



Sustainable solutions with future mobile technology

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NOKIA WORLD, Amsterdam, 05/10/2008





for a living planet®



LIVING PLANET REPORT 2006



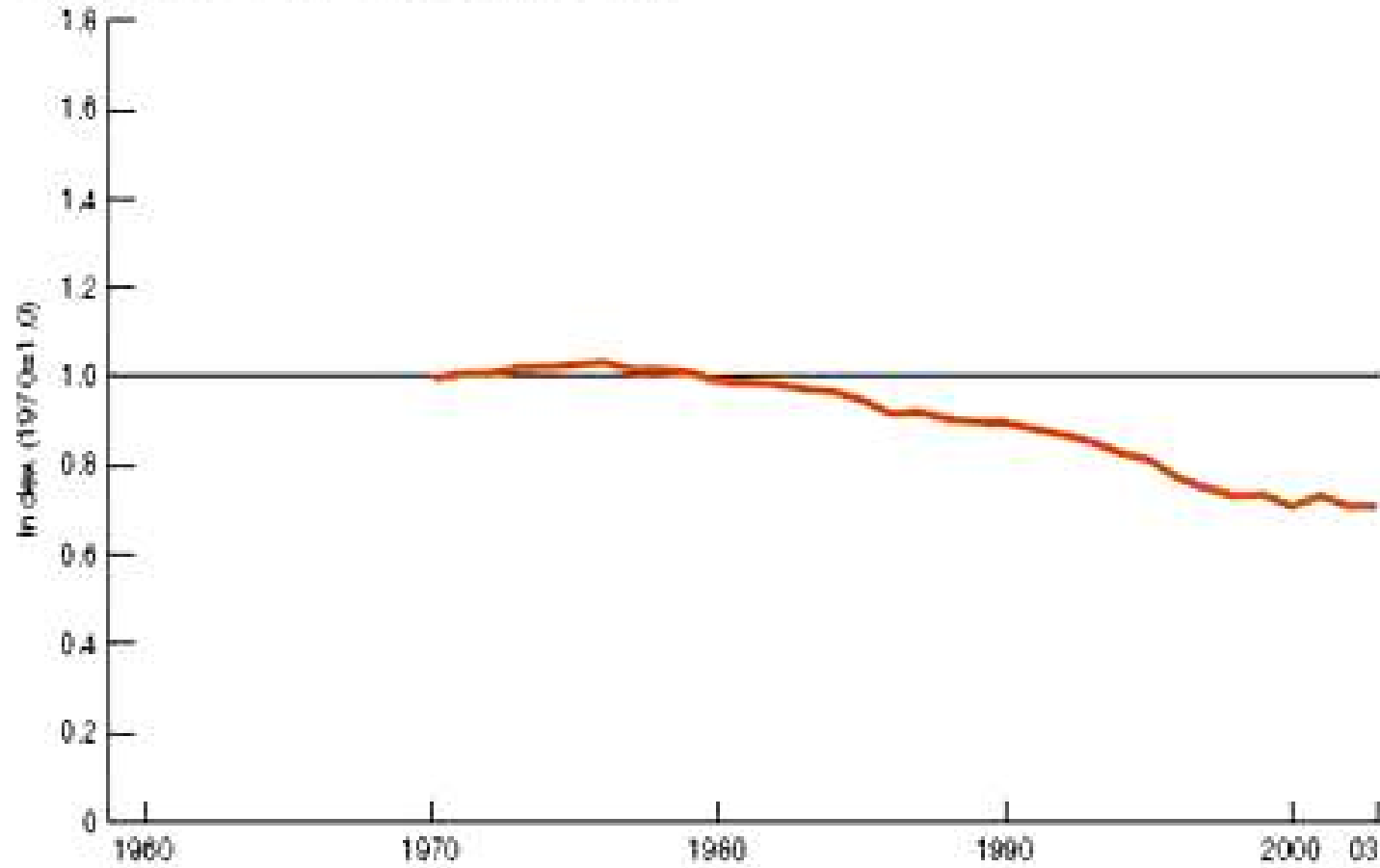
ZSL
LIVING CONSERVATION





Global impact

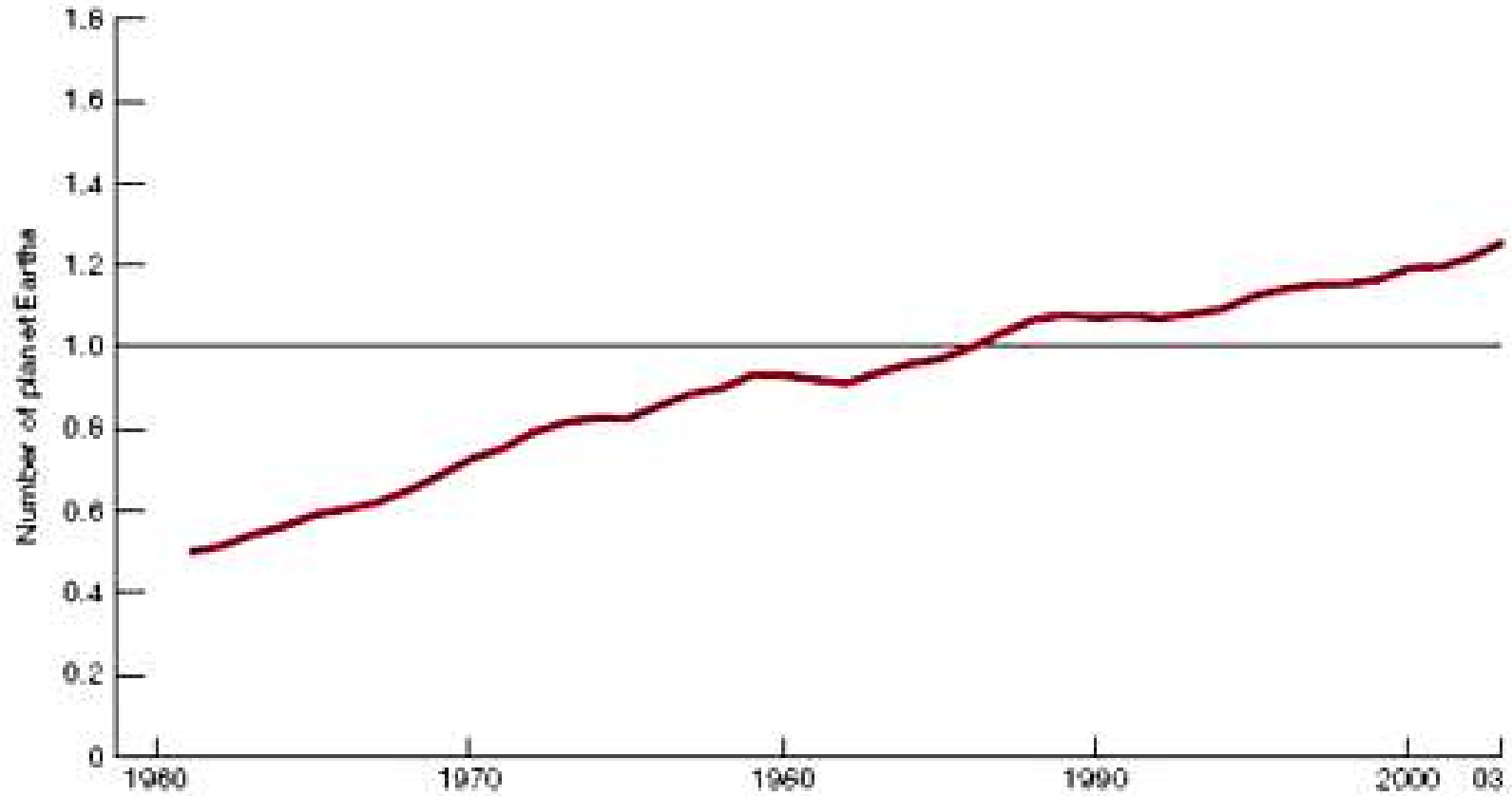
Fig. 1: LIVING PLANET INDEX, 1970-2003





