

Green

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Today's News:

GREEN TELECOM A PRIORITY among most mobile customers, report says. (P. 1)

GREEN FOCUS IN RECOVERY PACKAGES is building 'competitive advantage' that will outlast crisis, OECD economist says. (P. 2)

COMPANIES: Alcatel-Lucent releases CSR, financial reports digitally. (P. 3)

ENERGY EFFICIENCY: Telecom operators raise issues on carbon labeling on tech goods with ITU-T working group. (P. 3)

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INTERNATIONAL: South Korea wants to more clearly define recently assigned climate change tasks. (P. 4)

Providers Take Notice

Nearly Half of Mobile Customers Want Green Telecom, Report Says

Almost half of North American mobile consumers are likely to be influenced by suppliers' green credentials when buying telecom services or devices, according to a report by ABI Research.

Of 1,000 respondents, 41 percent said they'd be significantly more likely to buy services from telecom providers with green credibility, and 45 percent said they'd be more likely to buy devices from telecom companies that are seen as green, the report said. Younger consumers showed greater interest than others green telecom companies, according to the report.

Respondents were asked whether they'd be more likely to buy mobile services or mobile handsets from an operator with "green" initiatives, described as one that "gives money to organizations seeking to help the environment, actively employs programs that reduce its carbon footprint and buys network equipment from green equipment vendors."

"Wireless operators should take notice," said ABI analyst Jeff Orr. "Green issues were not even a talking point a couple years back. Now, subscribers of all age groups are expressing awareness of and interest in eco-friendly device and service incentives." The service providers first to connect with environmentally conscious businesses and consumer subscribers will have an advantage in riding this growing trend, Orr said.

Additional education remains necessary about battery disposal and the accumulation of e-waste, he said. "If consumers are simply unaware of the environmental issues surrounding mobile devices and services then the industry should increase its efforts to get the message across," Orr said.

Some other industries — the inkjet print business, for example — is working more to motivate in consumers to help. And other ABI Research studies have found little effort among handset vendors, except the two or three largest, to offer green mobile device product lines, Orr said. — *Ryan McDermott*

Clear Targets Needed

Largest Green Tech Environmental Gains Seen in Transport, Buildings, Power

Digital technologies can spur economic and environmental gains and help build momentum for international action, officials said at an Organization for Economic Co-operation and Development conference in Helsingor, Denmark. The conference on Information and Communications Technology, the environment and climate change aims to "promote the role of ICTs as a way of reaching a low-carbon society," said Helge Sander, Danish Minister for Science, Technology and Innovation.

Green recovery and innovation policies are being developed for a June OECD ministerial meeting, said Secretary-General Angel Gurría. The organization circulated a paper assessing policies and programs on ICT and the environment in the run-up to the ministerial and the UN conference.

The capabilities of digital technologies can help build momentum for international action, Gurría said. The Danish government is "eager to catapult" ICTs into the mainstream global debate on climate change, Gurría said. The UN climate conference will be in Denmark. The idea of using ICTs to help deliver innovative solutions has been difficult to transform into "needed bold policies," Gurría said.

What ICT can do to help other industries reduce emissions is a crucial target, said Esko Aho, executive vice president at Nokia. Top-down and bottom-up approaches are needed for health IT and the energy and environmental sectors, said Aho, who is a former Finnish prime minister. ICT is crucial to "radical changes" needed to address climate and economic challenges, Aho said.

Residential ICTs and consumer electronics will use three times as much electricity by 2030, Gurría said, citing International Energy Agency statistics. Adopting the most efficient technologies would cut electricity consumption by more than half, holding the increase to one percent per year to 2030, Gurría said, a savings equivalent to Japan's current electrical generating capacity.

The biggest potential gains are in power generation and distribution, buildings and transportation, Gurría said. But ICTs are essential building blocks for carbon pricing systems, he said, and technology can offer cost-effective, market driven solutions using sensors, software, network: "The next step is to design systems to reliably measure, track and reduce greenhouse gas emissions."

Transportation and logistics are two areas where digital technologies can be particularly effective in battling climate change, Gurría said. Kraft Foods' use of smart transportation and logistics management cut 1,500 trucks from its fleet and one million unnecessary miles, Gurría said.

"Governments need to take the lead now," Gurría said. "We can't afford to experiment and hope that these markets develop," he said. Policies should be put into place to provide "a clear price signal to trigger innovation in energy efficiency" and spur investment, Gurría said.

