



# Agenda

- ▼ The Environmental Agenda
- ▼ Why CO<sup>2</sup>?
- ▼ What Can Companies Do to Reduce CO<sup>2</sup>?
- ▼ Using Collaborative Technologies to Reduce CO<sup>2</sup>
- ▼ Are Companies Buying It?
- ▼ Considerations for Green Meetings
- ▼ Going Green with RoData
- ▼ Summary



# Environmental Agenda Building Momentum



- ▼ Significant Worldwide Awareness
  - Global warming
  - Greenhouse gases
- ▼ More Companies Going “Clean/Green”
  - Stakeholder pressures
  - Corporate citizen responsibility
- ▼ Political Pressure
  - Changing corporate and individual habits to reduce CO<sup>2</sup>



Travel per annum	
Business Car	24,000km (15,000miles) 4,830kg CO <sub>2</sub>
Business Flights	2x Long Haul 7,400kg CO <sub>2</sub> 8x Short Haul 4,800kg CO <sub>2</sub>
<b>Total Carbon Footprint for business</b>	<b>17,030kg CO<sub>2</sub></b>
excluding public transport	(17.3 Tonne's)

# Why CO<sup>2</sup>?



## ▼ Why CO<sup>2</sup>?

- CO<sup>2</sup> is largest contributor to greenhouse gases
  - Burning fossil fuels: gasoline, diesel, jet fuel
    - Transportation: cars, trucks, airlines
      - Average .44 lbs CO<sup>2</sup> per air mile flown:
      - Average .9 lbs CO<sup>2</sup> per auto mile:
    - Natural gas usage with appliances
    - Use of electricity, most of which is generated by fossil fuels
  - Benchmarks energy efficiency and impact of polluting fuels in single measure

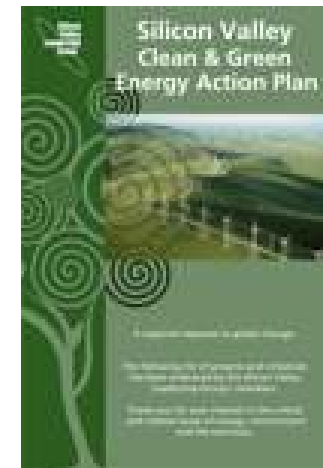


## ▼ Kyoto Protocol

- Reduce CO<sup>2</sup> emissions 5% by 2010

## ▼ California: Governor Schwarzenegger

- Reduce emissions 10% to 2000 levels by 2010
- Reduce emissions 20% to 1990 levels by 2020
- 80% below 1990 levels by 2050



# What Can Companies do to Reduce CO<sub>2</sub>?



## ▼ Top Recommended Steps to Reduce CO<sub>2</sub>

- Energy efficient facilities
- Product designs (energy efficient)
- Manufacturing processes
- HR/Employee oriented programs
- Travel policies
- IT leadership
  - Power saving data centers
  - Extend network to home workers
  - **Collaboration and content sharing tools (video and voice conferencing) as alternative to travel**





# Video and Voice Conferencing: a Green Technology



## ▼ Rich Communication, Collaboration, and Content Sharing

- Global enterprises connect without travel
- Meet and collaborate virtually
- Enable dispersed workgroups
- Foster real-time collaboration for increased productivity

## ▼ Substantially Reduces Carbon Footprint

- Green meetings
- Allow attendees to be environmentally friendly
- Reduce the need, costs, and CO<sup>2</sup> of travel

“Much of my (political) participation now comes via (Polycom HD video) teleconference, a “low carbon emissions” way of working .”  
- Al Gore

“With the growing emphasis on...green policies in corporations, video conferencing is now seen as having a direct effect on lowering a company’s carbon footprint.”  
- William Stofega, IDC

“Using (video) conferencing and collaboration technologies can make a large contribution to the goal of carbon neutrality.”  
- Alan Greenberg, Wainhouse Research



# Are Companies Buying It?



## ▼ Trend is Clear

- 32.9% of companies increased collaboration tools usage due to carbon impact concerns
- 28.1% have a carbon emissions policy
- 26.3% say carbon policy is coming in next year

▼ “...the next several years will see a deepening of the necessary tools and understanding.”