Global impact

Fig. 2: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961-2003



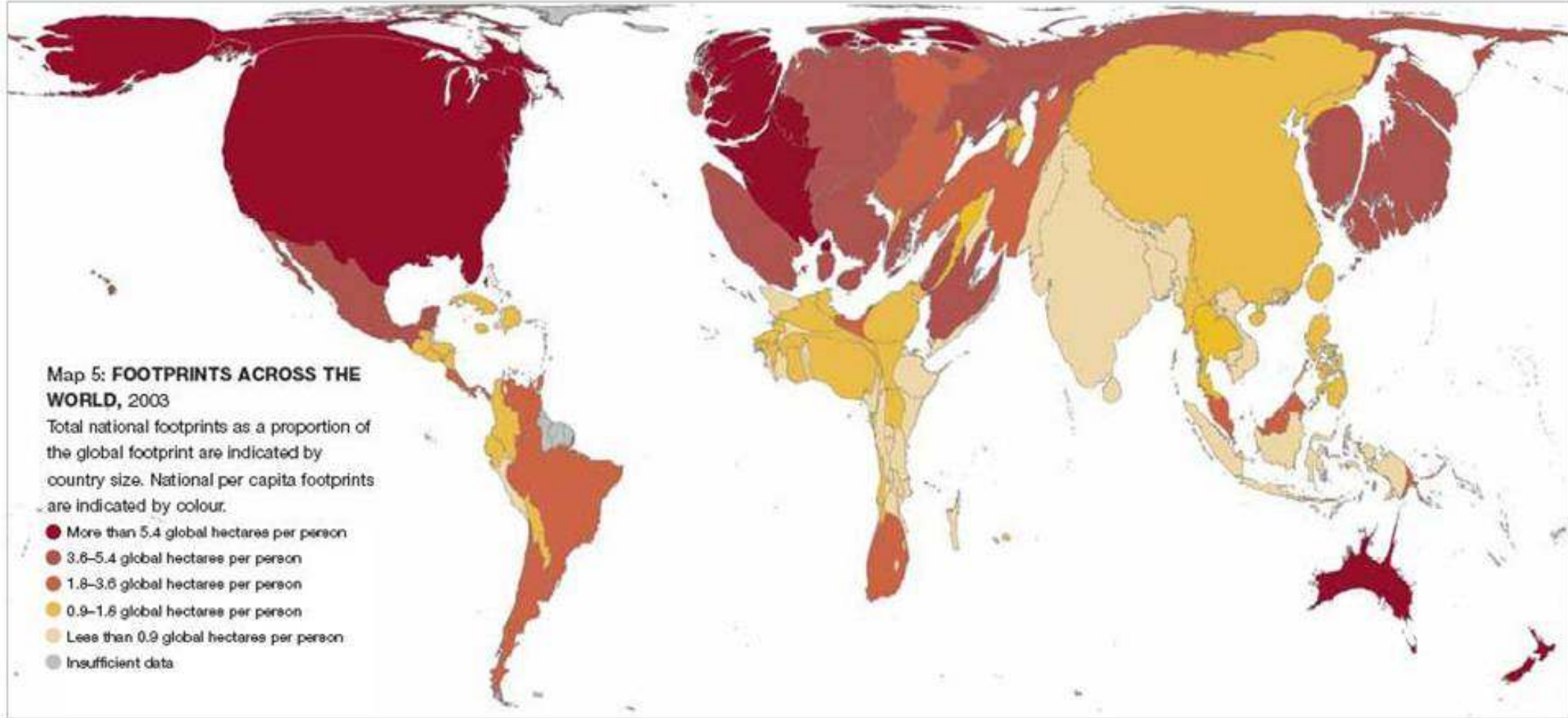


World Ecological Footprint

Map 5: FOOTPRINTS ACROSS THE WORLD, 2003

Total national footprints as a proportion of the global footprint are indicated by country size. National per capita footprints are indicated by colour.

