to core business, making sustainability an innovation driver and opening up new markets.

In an envisaged second phase, innovations will be linked to customers in need of services that ICT might provide (such as mayors in big cities or construction companies looking for new ways to control heating and cooling in more efficient ways and to use office space more efficiently.) This would be a closed site matching needs with solutions, only targeting specific customers.

Following this internal site and the envisaged customer targeted site, WWF will work to construct an external page where sustainable ICT solutions are gathered, linked to the goal of mapping the first one billion tonnes of CO₂ reductions. Such a page would become a virtual “market place” linking 1) those with solutions, 2) those needed to support successful commercialisation and 3) customers. A more sophisticated matrix would be developed based on the HP internal SIZ model. •



The SIZ criteria matrix in six steps

www.panda.org/ict • www.hp.eu/wwf

TOGETHER WWF AND HP HAVE DESIGNED AND LAUNCHED AN INNOVATIVE PRIVATE SECTOR-NGO PARTNERSHIP



FOR FURTHER INFORMATION PLEASE CONTACT:

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