



Mobile Market Development

Carbon Reduction Leadership Opportunities for Telcos

Program: NextGen Strategies

Price: 500.00 EUR

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Description: Context To lead the race to environmental integrity now requires more than just being carbon neutral. Telcos and others with relatively small carbon footprints need to work to achieve a carbon negative status in their own operations, and through influence upstream and downstream (among suppliers, partners and users), make it possible for wider industry to move more rapidly towards neutrality with respect to climate changing emissions. Many telcos (particularly in markets where regulators and governments have a strong environmental focus) have already stated a commitment to achieving carbon neutral status in their operations. Many have also committed to buying only green energy to reduce the environmental impact of their own operations. However, Microsoft has gone beyond carbon neutrality and is leading the charge to counteract its historical carbon footprint, so that it can legitimately claim to have never had a lasting impact on the environment. The Microsoft example illustrates the potential for telcos to assist their suppliers and customers to address their own emissions in such a way to justify claims that, by what they do, telcos are able to reduce overall industrial emissions by more than they contribute through their own operations – net negative on a global basis. To succeed in this, they must help (in particular) customers to address the negative impact on overall effectiveness that is the default result of updates to address the requirements of the current pandemic. Telcos that are successful and can legitimately claim leadership in achieving net negative emissions stand to benefit significantly, directly and indirectly. Carryouts - Three i3