- More than 5.4 global hectares per person
- 3.6–5.4 global hectares per person
- 1.8–3.6 global hectares per person
- 0.9–1.8 global hectares per person
- Less than 0.9 global hectares per person
- Insufficient data





Ecological Footprint

- human population X 4 in last 100 years
- projected stabilisation 9 to 10 billion in 2050
- 90% will be born in 'have-not' countries
- The 20:80 problem - people vs. resources
- Is this ethical?





Bringing it home

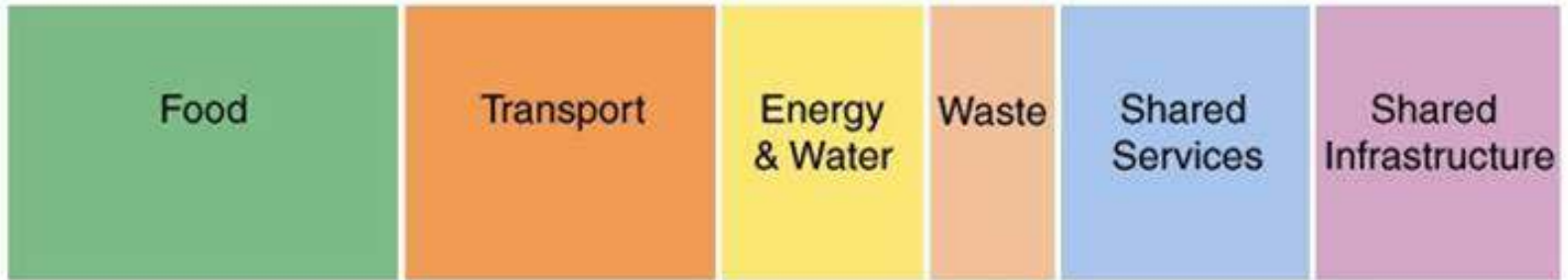
- **12bn** hectares – **6.5bn** people
- Per capita global quota – **1.8** hectares
- European footprint - **6** hectares
- North American footprint – **10** hectares



- Average **Indian** needs **0.5 planets**
- Average **European** needs **3 planets**
- Average **North American** needs **5 planets**



European footprint







The Challenge

“Our biggest challenge this new century is to take an idea that seems abstract – sustainable development – and turn it into a reality for all the world’s people”

Kofi Annan, Former UN Secretary General, 2001.





... towards a *One Planet Economy* that will deliver the **Basket of Needs for Everyone...**

- **Food**
- **Clothing**
- **Housing**
- **Energy**
- **Health**
- **Education**
- **Mobility**
- **Leisure**





BedZED

—

a pilot project

- 25 mn south of London
- 300 residents in 98 units
- £15 million
- 1.7 hectares
- private gardens
- communal spaces
- green roofs
- 30% social housing

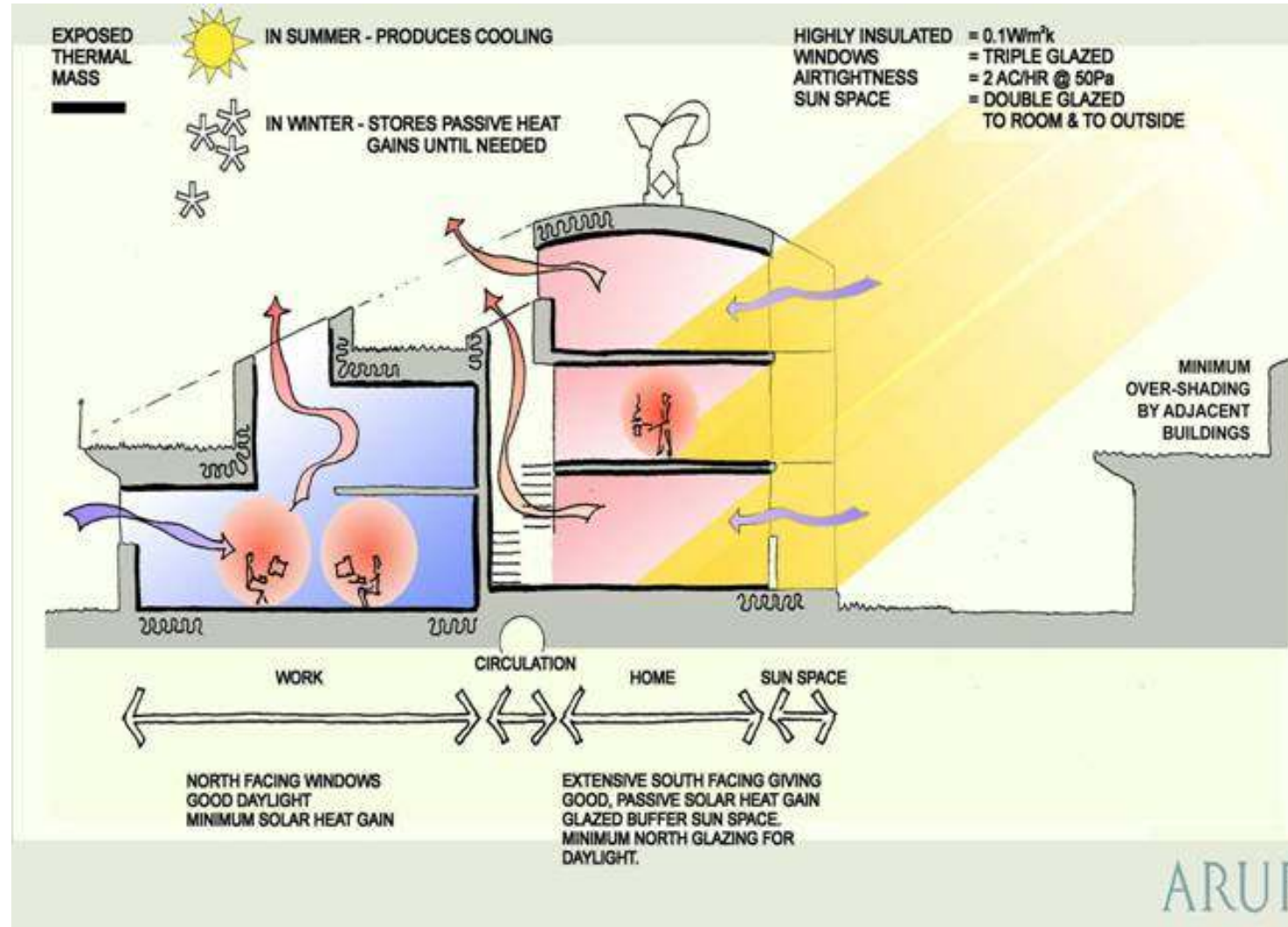


Strategies at BedZED

BioRegional

solutions for sustainability
www.bioregional.com

- Thermally massive walls (high insulation)
- Passive heat gains
- Natural ventilation
- Natural lighting
- Water capture & recycling





