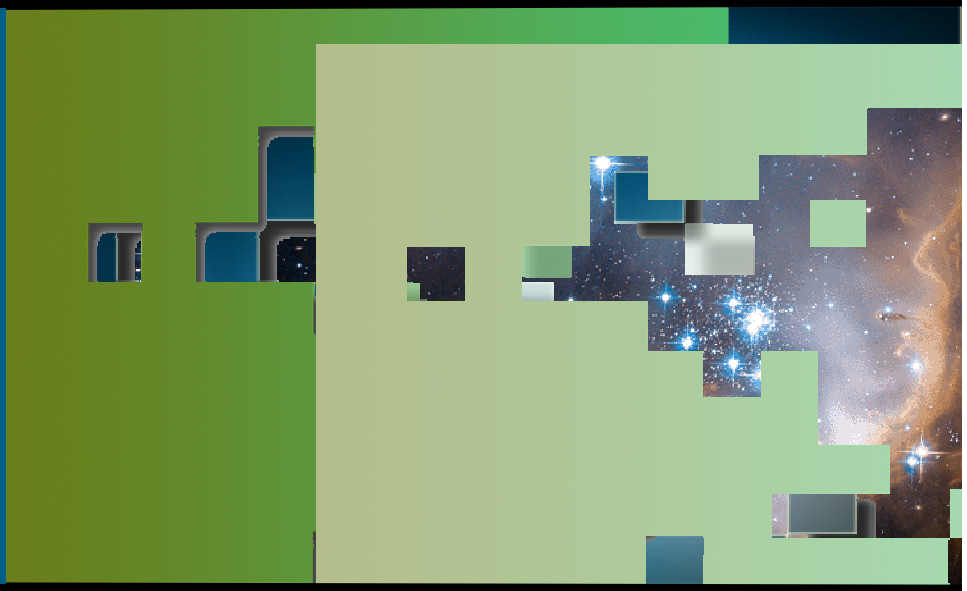
Networked Sustainability



Jennifer Sanford
Senior Manager, Trade & Environment
Global Policy & Government Affairs

ITIF Forum on Green IT
November 17, 2008

© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Cisco's Green Profile

Operations

- 25% Reduction Goal
- EPA Green Power Partner of the Year (one of five organizations nationwide)
- Global IP-Based EDT (EPA best practice)

Products

- Scientific Atlanta Set Top Boxes
- Cisco Unified Communications Manager
- Data Centers Efficiency Assurance Program (EAP)

Solutions

- Connected Real Estate & Workplaces
- Virtual Meetings (TelePresence, WebEx)
- Automated Power Management System (AMPS)

Employees / Advocacy

- Green Community Online & Global Earth Day
- World Economic Forum
- Global Organizations (WEF, DGI, EDF, Aspen Institute)

© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Green Networks Vision

Make Every Connection a Green Connection

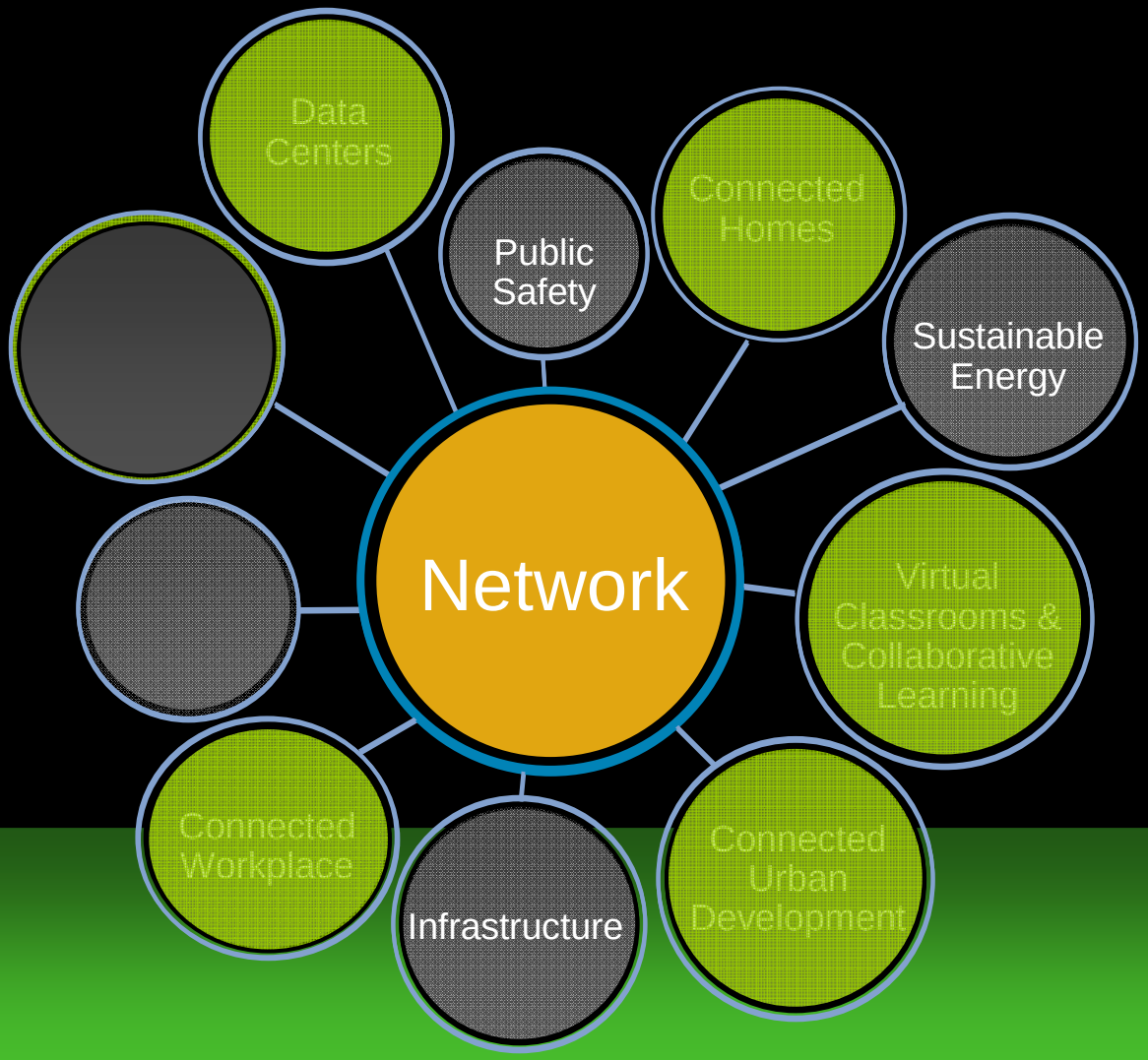




- Electricity Use in Offices
- Appliances in Homes
- Traffic Flows in Cities

© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

The Green Backbone: The Network



Always Available

vs.

Always On

© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Connected Urban Development

A model for city transformation which embeds advanced ICT in urban infrastructure & management systems to reduce global warming

- Increase efficiency of traffic flow
- Increase efficiency, service offerings and managability of public transportation
- Create sustainable real estate models
- Establish new distributed delivery models for city services
- Enable new resident services to self-manage carbon footprint







© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Smart Grid

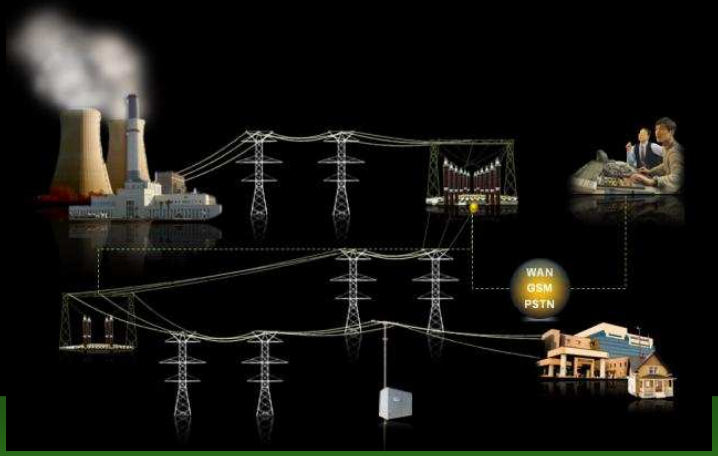
A robust two-way transmission & distribution network or "grid" that uses ICT to improve the delivery and use of electricity while reducing GhGs.

