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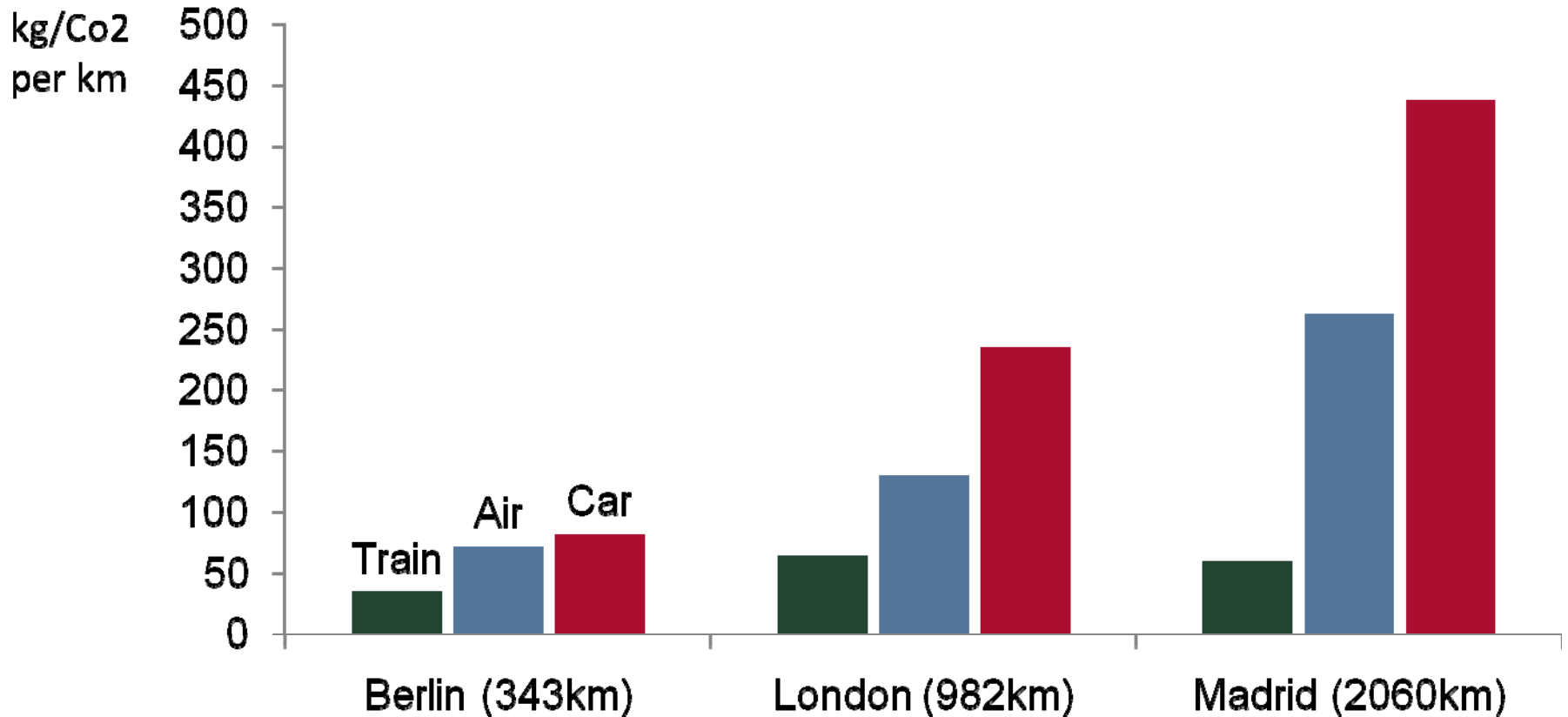
Accenture Technology Consulting
Collaboration…
Contributing to Sustainability

Bob Hersch

Effecting Change

... How did you get here?

CO$_2$ Usage to Copenhagen

kg/Co2 per km

Train | Air | Car

Berlin (343km) | London (982km) | Madrid (2060km)

Source: Deutsche Bahn based on research by Institut für Energieund Umweltforschung, Heidelberg.

