



Carbon Emissions and Telecommunications

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Telstra's Carbon Emissions Intensity Target

Telstra is aspiring to reduce its **own carbon intensity** by 15% by 2015 and is committed to developing ICT solutions that will reduce our **customers' carbon footprint**.



Telstra's Initiatives

- Telstra's target is to decrease carbon intensity from 64 to 59 tonnes per \$M by:
 - adopting **low carbon ICT** solutions such as video conferencing and teleworking across Telstra
 - specific **energy saving projects in our facilities** and decommissioning redundant network assets
 - reducing the energy intensity of purchased products and services and our consumption of energy and resources across the company
 - staff training to reduce office and vehicle fleet emissions.

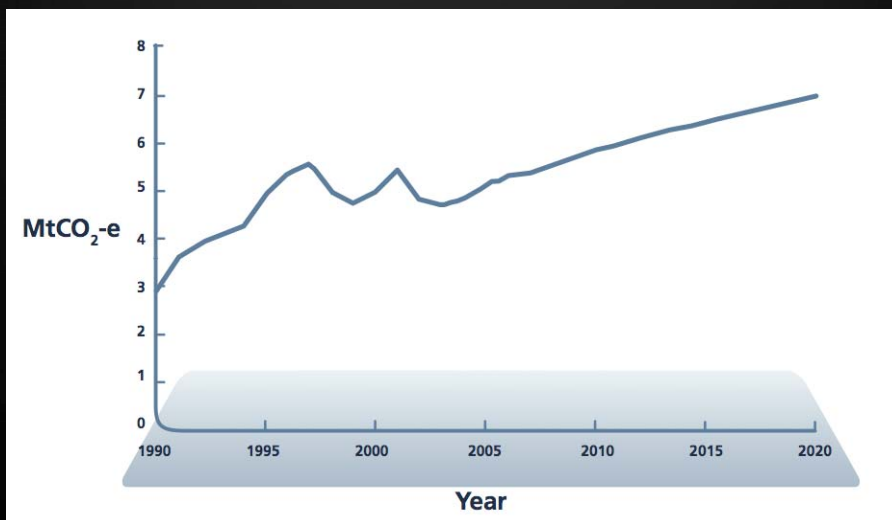
Telstra's Customers

- Telstra –commissioned Whitepaper:
Using ICT to Drive Your Sustainability Strategy
 - Video Conferencing
 - Teleworking
 - Web Contact Centers
 - Fleet & Field Force Management
 - Measurement Tools for Emissions savings

Domestic aviation has increased from 0.3% to 0.8% of Australia's carbon emissions in the last 5 years.



Domestic aviation emissions



Source: [A Climate Risk Report: Towards a High-Bandwidth, Low-Carbon Future](#)

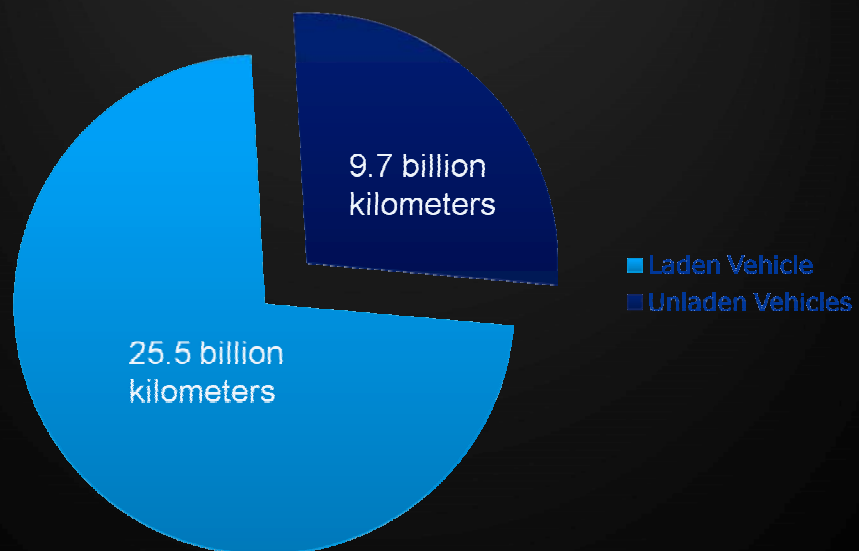
Teleworking, now and beyond



Videoconferencing going further



Opportunities in Fleet & Freight Management



Virtualisation



Power Management



Optimising Commuting



Abu Dhabi's PRT