Wainhouse Research, August 2007

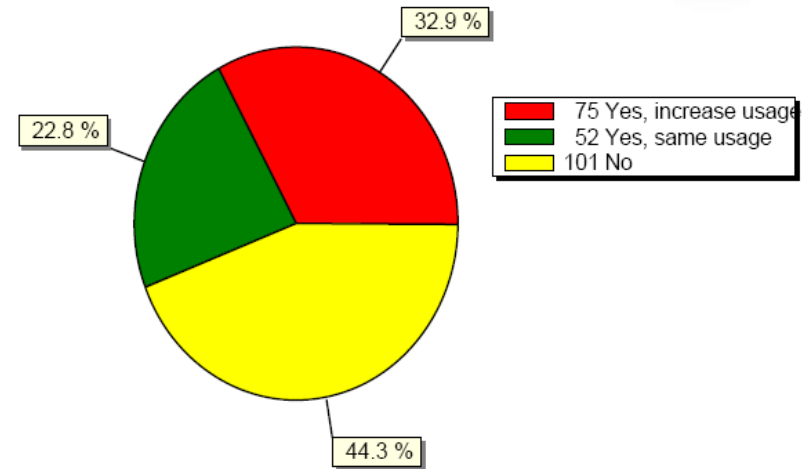


Figure 1 Impact of Concerns about Climate Change on Conferencing Use

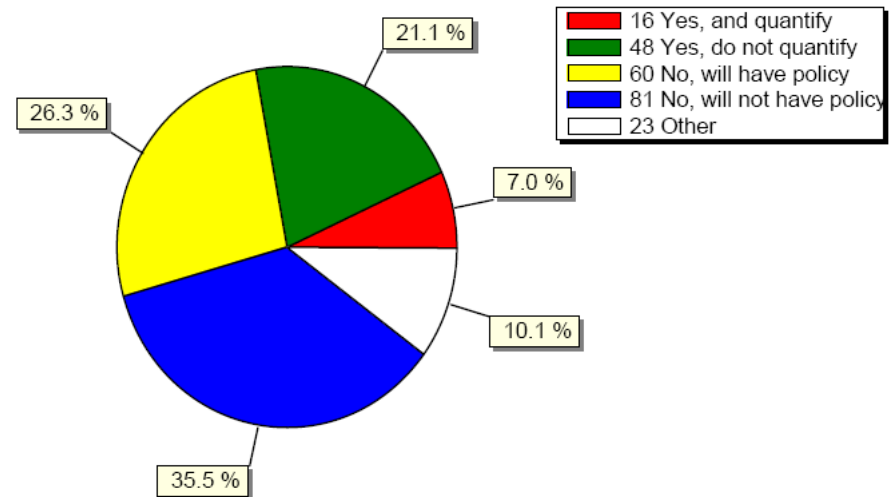


Figure 2 Carbon Emissions Policy



## PRICEWATERHOUSECOOPERS

*“To reduce our air miles, we have made a substantial investment in (Polycom) phone and video conferencing and now have new or upgraded facilities in all of our major offices. Last year we were able to avoid 1.1 million miles of travel through use of telesuite facilities, thereby avoiding the emission of 198,000kg of CO2.”*

*- PWC Corporate Statement*

## easynet

*“The initial investment (in Polycom video conferencing) is easily justifiable, ultimately increasing productivity. It’s not only protecting the environment, but is common sense for businesses to adopt.”*

*- David Rowe, CEO, EasyNet*





# Considerations for Green Meetings



- ▼ Determine Existing Meeting and Travel Patterns
- ▼ Identify What Groups Could Use Video and Voice Conferencing as Alternative Way of Meeting
- ▼ Identify Applications Where Video and Voice Conferencing can be Applied for Virtual Meetings
- ▼ Establish a Network Plan and Bandwidth Requirements to Support Communications
- ▼ Determine how Virtual Meetings will be Hosted, Scheduled and Managed
- ▼ Identify Needs to Record and/or Stream Meetings for Personnel to Participate at Later Date
- ▼ Identify Support Services to Maintain Equipment, Manage the Network, etc.
- ▼ Determine Method for Measuring CO<sup>2</sup> Reduction



# Going Green with RoData

## Three Step Process



1.

