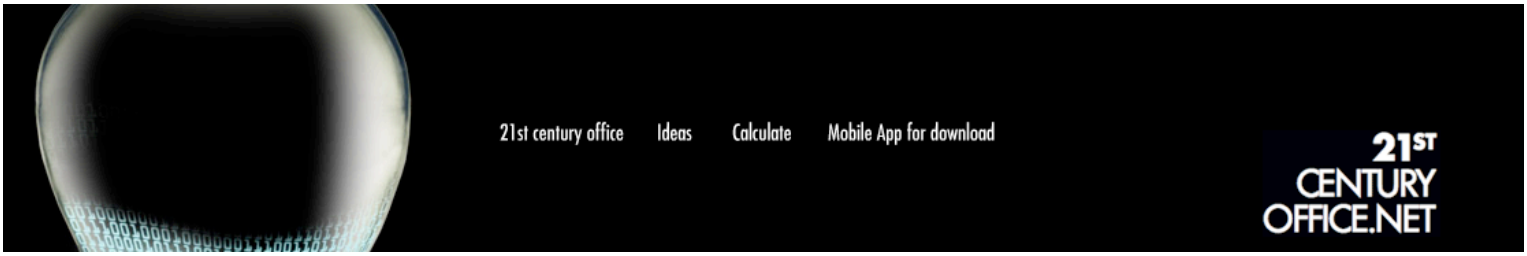

Using disruptive Web and mobile solutions to deliver transformative reductions of CO_2

A workshop to identify key tools for a low carbon society

Objective
Explore ways in which new tools for the web (web 2.0 etc) and mobile applications can help reduce CO2 by mapping innovative solutions, and initiate a discussion on their use in key areas for a low carbon economy. As an example during the workshop a planned web/mobile tool to create a guide to help office users use more virtual meetings, telework and digital content (a 21st century office) will be explored. For the development of the guide $5000 is available as initial seed money to be spent directly after the workshop.

Expected outcomes:
1. List of tools/functions for the web/mobile apps that can help reduce CO2/reduce use of natural resources
2. Overview of processes/projects/companies that are leading in this field.
3. A roadmap for the development of a 21st Century Office guide.

Participants
Thought leaders that use and/or develop innovative tools for mobile devices.

Background
By now it is more than clear that it is not possible to "reduce" our way to the 80 % or even 90 % reductions of GHG emissions that is needed by 2050. Neither will incrementally improving current systems help us to reach the factor 5-10 in resource efficiency that corresponds to such reductions. Transformative solutions are needed, especially those that help societies shift from products to services that can drive innovative ways to provide us with the things we want and need.

With the global climate negotiations resulting in very little concrete action the need for leadership and innovative solutions is greater than ever. Over the next 30 years 255 trillion dollars will be invested to provide essential services in urban areas around the world. This money must be invested more in ICT solutions and less in high carbon solutions if the world is to avoid dangerous climate change

The resources for this project come from WWF which has been given a grant from HP for thought leadership work in the area of low carbon ICT solutions. HP and WWF have collaborated in several thought leadership project for a number of years to explore ways forward to use ICT (information and communication technology) in ways that can deliver significant reductions of CO2. See http://www.panda.org/ict/ As part of this project an independent initiative "21st-Century-Office.net" has been created. See http://www.21st-century-office.net/ for more information. This project explores web 2.0 solutions and innovative way to use mobile devices. As one outcome a guide will be produced for WWF that will help companies/individuals to move from a 20th Century Office to a 21st Century office.

For more information please contact Dennis Pamlin or Suzanne Pahlman at: SF-workshop@21st-century-office.net

Date and Place

D: 10th of February
P: Snapfish Corporate Headquarters
303 Second Street
South Tower, Suite 500
San Francisco

Agenda

Lunch will be served from 12

12-12.30 Welcome and context (Dennis Pamlin and Suzanne Pahlman)
Short background to the project and the objective of the workshop

12.30-13.00 Introduction of everyone (all)
Presentation of everyone and what they are doing in relation to new tools/solutions for web/mobile applications

13.00-13.30 Presentation of functions/applications/tools and uses (Thought leader(s))
A brief overview of some of the existing functions/applications/tools and their use today and the future. As a first draft structure we have identified four groups of different tools/functions. Are there other important groups and what are the new tools/functions?:

a. Tailor-made information (crowd engagement): e.g. Digg, Gravity, Wiki,
b. Illustrate/inform (design/augmented reality): e.g. Wordle, Google-Googles,
c. Calculators: e.g. eco-calculator (http://www.ecoaction.gc.ca/tools-outils-eng.cfm)
d. Connect to act: e.g. Facebook, MySpace, openeco, carpooltool, Dothegreenthing

13.30-15.00 Discussions about new and emerging tools/functions (all)
Those interested get 10 minutes to present their project and ideas followed by a discussion about new and emerging tools/applications/functions (especially those that are disruptive).

15.00-15.30 Break
Break with tea, coffee and snacks

15.30-17.00 21st Century challenges and 21st century solutions
Based on the day's discussions, see how these functions/applications/tools can be used to reduce CO2/the use of natural resources. As a case, a guide for companies and individuals that want to use ICT solutions to reduce their emissions, moving towards a 21st Century Office, will be explored. Such a guide could help reduce global emissions with more than 500 million tonnes (10% of US emissions) without more than new thinking and use of existing technologies. The use of new tools could increase this number significantly.

For more information please contact Dennis Pamlin or Suzanne Pahlman at: SF-workshop@21st-century-office.net