Reducing Footprint

Energy Plan Results

reduced energy needs

- 88% central heating
- 57% hot water
- 25% electricity consumption

Transport Plan Results

- 65% less CO2 emitted

Water Saving Plan Results

- 50% reduction in water use per resident





- To build a world wide network of **sustainable communities** where everyone can live within their fair share of the Earth's resources
- To create **Education Centres** at the heart of each community
- To **promote OPL** to individuals, governments and companies.

The aims of One Planet Living



1 Zero Carbon

2 Zero Waste

3 Sustainable Transport

4 Local and Sustainable Materials

5 Local and Sustainable Food

6 Sustainable Water

7 Natural Habitats and Wildlife

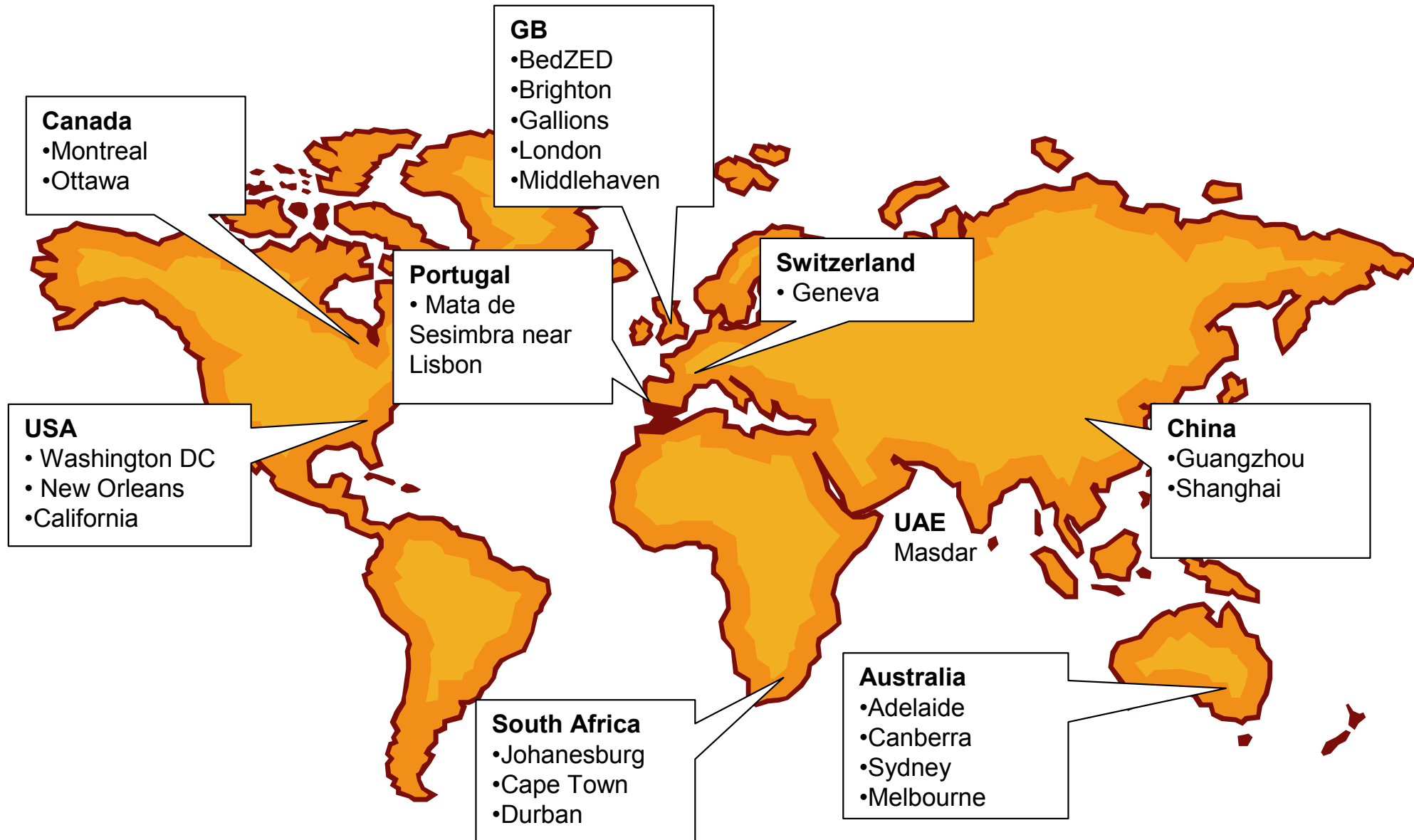
8 Culture and Heritage

9 Equity and Fair Trade

10 Health and Happiness

The OPL principles

The OPL Communities Network





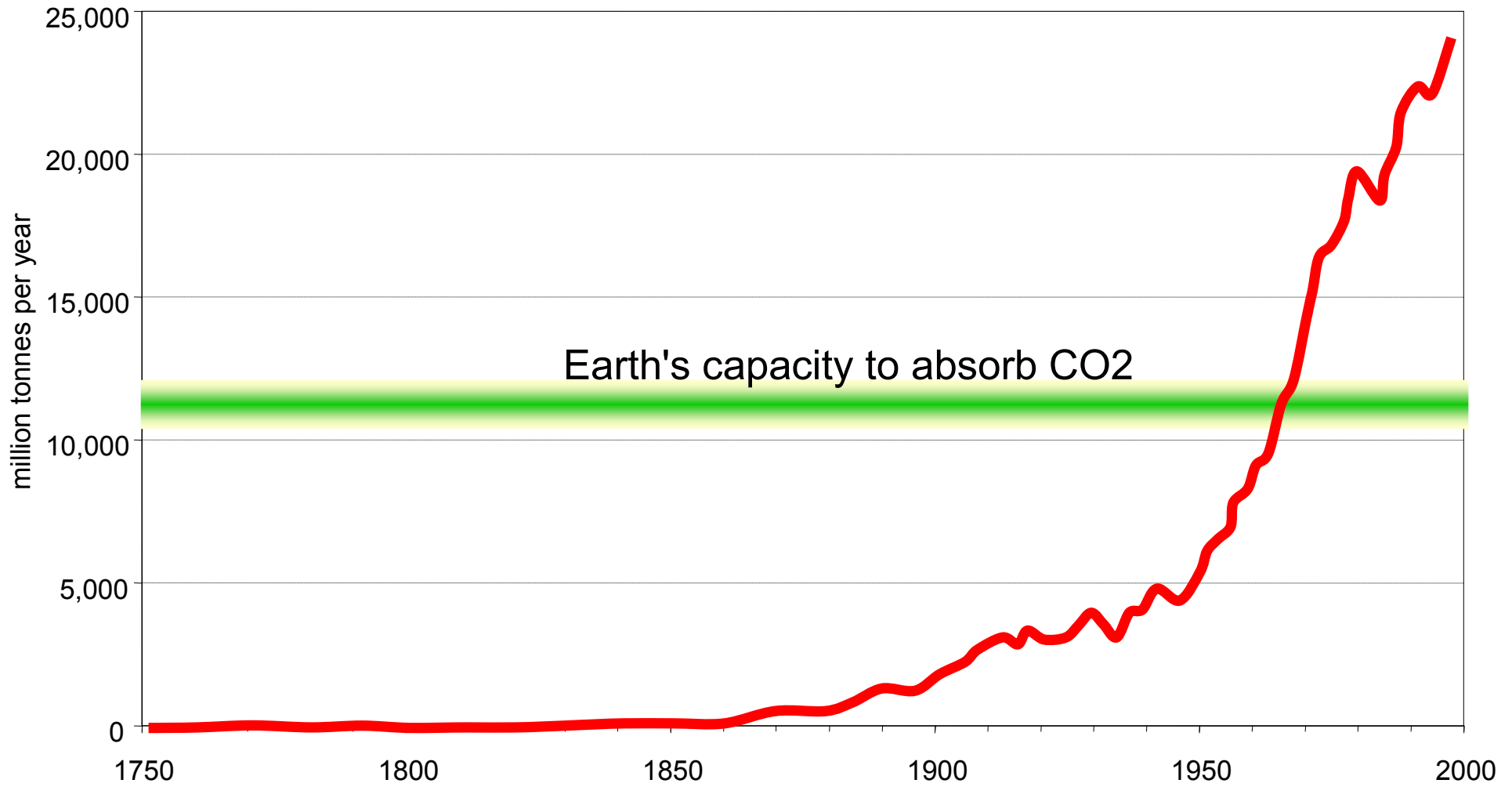
State of Emergency





World CO₂ Emissions From Fossil Fuels

1750-1997





US \$40 Trillion

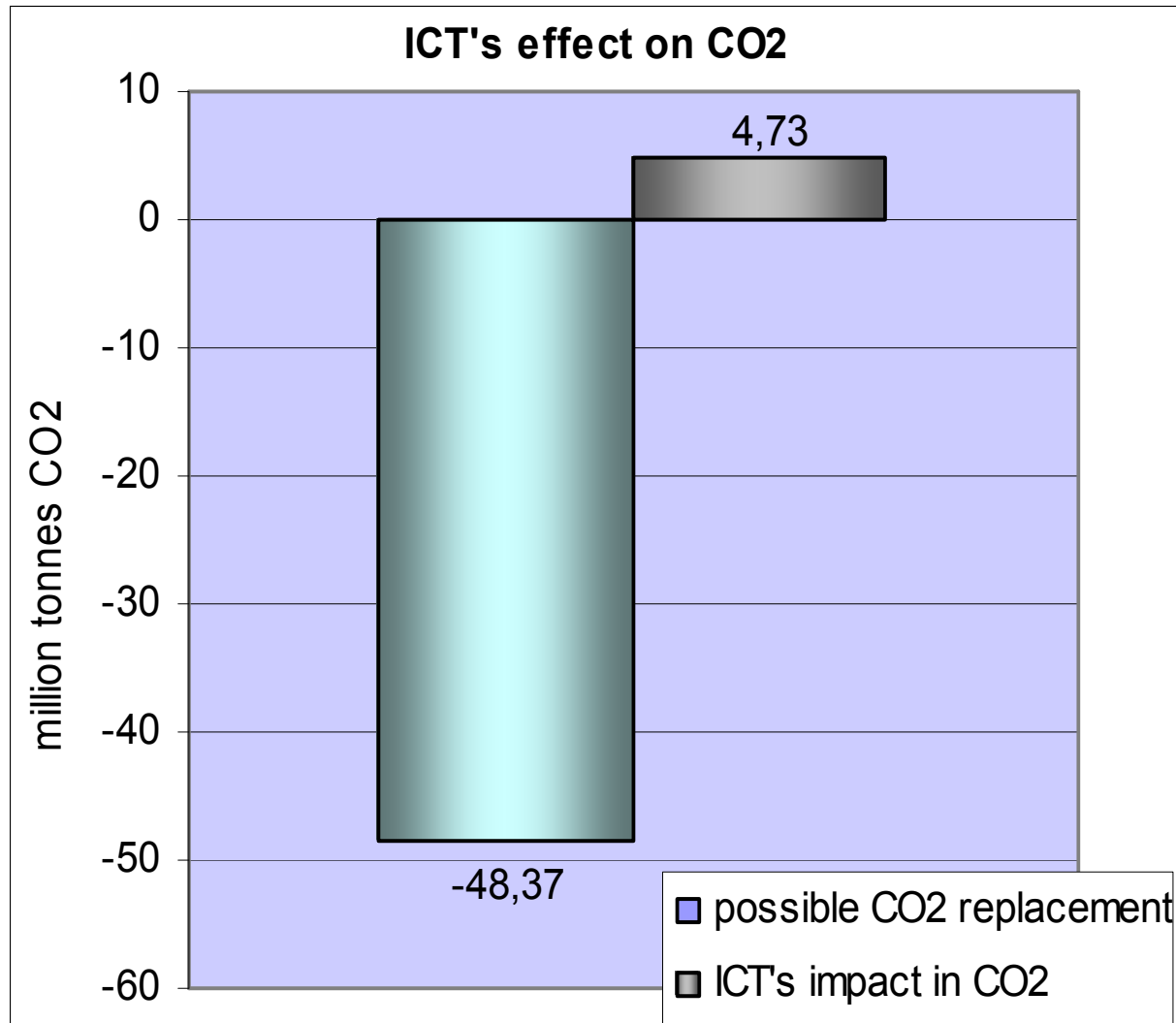
“Over the next 25 years, modernizing and expanding the water, electricity and transportation systems of the cities of the world will require approximately \$40 trillion”

