ICT4 Sustainable Development
Opportunities for joint action

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About GeSI

Created in 2001, GeSI is a strategic partnership bringing together companies active in the ICT sector and international organisations committed to creating and promoting technologies and practices that foster economic, environmental and social sustainability, while driving economic growth and productivity.

Our vision
A sustainable world through responsible, ICT-enabled transformation

Our mission
By 2017, GeSI is the recognised thought leader, partner of choice and proactive driver of the ICT sustainability agenda as measured by development and use of its tools, broad member base and contribution to relevant policies.
GeSI groups almost 40 of the world’s leading ICT companies

Members

Partners
GeSI activities at a glance

**Climate Change**
Raising awareness of the enabling potential of ICT, and of the sector’s approach to reducing its own footprint

**Industry Responsibility**
Supporting members in managing their supply chains and improving the overall sustainability of their portfolios

**Human Rights**
Assessing the human rights-related impact of ICT, and supporting companies in managing specific HR-related dimensions of their operations
Raising awareness of the ICT enabling potential (1/2)

SMART series

- Quantifying the benefits of ICT-based solutions
- Three studies released so far:
  - SMART2020 (2008)
  - SMARTer2020 (2012)
  - SMARTer2030 (2015)

- Extended analysis to social and economic benefits of ICT
- Extended time horizon considered to 2030
- Included recommendations to policymakers, consumers, and business to speed up adoption of ICT technologies
### SMARTer2030 main findings

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<th>ENVIRONMENT</th>
<th>BUSINESS</th>
<th>PEOPLE</th>
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<td>ICT has the potential to enable a 20% reduction of global CO\textsubscript{2}e emissions by 2030, holding them at 2015 levels</td>
<td>ICT is good for growth. An assessment of eight economic sectors* shows that it could generate:</td>
<td>ICT could connect 2.5 billion previously unconnected people to ICT services by 2030, enabling a total of:</td>
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| At the same time, ICT can reduce the consumption of scarce resources | - Over 6 trillion USD in new revenues in 2030  
- Close to 5 trillion USD in cost savings in 2030, including 2.3 trillion USD from energy efficiency |  
- 1.6 billion people connected to e-health  
- 0.5 billion e-learning participants |

* Energy, food, health, learning, buildings, mobility & logistics, work & business, manufacturing
ICT benefits factor trends (Gt CO2e)

SMARTer2030
ICT-enabled: 12.08
ICT-footprint: 9.7x

SMARTer2020
ICT-enabled: 9.10
ICT-footprint: 7.2x

SMART2020
ICT-enabled: 7.80
ICT-footprint: 5.5x

Source: WRI, IPCC, GeSI, SMARTer2020, Accenture analysis & CO2 models
ICT-enabled revenues and cost savings (USD trillion)

ICT could deliver over $6 trillion in revenues...

...and close to $5 trillion in savings

Source: WRI, IPCC, Gartner, FAO, GeSI, Accenture analysis & CO2 models
The ICT enabling potential for sustainable development

Applying the SMARTer2030 findings to the UN Sustainable Development Goals (SDGs), to assess where and how ICT can contribute to the Goals achievement in 2030

ICT solutions are indispensable to achieve all 17 SDGs and >50% of the 169 targets

#System Transformation
Status of the World Analysis: Performance toward SDG achievement

Source: GeSi and Accenture Strategy Analysis, 2016
Why Digital?
Unique properties to transform the world with speed & impact

1. Diffusion Speed and Reach
   - 23x higher adoption rate for mobile networks vs. grid electricity in Sub-Saharan Africa
   - 90% of world’s data created in last two years

2. People Centric
   - 100 billion connected devices by 2030
   - three-figure growth rates for wearable health

3. New Business Models
   - 326% growth rate for smart watches, taking over market share from Swiss makers
   - 100% growth rate for MKopa, delivering solar-based, off-grid lighting solutions
Connectivity & 17 digital solutions are indispensable to meeting the SDGs for 8.5bn people by 2030

Source: GeSI and Accenture Strategy Analysis, 2016
Digital solutions and triple development agenda of SDGs: Impact on people, growth & the environment

- Improving people’s quality of life
- Fostering equitable growth
- Protecting the environment
Expanding broadband will protect 12% GDP in developing countries and all digital solutions will boost growth globally

Real GDP in developing regions (US$bn, 2010)

Cost of inaction on broadband expansion¹

PLUS GROWTH BOOST from all digital solutions:

US$ 9 Trillion enabled revenues and cost savings to businesses, governments and consumers in 2030 globally across sectors

GDP with broadband increase
GDP without broadband increase

Source: GSMA, World Bank, ; Accenture Strategy Analysis

¹ Universal coverage as per SDG 9.c, defined as 80%, taking into account the demographic ceiling (GSMA)
² An increase in broadband penetration from 44.5% in 2014 to 80% in 2030 contributes 11.57% to GDP growth

Sources: ITU, GSMA, World Bank, ; Accenture Strategy Analysis
We call for joint action to harness the transformative power of digital solutions for SDGs

Partners for joint action

ICT industry, e.g.
- Raising stakeholders’ awareness of the potential of digital solutions towards SDG achievement and supporting stakeholders to engage
- Engage with policy makers and other relevant stakeholders to create a market environment that works towards realizing the SDGs
- Fostering cross-industry collaboration and partnerships to boost positive private sector impact
- Improving the relevance of services towards SDG achievement, e.g., by adapting business models to low-income customers
- Taking responsibility on possible concerns about digital solutions’ societal impact, e.g. digital trust

Policy makers
- e.g. improving ease of doing business and raise digital literacy rates through education

Multilateral
- e.g. establishing risk-sharing mechanisms via Public-Private Partnerships and enable multi-stakeholder dialogues

Businesses from other industries
- e.g. collaborating to support the conversion of international standards

NGOs and donor organizations
- e.g. developing new and innovative projects that harness the potential of digital solutions for improving peoples lives

Source: GeSI and Accenture Strategy Analysis, 2016
Opportunities for joint action – The SMARTer2030 Action Coalition

- Launched at COP22 by GeSI and the Government of Morocco
- Aims at bringing together industry and government partners to implement the vision laid out in SMARTer2030, the Paris Agreement, and the SDGs
- Focuses on the following goals:
  - Implementing the SMARTer2030 vision of ICT-enabled CO\textsubscript{2e} reduction of at least 20% compared to 2015 levels;
  - Demonstrating, over 2017-18, the ICT sector’s low-carbon enabling potential in i) energy efficiency in buildings and ii) mobility/transport (expanding to other sectors in subsequent years);
  - Promoting the recognition of the ICT industry as a key sector in climate action on various mechanisms (reporting, solutions, dialogues, consultations), as well as of its central role in meeting the Paris Agreement;
  - Through ICT enablement and transformation, contributing to keep worldwide temperatures below the 1.5/2°C limit;
  - Securing a defined ICT baseline for the ICT sector in the science-based target concept
- For more information and to join: https://smarter2030actioncoalition.com/
Opportunities for joint action – GeSI and the CDA

- CDA among founding partners of SMARTer2030 Action Coalition
- Potential opportunities for collaboration, for initial discussion:
  - Prepare short description of both organizations, to clarify respective scope of activities and objectives for external stakeholders
  - Reciprocal promotion of key activities:
    - CDA to share Coalition materials through its Centre of Excellence
    - Coalition to support CDA Principles for Energy Efficient Design
  - CDA to provide input to the Coalition 2017 Roadmap
  - Both organizations to participate in each other’s events as applicable
Thank you for your attention! Any questions?

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