



CMA works with the Carbon Trust on ICT initiative to reduce business carbon emissions

31 July 2008: British business must capitalise on their communications technology investments in addressing carbon emission reduction, claims the Communications Management Association (CMA) - the representative body for business users of communication, networks and services.

CMA today announces that it will be working with the Carbon Trust on a new project to support UK business in making better use of Information and Communications Technologies (ICT) to significantly reduce carbon emissions. In particular, this will encourage businesses to place greater emphasis tele-conferencing and home based working.

The 'Carbon Intent' project, planned as a long term contribution to UK carbon reduction, has been created by CMA for the benefit of its enterprise members and on behalf of the corporate users of ICT throughout the UK. Its ultimate purpose is to provide a trusted, independent source of information, guidance and benchmarks for the adoption of carbon-efficient, ICT-enabled business processes.

The first phase of the Carbon Intent project during 2008/09 will identify the processes and systems that really do reduce emissions. It will provide examples and guidelines about how to achieve savings in user organisations whilst continuing business growth.

Phase 1 of the Carbon Intent project which will run during 2008/09 has four main elements:

1. A review of existing academic, analyst and voice and data communications vendor sponsored research about energy use, specifically those to do with energy saving approaches from products, systems or business processes;
2. Collection and development of a set of clear case studies relating to best practice carbon saving through the use of voice and data communications UK businesses, leading to;
3. Development of guidelines about the use of voice and data communications equipment in general in order to realise carbon savings
4. Communication of these guidelines, case studies and research results through a new 'Low Carbon and Sustainability' special interest group and online forum to directly involve interested companies

"Within the international ICT industry we see increasing attention paid by the larger corporate and public sector organisations to their own carbon reduction and energy efficiency strategies. We also see an increasing volume of individual supplier-sponsored studies addressing the corporate ICT user needs. The time has now come to address the business

user community's needs from an expert, independent, impartial perspective" said Glenn Powell, chief executive of CMA.

"Our members are spending over £13 billion each year on ICT to enable and enhance their business processes and they see the use of ICT as offering a solution. Through the Carbon Intent initiative we propose to draw together and share examples of current best practice from video-conferencing to logistics and transport planning to home working. The aim is to create industry-wide guidelines and benchmarks that any ICT professional anywhere can tap into for assistance. Working with the Carbon Trust has made this pilot stage possible".

CMA will match the financial support from the Carbon Trust to carry out an initial pilot study during 2008/9. The project will be completed by 31st March 2009 and will be managed on behalf of CMA by the Hannover Consultancy.

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Editor Notes

The CMA is part of the BCS Group and this project is part of the BCS' work to tackle carbon emissions in the IT industry. This project is in addition to the launch of the BCS Data Centre Special Interest Group project on energy reduction in data centres which is also supported by the Carbon Trust.

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Our goal is to ensure that CMA's members, who spend £13.4 billion in the communications market annually are the best informed professionals in the industry.

CMA is the definitive voice of the ICT user on key issues to government and regulatory authorities. We work directly with Ofcom in the UK and are represented internationally through our membership of the international telecoms user group - INTUG.

In 2007 CMA joined the BCS Group to strengthen both organisations. This will enable the BCS to have a stronger offering in the field of communications and for CMA to have access to new resources and a wider community of IT professionals.

The British Computer Society (BCS) is the Chartered industry body for IT professionals, the Chartered Engineering Institution for Information Technology and a Chartered Science Institution. With our rapidly growing membership, BCS is playing an increasingly pivotal role in leading the development and implementation of world class standards for the IT profession through innovative products, services and support.

Through our specific "Professionalism in IT" programme, BCS is leading and building IT professionalism to levels which are currently only seen in more traditional long standing professions such as law, medicine, and accountancy but which will increasingly become the de facto standards for IT professionals.