Strategy+Business issue 46 spring 2007, p.40



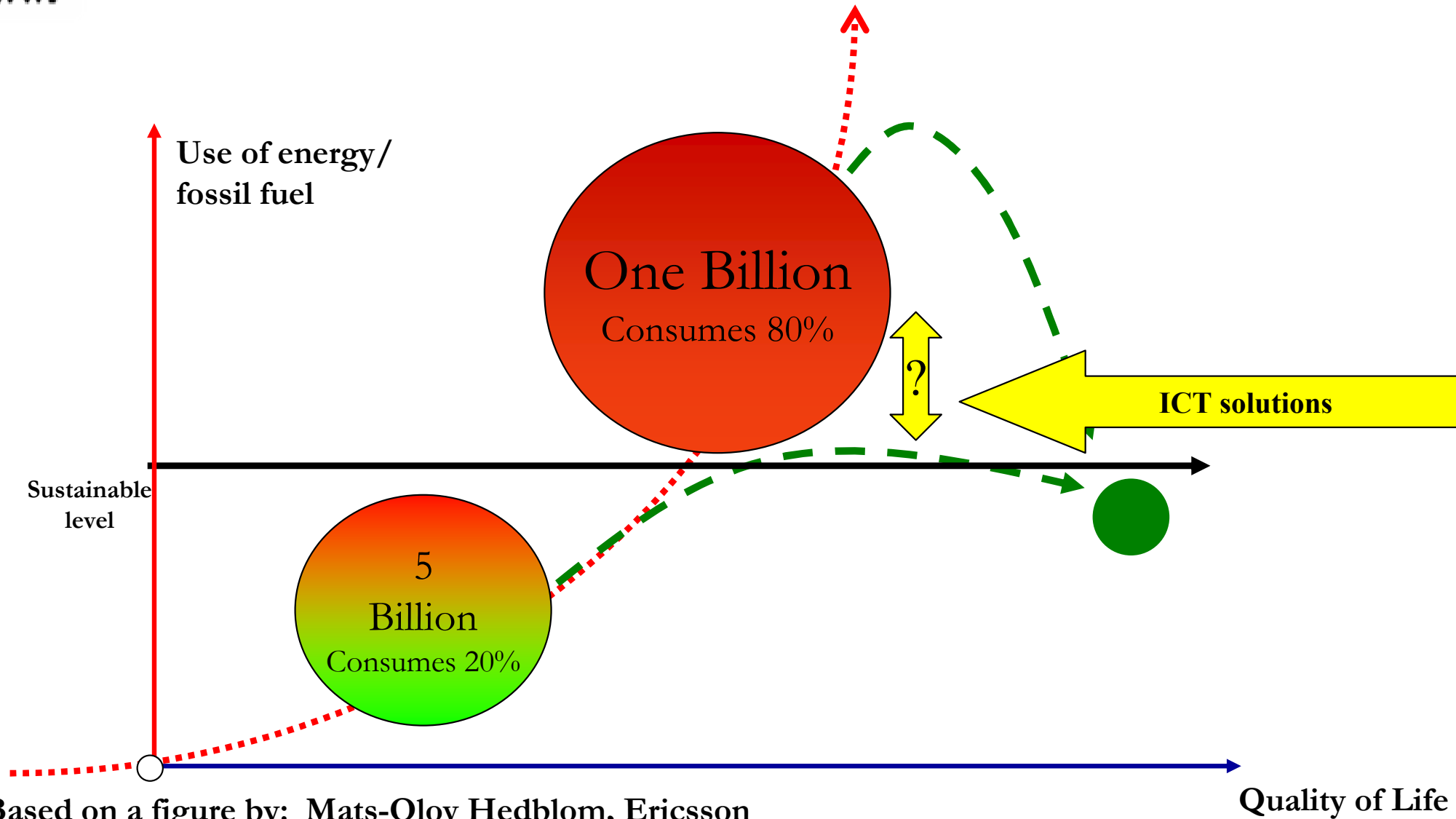


ICT





ICT in the global context



Based on a figure by: Mats-Olov Hedblom, Ericsson





The 1st EU Roadmap

1- Flexi-work

22 million tonnes of CO2 saved yearly

when 10% (19million) of EU-25 countries' employees become flexi-workers.

2- Online phone-bills

491,000 tonnes of CO2 saved yearly

when all households, with Internet access, in EU-15 countries, and all mobile customers in EU-25 countries get an online phone-bill.





The 1st EU Roadmap

3- Audio-conference

2 million tonnes of CO₂ saved yearly when 50% (96 million) of EU-25 countries' employees replace one meeting with one audio-conference call per year.

4- Virtual answering machine

1 million tonnes of CO₂ saved yearly when 20% of households in EU-15 countries (31 million) use virtual answering machines instead of physical answering machines.