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Most policies to use "ICTs to cut energy consumption lack well-defined implementation strategies," Gurria said. Most government initiatives focus on making information technologies greener, he said referring to OECD research. Only one tenth of projects surveyed focused solely on using the ICTs as an enabler to green the economy, Gurria said. Countries with a "green" focus in recovery packages are building a "competitive advantage, which will outlast the crisis and leave other countries behind," said Sacha Wunsch-Vincent, an OECD economist.

South Korea is promoting an intelligent transport system as part of its \$36 billion green stimulus package, Gurria said. The Korean package isn't a stimulus package with some green elements, Gurria said. "It's a green package that is then designed to have the greatest impact on economic recovery and jobs," he said. The U.S. stimulus legislation provides \$59 billion for green technologies, Gurria said.

Governments also need to focus on better measurement and evaluation, Gurria said. "Most programs that tap ICTs to tackle global warming do not yet have clear targets," thus making a proper evaluation impossible, he said. Good regulatory frameworks and competition are needed to unlock the energy saving and growth potential of smart grids, smart urban and transport systems, Gurria said. — *Scott Billquist*

Companies

Alcatel-Lucent posted its corporate social responsibility report for 2008 on its Web site instead of printing thousands of paper copies, the company said. Alcatel said the step will help reach its ambitious goal of cutting 2020 carbon emissions to half the 2008 level.

Energy Efficiency

Telecom operators proposed a range of ITU-T work regarding carbon labeling on tech goods, promoting travel-substitution tools and reducing energy use by appliances and power consumption in end devices. BT and Nokia Siemens Networks want to identify the carbon-labeling approaches in the information and communications technology industry and then standardize the technology, the companies said in a submission this week to an ITU-T study group meeting on environment and electromagnetic effects. Current carbon labeling of products uses a sticker, the submission said. The Web, RFID and other technologies could also be used, it said. The joint proposal suggested figuring out which labeling method is best for particular products and what information should be included. Consumers and corporations could use the information to compare embodied carbon, it said. Physical transportation information on carbon used could be reflected in dynamic labeling, it said. Manufacturers, purchasers, operators and users can use new guidelines or recommendations to promote and validate a low-carbon lifecycle, it said. Validation is needed to ensure that a label has information that can be traced back to the source and that the labeling system itself doesn't carry a significant carbon impact, it said. Promoting technologies that use ICTs could reduce the need for fossil-fuel-powered air, sea or road travel that sends greenhouse gases into the atmosphere, BT said in second submission. Manufacturers and operators can use new ITU-T recommendations to produce efficient travel avoidance services, BT said. BT proposed a third effort, on harmonizing communication interfaces used by appliance manufacturers. Managing energy consumption depends on the ability to "orchestrate" the functions of many appliances remotely, BT said. Protocols should be designed to be independent of transmission, the submission said, referring to broadband twisted pair and fiber cable. Manufacturers of ICT devices and appliances can use new recommendations to spur efficient management of energy in buildings, it said. A fourth proposal, by BT, France Telecom Group and Telecom Italia, suggested establishing energy-saving statements of requirements for various types of end devices. The aim of the statements is to highlight the energy requirements of specific technologies, it said. A questionnaire could help identify statement parameters such as "on" and "standby"

power in modems, the proposal said. Responses could be analyzed to see if a common statement could be agreed on, it said. Integration and improvements could increase energy savings over time, the proposal said.

Industry Notes

CommScope's Claremont, N.C., facility received International Standards Organization (ISO) 14001 certification, the company, a broadband supply manufacturer, said. Claremont is the 14th facility in CommScope's global manufacturing network to achieve ISO 14001 certification for its implementation and maintenance of an environmental management system, it said. The standard distinguishes a system of practices that minimize impact and analyzes programs for recycling, waste reduction, chemical management, waste disposal and emissions. CommScope said.

International

South Korea wants to define more clearly recently assigned climate change tasks, it said in a submission to an ITU-T study group meeting this week on environment and electromagnetic effects. The country said it wants to develop a methodology for recycling and improve energy efficiency of information and communications technology power feeding systems. The proposal suggests developing e-waste solutions and verification methods, such as carbon labeling, to quantify energy saving. A Japanese proposal suggested evaluating the environmental impact of ICT including defining possible target CO2 emissions. Defining targets relates to national policies and international agreements, South Korea said. ITU-T should concentrate on ICT solutions to reduce environmental impacts, it said. ICT systems' case studies could demonstrate CO2 reductions in other industries, South Korea said. Japan also proposed new work on the recycling of network equipment, applications and terminals. Work on carbon labeling could also take into account recycling, South Korea said.



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