



going green is our standard!

A G E N D A

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| 9:00 | OPENING <ul style="list-style-type: none">• Welcome Walter Weigel, ETSI Director-General• Introduction and objectives Jonas Sundborg, Vice Chairman of ETSI Board, Chairman of ETSI OCG, Ericsson |
| 9:10 | KEYNOTE SPEECH <ul style="list-style-type: none">• 9:10 The role of ICT in creating a low-carbon economy: A 5 step plan for low carbon urban development Matilda Gustafsson, Ericsson |
| 9:30 | STANDARDIZATION LANDSCAPE <ul style="list-style-type: none">• 9:30 ITU and climate change - standardization landscape Reinhard Scholl, ITU-T• 9:50 ETSI Environmental Engineering Benjamino Gorini, Chairman of ETSI TC EE, Alcatel-Lucent |
| 10:10 | HOW TO USE ICT TO REDUCE GREEN HOUSE GAS EMISSIONS IN SECTORS OTHER THAN ICT <ul style="list-style-type: none">• 10:10 Smart Grids, Smart Meters, Electrical Cars : A challenge to ICT Standardization Bernard Dugerdil, ETSI Board Member, Freescale Semiconductor |
| 10:30 | C o f f e e B r e a k |
| 11:00 | HOW TO USE ICT TO REDUCE GREEN HOUSE GAS EMISSIONS IN SECTORS OTHER THAN ICT (continue) <ul style="list-style-type: none">• 11:00 Decarbonization of transport – Initiatives in the European Commission Eva Boëthius, (ICT for Transport ,Directorate General Information Society and Media, European Commission)• 11:20 Cooperative Intelligent Transport Systems Soeren Hess, ETSI TC ITS Chairman, Daimler AG |
| 11:30 | DEMATERIALISATION : HOW TO SUBSTITUTE BITS FOR MATERIEALS <ul style="list-style-type: none">• 11:30 Challenge to all: roadmap for the usage of collaboration tools Keith Dickerson, ETSI Board Member, BT• 11:40 Technical advances in e-Paper Prof. Dr. Blankenbach, University of Pforzheim |
| 12:10 | L u n c h B r e a k |



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| 13:30 | HOW TO REDUCE-GREEN HOUSE GAS EMISSIONS FROM ICT EQUIPMENT <ul style="list-style-type: none">• 13:30 Wireless Networks, EARTH research project Ulrich Barth, EARTH project, Alcatel-Lucent• 13:50 Wireline Networks Dave Faulkner, BT• 14:10 Data Centres Dave Penkler, HP• 14:30 ETSI for Efficient Home Equipment: GeSI-EE IOCG Standardization Branch Dominique Roche, Chairman of ETSI TC ATTU, France Telecom and Flavio Cucchiatti, Telecom Italia |
| 14:50 | Coffee Break |
| 15:20 | STANDARDISATION OPPORTUNITIES FOR ETSI Panel discussion Moderated by: Keith Dickerson, ETSI Board Member, BT |
| 16:00 | Conclusions Jonas Sundborg, Vice Chairman of ETSI Board, Chairman of ETSI OCG, Ericsson |
| 16:10 | Close |