Renewable Generation



Security





New Opportunities



Changing Demand Patterns

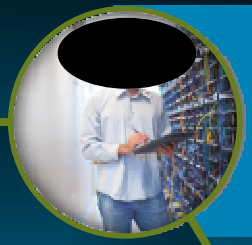


© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Data Centers – Reducing Costs

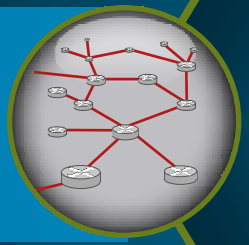
Replace Older Equipment with New Equipment



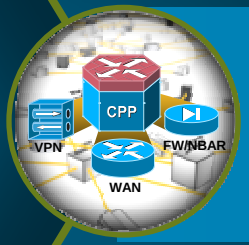


Move from Technology Silos to Unified I/O

Ensure High Availability



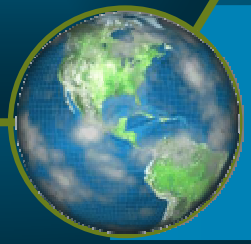
Energy Efficient Data Center Architecture



Increase Infrastructure Capacity Enhance Power/Cooling

Deliver on Demand Provisioning (Virtualization)





Maintain Continuous Operations with "IP Enabled" Facilities

© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Connected Real Estate

Integrate the control and management of disparate building systems over a single IP network

- Improved space utilization
- Simplified management
- Reduced maintenance
- Automated intelligent decisions
- Lower total cost of ownership
- Reduced energy consumption
- Reduced carbon emissions



© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Connected Workplace

Flexible work environment using ICT enabling anytime / anywhere productivity

- 40% increase in space utilization
- 40% reduction in electrical demand
- 54% reduction in IT cabling
- Significant reduction in construction materials
- Increased telecommuting
- Reduced greenhouse gas emissions





© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

TelePresence

1 Flight from SFO to TYO	Travel Avoided	Cost Savings	Emissions Saved	Cars Off the Road
98 TelePresence Sessions	36,864 Meetings	$148,000,000	73,728 Metric Tons	Over 8,000

