

The mobile industry, CO2 emissions and savings

By João on April 15, 2013 at 10:00 am

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Many companies and even industries are now exploring how they can contribute not only to reduce their own emissions but also, and particularly, to enable other sectors to do that as well – and so contribute to a low carbon economy.

Such is the case of the mobile telecoms industry. In [Accenture_ & Vodafone \(2009\) Carbon_Connections_Quantifying_Mobiles_Role_in_Tackling_Climate_Change](#), you can find how the “mobile industry can begin shifting from strategy to execution in driving both carbon abatement and cost reductions for its business customers”. The thirteen identified opportunities “enable a potentially game-changing prize for society and the sector across the EU-25 countries by 2020 – a prize that includes carbon abatement of 113 Mt CO₂e, energy savings of €43 billion per annum and 1 billion new connections.”

Have a high level view of these opportunities now, check the original report, or check back this blog later, we'll explore a few interesting ideas in future posts!

The 13 identified opportunities are grouped in four major areas.

- “Dematerialisation – replacing physical goods, processes or travel with ‘virtual’ alternatives, such as video-conferencing or e-commerce (online shopping) (...)
- Smart grid – improving efficiency of electricity grids through active monitoring and reducing reliance on centralised electricity production (...)
- Smart logistics – monitoring and tracking vehicles and their loads to improve the efficiency of logistics operations by utilising vehicles more fully (...)
- Smart cities – improving traffic and utilities management (...)
- Smart manufacturing – synchronising manufacturing operations and incorporating communication modules in manufactured products”

“113 Mt CO₂e, energy savings of €43 billion per annum and 1 billion new connections”. That’s a lot of CO₂ – and a lot of money, as well. One thing is for sure: to account for all those savings, having a (good!!) management accountant close at hand is probably a good idea!