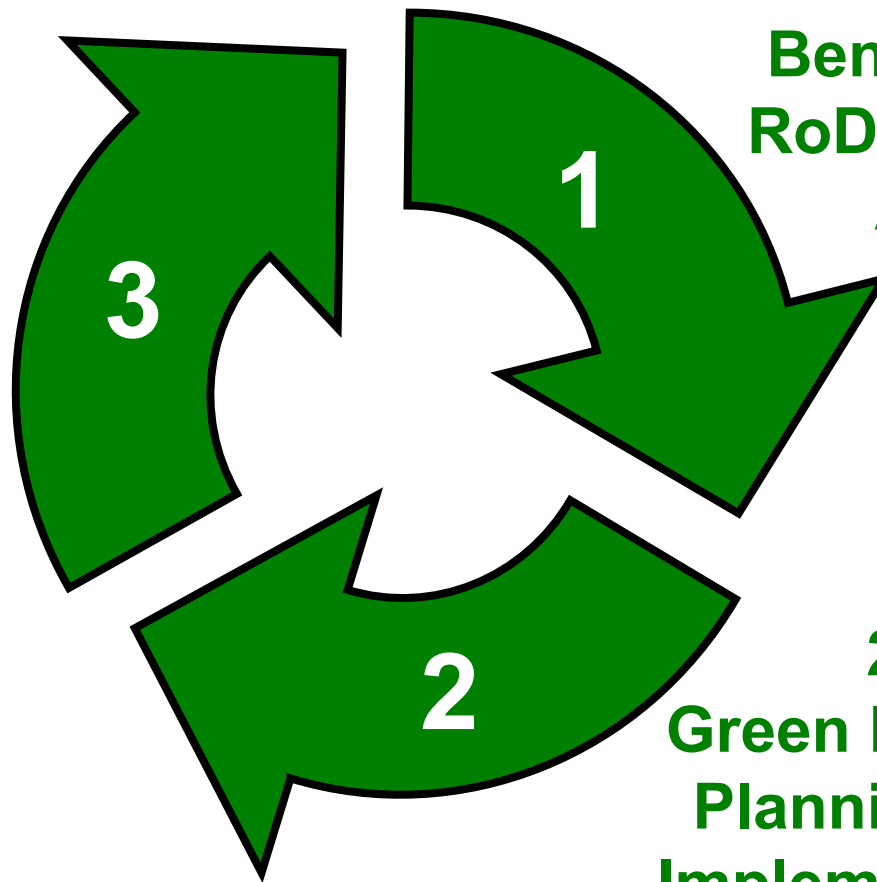
**Video Readiness  
Benchmarking and  
RoData Green Value  
Assessment**

2.

**Green Roll-Out  
Planning and  
Implementation**

3.

**Tracking and  
Measurement**



# Going Green with RoData

## Step 1: Initial Benchmarking



- ▼ Assess “Video Ready” in Three Areas
  - Service Quality – ensure a successful Video Conferencing experience
  - Operational Efficiency – plan for the right mix of capacity and resources
  - Business Benefits – Establish best practices in video and voice conferencing to maximize user adoption and experience
- ▼ Recommendation: RoData Green Value Assessment
  - Guides customer towards realizing substantial strategic benefits through the effective use of collaboration tools
  - Helps customer identify applications and workflows for video/voice virtual meetings
  - Provides recommendations to significantly improve conferencing operations



# Going Green with RoData

## Step 2: Green Roll-out Planning



- ▼ Contact the RoData “Green Team” to learn more about the Green Roll-out Planning step for your organization.



# Going Green with RoData

## Step 3: Tracking and Measurement



- ▼ Contact the RoData “Green Team” to learn more about the Tracking and Measurement step for your organization.





# Go Green With RoData!



## ▼ Take Action Today!

- Schedule your RoData Green Value Assessment today
- Request more information on the RoData Green Value Assessment
- Complete the RoData Green Report

## ▼ For Additional Resources and Guidance

- RoData “Green Team”
  - [greenteam@rodata.com](mailto:greenteam@rodata.com)

# Summary



- ▼ Global Sustainability is Every Company's Responsibility
- ▼ Become Carbon Neutral
- ▼ Improve Productivity and Efficiency Throughout
- ▼ Enhance Your Company Brand, Positioning, and Image
- ▼ Go Green with RoData!