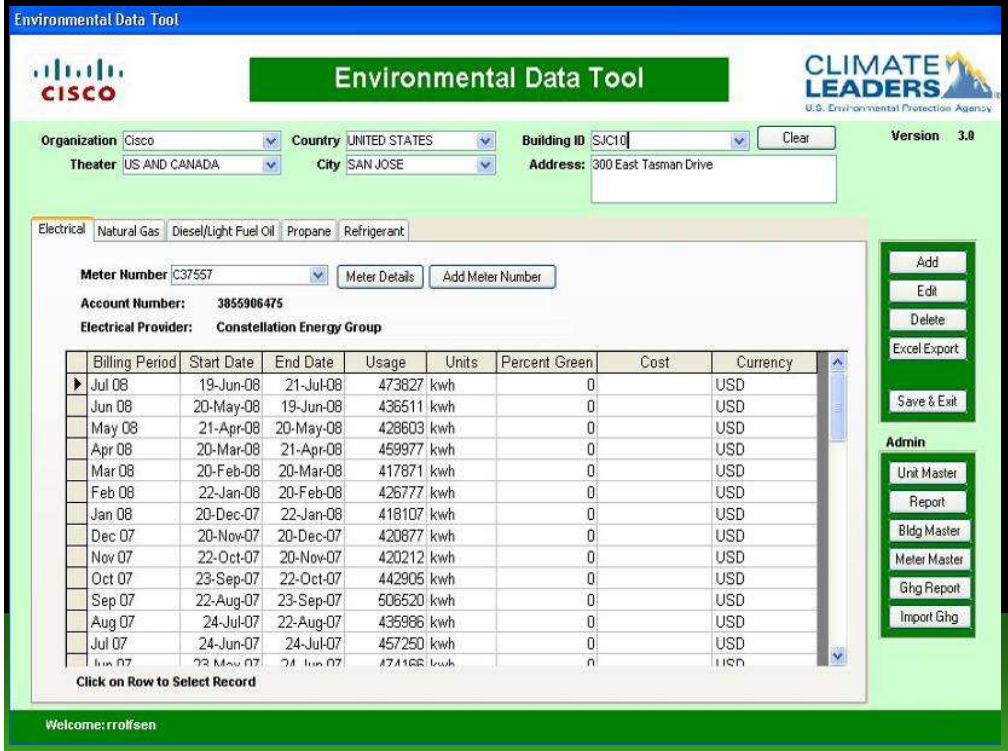


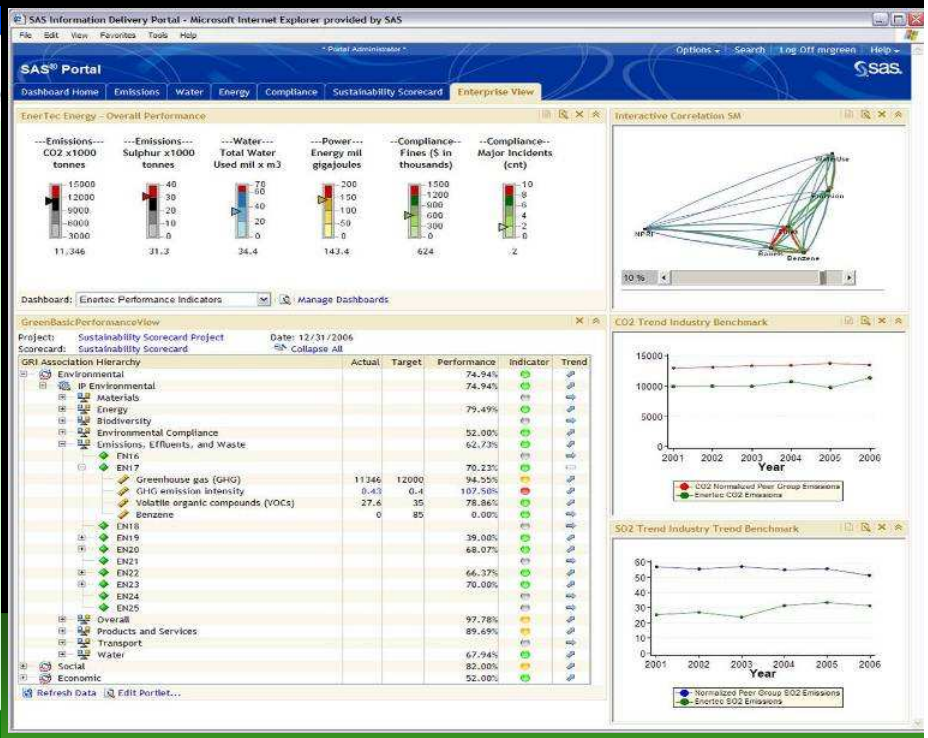
Changing the way we Work, Live, Play & Learn

© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

21st Century Carbon Accounting

- US EPA considers Cisco Environmental Data Tool (EDT) best-in-class
- SAS-developed tool enables predictive, transparent, and scalable analytics



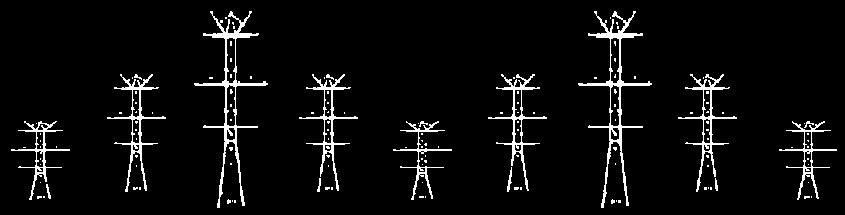


© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public

Government – The Green Change Agent



© 2008 Cisco Systems, Inc. All rights reserved. Cisco Public



CISCO