ICT21- EE – WG 2 Transport

GeSI - ICT Sustainability through Innovation

European Thematic Network
ICT21-EE
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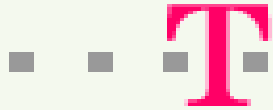
GeSI Members



GeSI Partnerships

UN Organisations

Business Initiatives for Sustainable Development

WBCSD

Electronic Industry Citizenship Coalition

GeSI Work Groups

- Supply Chain Initiatives – ethical sourcing and practices
- Climate Change – Measuring / Reducing GhG emissions
- eWaste – End of Life, Recycling
- Policy – EU and US initiatives
- Standardization - collaboration among operators
- De-materilaization – encouraging virtual equivalents

Smart Work Center –
CUD Amsterdam Case

Background

- From 1 to 20+ locations
- To resolve serious traffic jam issue, mostly from commuters - Amsterdam and Almere

Vision : Connected and Sustainable Work

Key Features of Smart Work Center

- The first SWC is part of the Quality Centre in Almere
- Created a pilot with Local Real estate developer, Cisco, and Amsterdam Municipality
- Flexible working stations and lounges for employees of ABN AMRO bank and Amsterdam Municipality
- Conference rooms and advanced collaboration tools such as virtual presence
- Link with child day care service
- Restaurant / Business Clib / Catering
- Bank / IT Support / Notary & Legal advice / Employment agency

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Selected Experiences of GeSI members in SMART Transport

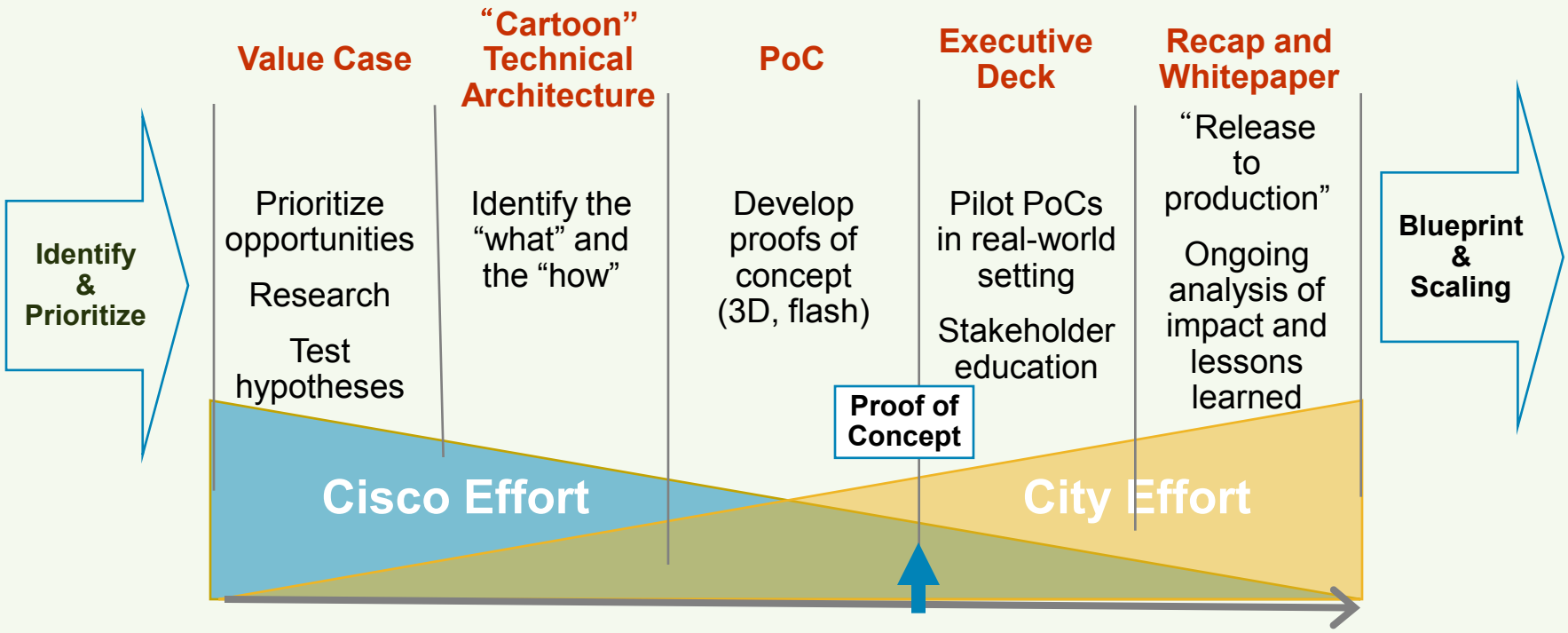
- **Projects using SMART personal travel assistants (enhanced mobile devices) are fairly new**
- **Collected data is 'meshed'**
- **Some data is very specific while other data is not**
- **KEY POINT- Communication**

  Must not assume data is going to be easily retrieved

Owning the Data - considerations

- **Access - may have to negotiate**
- **Legal - who owns the data?**
- **Commerical limitations – may have to negotiate**

CUD Joint Engagement Lifecycle and Toolkit deliverables



Notes:
- Cisco coordinates MIT and other CGI/ CUD third parties
- The City coordinates cross-functional governmental and nongovernmental agencies

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Global EcoMap: *from San Francisco to Amsterdam*

- **Challenge:** Currently, no universal collaboration, visualization, and **measurement tool exists for greenhouse gas emissions from city activities.**
- **Solution:** Develop an open source collaboration web 2.0 platform that will enable citizens and business to **see the collective results of their individual climate change behaviors**, aggregated by zip-code, to take actions to mitigate environmental impacts, and track the results of these actions.
- **Results:** Connected Urban Development (CUD) prototype under development. Cities in North America, Europe, and Asia are engaged, with the City and County of San Francisco taking the lead.
- **Status Amsterdam**: **Multiple stakeholders meeting at regular basis** to set project parameters and define Amsterdam pilot

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SMART Transport project in Madrid

Geo-Location
Vehicle System. with GPS /GSM technology.
http://empresas.telefonica.es/documentacion/casos_exito/CP_grupoCAT.pdf

Grupo CAT ha apostado por el Sistema de Geolocalización de Vehículos GPS/GSM de Telefónica

Telefonica

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Next Steps

- **Select more experiences of GeSI members in SMART Transport**

- **Categorize data which is now 'meshed'**

- **Consider energy savings in 2 phases:**
  - Change user behavior (making public transport easier, more predictable eg with PDAs)
  - Actual change of transport patterns expected to result in energy savings

- **Communicate with GeSI members on experiences, including data collection, analysis**