Agenda

The Global Context   **Why Change?**

Available Solutions   **What Should We Change To?**

Current Barriers   **Why is it Hard to Change?**

Real world examples   **How do we Change?**

The Global Context – Maintaining a holistic view

Challenges for Climate

Increasing CO2 production + pace of change not fast enough

Challenges for Business

Keeping global economies and local businesses operating and profitable

Challenges for Individuals

Supporting the family / maintaining work/life balance / contributing to green issues

The Impact of the Workplace: Travel and Collaboration

"…the CO2 generated by the average business traveler over a year is equivalent to boiling a kettle 105,413 times and would require the planting of six trees grown to maturity over 99 years to offset it."

FinanceWeek

The Impact of the Workplace: Travel and Collaboration

Air travel accounts for a significant portion of business travel emissions, and causes worker fatigue and lost productivity

Solutions for a Green Workplace:
Unified Communications & Collaboration

- "Unified Communication" refers to an integrated toolset that combines all audio, video and content sharing solutions.

- Reducing complexity makes it easy to use across any device and encourages users of all types and experiences to get involved.

"…Allowing employees to work remotely significantly reduces the emissions previously produced staff who were commuting to a customer care center every day.…"

Global Accenture Client

How the tools really help

Perspective 1 – The Business Win

✓ Lower travel costs and expenses

✓ Lower telephony costs

✓ Increased worker productivity

✓ Business agility to ability to reach new markets quickly

✓ Maximize existing office space

✓ Extend corporate infrastructure quickly and cheaply

How the tools really help

Perspective 2 – The Personal Win

✓ More time at home (average commute is 53 minutes)

✓ Less distance and wasted time travelling to office / airports / other locations (average commute is 18 miles)

✓ Reduce time and hassle of managing expenses

✓ Increased personal satisfaction or better work / life balance (predisposition to take flexible working over a pay increase)

✓ Greater flexibility in home base location

How the tools really help

The combined view

✓ Reduced carbon output

✓ Lower energy consumption

✓ Extension of natural and corporate resources

✓ Higher workforce productivity
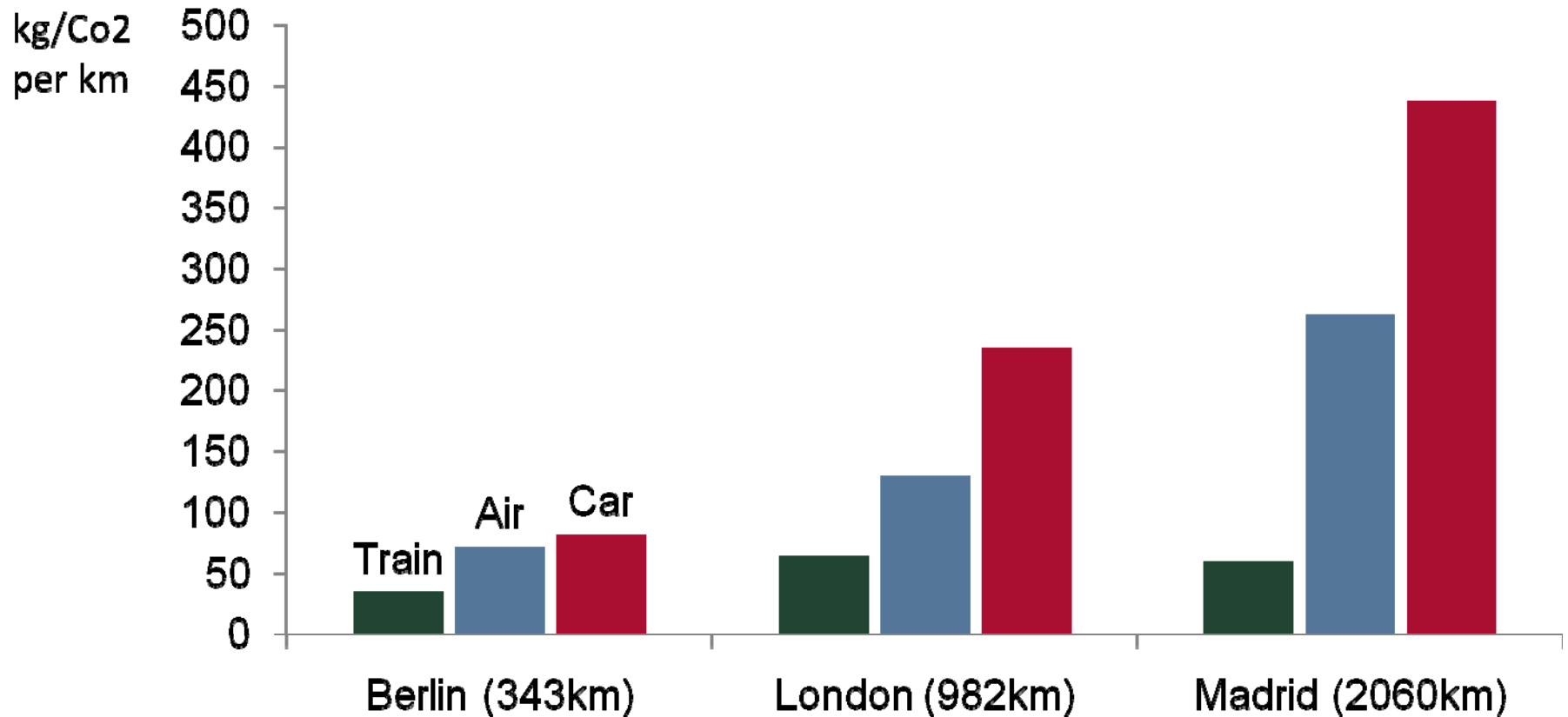
✓ Significant cost savings