The 1st EU Roadmap

5- Business travel replacement

22 million tonnes of CO2 saved yearly

when 20% of business travel in EU-25 countries is replaced by a non-travel solution (eg video-conference).

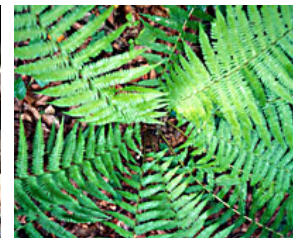
6- Web-based tax return

195,000 tonnes of CO2 saved yearly

When all employees in EU-25 countries (193 million) deliver their tax return via the Internet.

TOTAL

50 million tonnes of CO2 emissions saved each year!





Will things start to happen?



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Nokia Siemens sees profit from "greener" networks

Mon Nov 19, 2007 9:40pm EST

Nokia Siemens Networks Village Connection brings affordable GSM connectivity to rural villages in new growth markets

For the business and trade press

Espoo, Munich, New Delhi, May 03, 2007



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EU could cut CO2 with more Net, telecom use-report



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Nokia and Renault team up in navigation drive

Wed Oct 3, 2007 12:09pm EDT

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NSN Village Connection: 4m mobile users have \$2 income/day

COMUNICATI

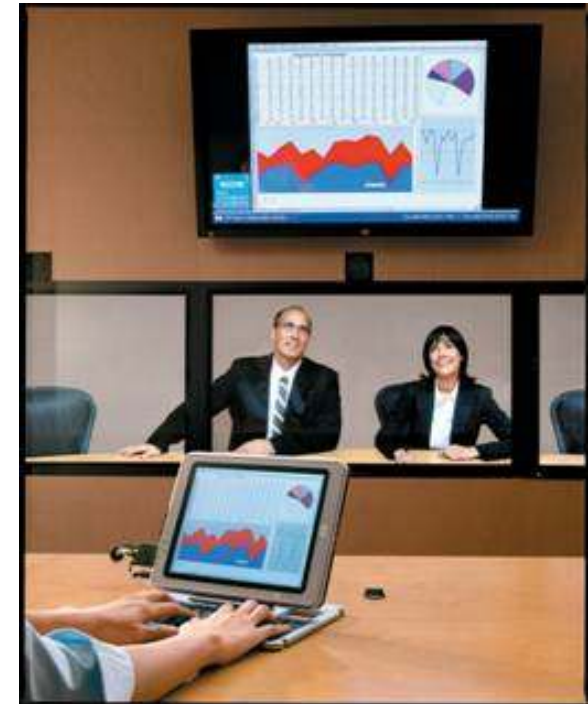
Nokia Siemens Networks

01:12 / 09:48

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The HP Halo Room





Control your home with Nokia



Control your home and save energy

Ventilation



W
i
n
d
o
w
s



Lighting



Appliances



Heating

Security



Busch-Watchdog®
Presence - ABB



Mobile shopping - Know your onions

- Keep in touch with your local farmers
- Shop online
- Order seasonal, local and organic fruits and vegetables





ICT and transport

- book your car via mobile phone
- keep up-to-date on traffic
- find your way on bike or on foot



Car sharing



Vélib' in Paris





Know what you get

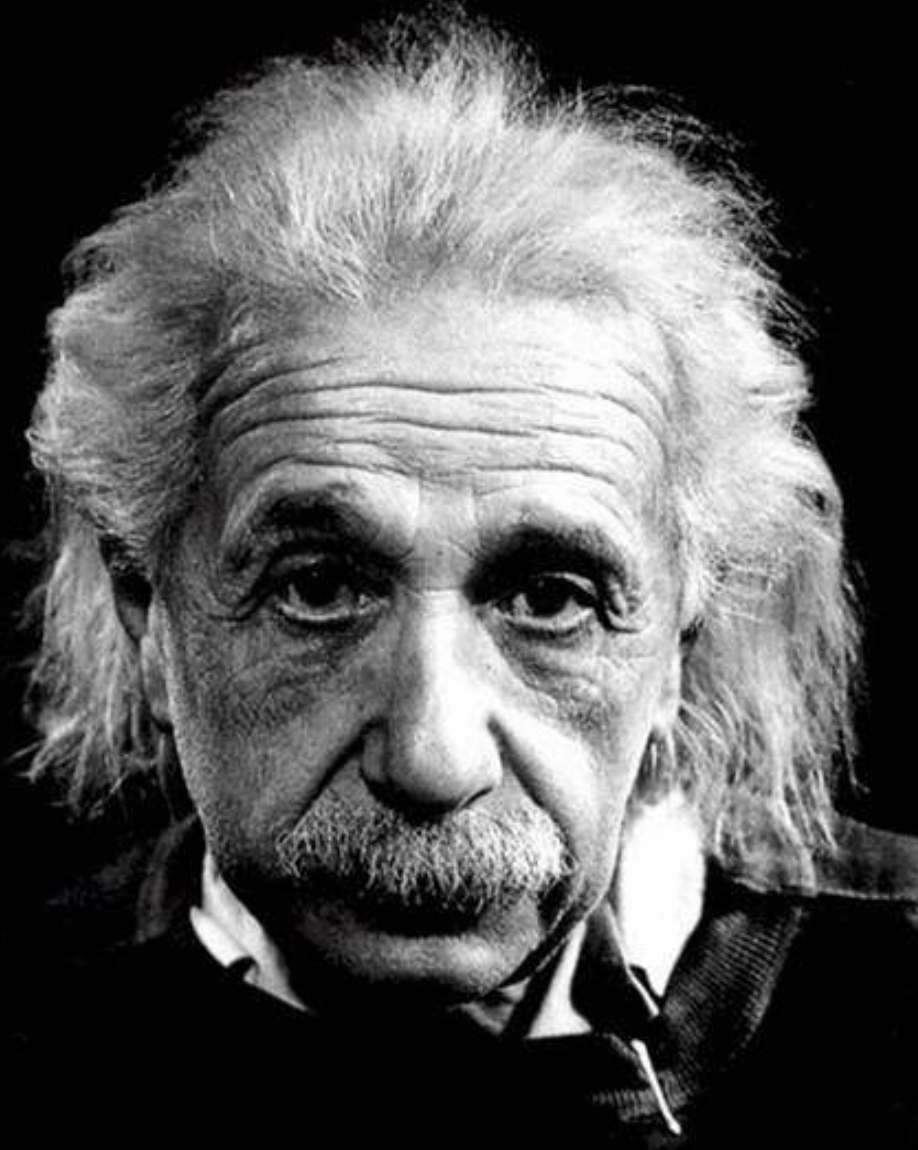
- scan products for detailed information - place of origin, carbon footprint, nutritional information, etc.
- monitor your ecological footprint



