

High-Tech Solutions to Climate Change

Meet the largest and oldest US high-tech association, **TechAmerica**, at the Climate Change Kiosk “**iSeeT**” exhibit in the Center Hall (below the bridge) in the COP 15 venue at the Bella Center in Copenhagen from **9am to 8pm on Friday 11 December and Monday 14 December 2009**.

Please use this Flyer to access our evening reception served at 8-9pm on both days.



Microsoft

Honeywell

SAS

GARMIN

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Please also note our three executive speakers:

11 December at 14:00

Rob Bernard, Global Environment Head, Microsoft on “Powering the Future: Transforming Energy Use, Energy Generation and Carbon Management Through Information Technology”

Victor C. Smith, Senior Strategic Technologist, Dell
“Green ICT, Dell, Our Suppliers and Customers”

14 December at 18:00

Mikael Hagstrom, Executive VP for EMEA and AP, SAS, for Sustainability Management: “Enabling Green Innovation”: by aligning people, planet and profit, companies can turn sustainability strategies into competitive advantage

Our companies will also have exhibits at Bright GREEN at Forum Copenhagen (metro distance from Bella Center): <http://www.brightgreen.dk/>

**Our press briefing will take place on 11 December
15:00 – 15:30 in the “Asger Jorn” room located
in Hall H of the Bella Center.**

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TechAmerica Europe wishes to thank the UNFCCC secretariat and the government of Denmark for the opportunity to participate in the iSeeT exhibit at the Climate Change Kiosk.

High-Tech Solutions to Climate Change

The threat from climate change is widely known. The opportunity for the high-tech industry to tackle this challenge is not widely known.

Recent studies on the use of high-tech equipment, ranging from consumer electronics to advanced industrial controls, state that its use is responsible for around 2% of global emissions of CO₂. Whilst the industry is aggressively reducing its own footprint, the potential for our industry to save energy in other parts of the economy (i.e. “the 98%”) is fundamental and should be actively supported by any international, regional or national agreement on climate change. As such, we strongly support an agreement at the COP15 in Copenhagen.

TechAmerica Europe’s (formerly AeA) 2007 report demonstrated that “ICT technologies and other advanced technologies have the capability to transform energy efficiency in all forms of economic and personal activities, including manufacturing, communications, transportation, building management, and system optimization”. As this report highlights, advanced electronic and ICT technologies – if given the right policy signals – may even generate additional productivity gains well beyond the [EU’s] 20-30% reduction target. Another report (Smart 2020) states that “ICT could deliver approximately 7.8 GtCO₂e of emissions savings in 2020. This represents 15% of emissions in 2020 based on a business as usual estimation. It represents a significant proportion of the reductions below 1990 levels that scientists and economists recommend by 2020 to avoid dangerous climate change.”

The potential for the high-tech sector to deliver cuts in CO₂ emissions is already here. Following are a range of real world examples of our potential but which need a strong and clear endorsement from the COP15 agreement.



DELL enables climate solutions for the Municipality of Copenhagen

The municipality wanted to consolidate a complex IT infrastructure into a single, simplified platform that was scalable, more environmentally friendly and less expensive to run. Dell helped them achieve this target through virtualization. Dell helped the Municipality replace 638 machines with just 32 servers. With Dell's help they expect to reduce IT power consumption and CO2 emissions by approximately 77% over the next five years. TCP is expected to fall by approximately 40% and they expect approximately DKK 15 million saved on administration costs over five years through simplified IT.



Microsoft enables climate solutions for FIAT

Car manufacturers have made tremendous progress in reducing vehicle emissions for example through in-car computers that adjust fuel flow or air intake. It is possible, however, to further reduce CO2 emissions by helping motorists improving their driving style. With EcoDrive, Fiat and Microsoft have achieved just that. They developed a software application to monitor motorist behavior on the road and offer analysis on driving style and advice after a trip is completed. A typical Fiat—already among the most environmentally friendly cars in Europe—emits about 150 grams of CO2 per kilometer, or about 2 metric tons in a typical driving year. With a reduction in emissions of up to 20% through better driving habits, this could make an annual reduction per car of nearly 400 kilograms of CO2 possible.



Honeywell helps U.S. school districts capture more than \$153 million in guaranteed energy and operational savings

Since 2006, Honeywell has helped dozens of U.S. school districts beat the budget crunch with energy and operational savings expected to total more than \$153 million. The savings are primarily achieved through energy performance contracts, which allow schools to fund facility improvements through the energy and operating savings the upgrades produce over a specified timeframe, typically 10 to 20 years. Honeywell guarantees the results so the work usually doesn't impact budgets or require additional taxpayer dollars. Combining all active performance contracts, the company is helping hundreds of districts save nearly \$372 million. For school districts in Dixon, Pleasanton, Poway and Riverdale, Calif Honeywell's energy saving solution entailed the installation of solar arrays. They will cut annual CO2 emissions by an estimated 4.3 million pounds and nitrous oxide emissions by almost 4,000 pounds.



SAS helps manage demand and increase energy efficiency for the Poste Italiane Group

Like many organizations, the Poste Italiane Group, the largest employer in Italy with approximately 150,000 employees, is committed to reduce energy costs. Despite considerable challenges due to the energy distribution channels throughout the territory, a lack of information standardization among suppliers and the special nature of its assets, some of which were built centuries ago, Poste Italiane Group launched a special project with the aim of defining, monitoring and optimizing electric energy, fuel and water consumption at all government real estate properties (14,500 buildings). With the help of SAS Business Intelligence solutions, Poste Italiane Group has put in place a system that analyzes demand and provides information on users' macro-behavior. Future developments involve correcting operation and maintenance behaviors for the systems and indirectly for the buildings. Early successes include a 1% decrease in consumption per year and a total 7% reduction in CO2 emissions.



Garmin Automotive Personal Navigation Devices are used to reduce CO2 emissions and save significantly on natural resources

It has been a long held belief that use of personal navigation devices in driving have helped people get to their destinations more efficiently, saving time and money. In a recently published study commissioned by NAVTEQ and conducted by an independent research firm, NuStats, the amount of savings and reduced GHG emissions have been quantified. According to the study, average drivers improved their fuel efficiency by 12%. The overall impact of lowering the CO2 emissions average was an amazing 24% reduction or nearly 1 metric ton of CO2 per driver per year.

Within months after the study concluded, Garmin began offering free ecoRoute™ software, for use with the majority of its navigation devices. They wanted to give drivers real-time feedback on driving efficiency. With ecoRoute™, drivers can choose the most fuel-efficient route to their destination. The Driving Challenge is another feature of ecoRoute™ which helps drivers to maximize their fuel economy by scoring their driving habits. Drivers can use this tool to challenge themselves to modify their driving behavior, in a more eco-friendly direction.

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