✓ More Satisfied workforce

So why isn't it as simple as all that then?

Effecting Change

... How did you get here?

CO$_2$ Usage to Copenhagen

Issue 1

Direct + Indirect Carbon Reduction

Making individual changes can have an impact on DIRECT sources of CO_2 – not driving to the station or taking a taxi and walking.

but

This doesn't stop the train from running, or the plane from taking off.

It is only when a critical mass of people start making these changes that it affects the business imperative and therefore has an INDIRECT affect. Global policy of companies that use large numbers of fossil fuels e.g., air routes, train frequency then starts to change

Issue 2

Business Pressures

- The more we communicate the more we travel.
- Important decisions are made face to face
- Globalization changes the game and increases pressure to travel to access competitive markets
- Collaboration cannot initiate and form strong relationships. It can replace face to face meeting if done regularly but only once a relationship has already been established

It's not just the what and the how, but now the Who

- Cultural differences and timezones can be significant barriers.

- There are various types of commuter with different requirements

- There is an increase in millenials and Generation Y who are now prepared to trade material gain for work/life balance.

- The culture of acceptance of the norm is no longer commonplace. There is an expectation by the young that companies now have these tools as standard.

- Attracting this talent is therefore a factor for business and organization

Build a Practical Roadmap for Sustainable CO2 Reductions

Incorporate UC&C Into Your Green Strategy

Three Key Ingredients to Create Sustainable CO2 Reductions

Manage the Cultural Change and Adoption

Deliver the UC&C Tools to Your Workforce

UC&C and Green Strategy:
- Evaluate corporate green initiatives
- Segment your workforce types
- Determine which working situations can be moved to virtual tools

Deliver UC&C Tools to the Workforce
- Select and implement the right UC&C tools
- Prepare the infrastructure: network, wireless, desktop, mobility, security
- Federate with business partners

Manage the Change and Adoption
- Create incentives
- Create a culture to enable change
- Consider policy

Industry Examples to Reduce Travel

Face-to-face interaction without place-to-place travel

Healthcare –

- 8% of US CO2 Footprint is from Healthcare
- England's NHS Estimates Travel is 18% of CO2

Field Workforces (Sales, Field Specialists)

Cisco Sales Specialists reduced travel 50-60%

Corporate Training

- Significant % of corporate travel that is training related

The Global Context – Maintaining a holistic view

Challenges for Climate

By offering genuine benefit to all three areas, collaborative tools offer a provable, direct way for individuals to make a difference to climate change.

Challenges for Business

It is these small initial changes that once adopted by existing and future generations, will have an impact at the wider and broader level.

Challenges for Individuals

The differences are sustainable because they address the personal and business requirements so are not mutually exclusive

Final thoughts

The use of collaboration solutions has a clear and direct positive impact on business and personal life and therefore help to reduce carbon emissions.

To be truly effective, these solutions MUST fit in with how people work and live and not the other way around – it is no longer possible to dictate how people should fit in with tools and solutions.

Creating sustainable solutions comes from the delicate balance where both the business and personal requirements and benefits are aligned.

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