

Rethink Possible



Using IT to Create a More Sustainable World

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Telepresence Report

Commissioned by CDP, sponsored by AT&T and produced by Verdantix

Builds on findings of the SMART 2020 report

www.smart2020.org

- Significant GhG emissions reductions can be achieved through ICT
- Travel substitution provides great opportunity

Research Approach

- In-depth **interviews of 15 global companies**
 - Early adopters of telepresence
 - AT&T and non-AT&T customers
- Developed a forecast model to **quantify the environmental and economic benefits** at the:
 - Company level
 - Industry sector level
 - Economy wide level for the U.S. and UK

Guest Commentaries

- **Economic, environmental and productivity gains** - Accenture - SakNayagam, Managing Director of Climate Change Services for Europe, Africa and Latin America.
- **Environmental benefits** - Paul Dickinson, CEO Carbon Disclosure Project



Current TP Deployments of Companies Surveyed



Key Findings:

Company Level Analysis

❖ For a \$1B company*:

- ROI in as little as 15 months
- Saves nearly 900 business trips in year one
- CO2 reduction of 2,271 metric tons over five years
 - equivalent of 400+ passenger vehicles for one year
- Delivers non-quantifiable benefits such as:
 - Improved productivity
 - Providing a better work/life balance for employees

* 1B in annual revenue and with at least 4 TelePresence rooms



Key Findings: US Analysis



Benefit	Cumulative through 2020	Annually thereafter
Net financial	\$15 billion	\$3.5+ billion
Environmental	4.6 million metric tons	963+ thousand metric tons



Emissions Reduction by 2020



By 2020, the emissions reductions achieved would be equivalent to the CO₂ emissions from burning 28,271 railcars' worth of coal.* If you lined them up one behind the other, the line would be almost 271 miles long – about the distance from NYC to DC.

**Source: United States Environmental Protection Agency Greenhouse Gas Equivalencies Calculator, as cited in the Carbon Disclosure Project study, "The Telepresence Revolution."*



More Information on the Telepresence Revolution:

www.att.com/telepresencerevolution

More Information on AT&T Sustainability:

www.att.com/csr