Carbon Guru is a product of QinetiQ Limited







*'It takes a new way of thinking to solve the problems that we created
by the old way of thinking'*



CONNECT2EARTH



5 | 5 | 5 days left to get involved
Thu, 24 Oct 2007 16:53:07



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Amount of carbon dioxide that we are putting into the atmosphere.
So how are we doing?

Rating [555 times]

2. Energy race

Posted by Warkraft - 03/09/2007



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So how are we doing?

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3. The carbon offset concept

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What's hot

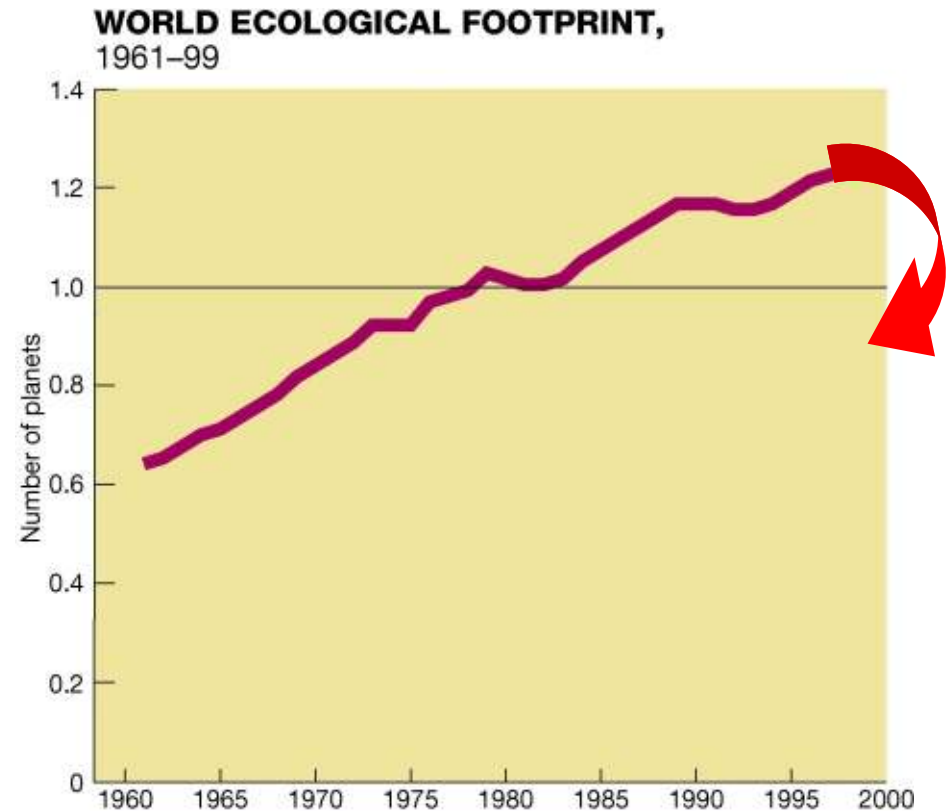
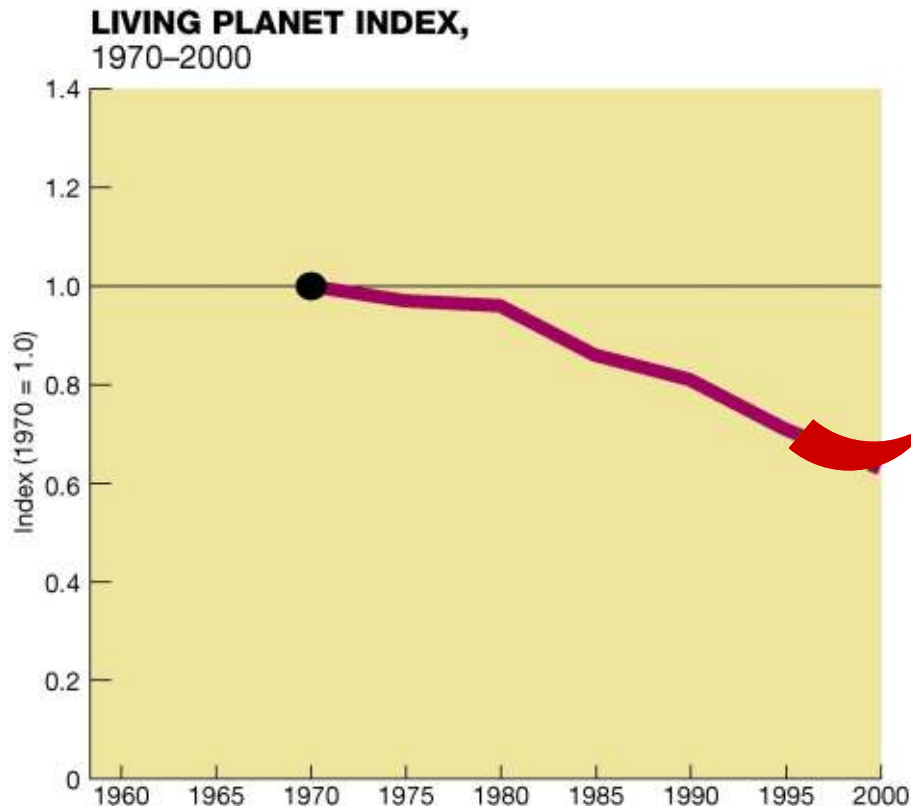
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The Long Term Objective





THANK YOU

