



# How video conferencing helps battle climate change

Whitepaper

# Using Video Conferencing to battle Climate Change

Business travel is a large source of CO2 emissions affecting climate change. But we can reduce this impact considerably

Recent global debates have ignited concerns and debates and brought us face-to-face with an inconvenient truth - the adverse impact that we are having on our planet.

And there is significant proof of rapid changes in the Earth's climate. Glaciers are receding at an astonishing rate and the ancient seasonal patterns are changing. Rainfall is becoming increasingly unpredictable and the ten warmest years in recorded history have all occurred since 1990, with the year 2005 breaking all known records.

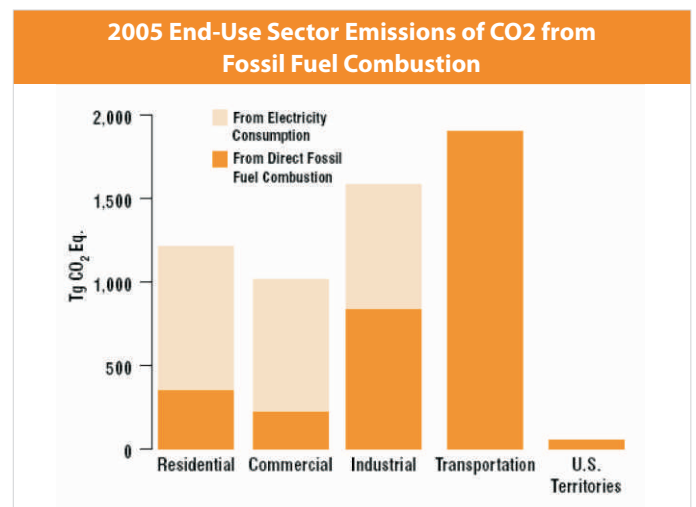
Scientific research into long-term climate change has identified increases in CO2 emissions as one of the most important gases responsible for the greenhouse effect which in turn affects mean global temperature.

## Factors Contributing to Atmospheric Carbon Dioxide

While the linking between rising CO2 levels in the atmosphere is widely accepted, this is also accepted as a necessary evil of a developing global economy.

What can't be argued however is the fact that this impact is significant. Between the early 1700s and 2005, carbon dioxide went from 280 parts per million to 380 parts per million - over 35%. And this is predicted to reach about 600 parts per million by the year 2050.

Hence, we urgently need significant changes if we are to preserve reasonable climatic conditions even for the next 30-15 years.



The largest producer of CO2 emissions from fossil fuel combustion globally is the transportation sector (see data above, from US Environmental Protection Agency) which identifies travel as a major contributor to the drastic change in our planet's climate.

Large multinational companies are increasingly assessing the extent to which business travel contributes to their carbon footprint as part of their corporate social responsibility commitments.

Note : Visit [www.seegreenow.com](http://www.seegreenow.com) to calculate your carbon footprint

## What's the impact of Business Travel?

Reduce what you can. Offset what you can't is the message from Carbonfund.org, to businesses and individual's over the world.

And this message is being taken very seriously by a lot of business because shareholders are increasingly demanding accountability on environmental issues.

And what they are discovering is very revealing.

For instance Bristol-Myers Squibb (BMS), a healthcare provider, discovered after analyzing travel data across 48 countries that they flew a total of 374 million air miles in 2005.

This represents approximately [66,000 metrictons] of annual CO2 emission, or nearly 6% of the emissions across all their facilities combined. According to their 2006 BMS Sustainability report emissions from air travel have increased by 23% between 2004 and 2005.



Like many multinational organizations, BMS decided that cutting down business travel whether by air or other forms of transport is a critical component in their mission to join the fight against climate change.

And Video conferencing is the primary tool they have adopted to conserve energy and reduce pollution. Businesses are convinced that it helps to save time, costs and the environmental, health and safety impacts of traveling to attend company business meetings. BMS estimates that they can avoid several million air kilometers and hundreds of thousands of automobile kilometers annually by using videoconferencing.

" (Source [www.thetransnational.travel](http://www.thetransnational.travel)) Dell, the world's largest computer manufacturer, has promised to cut its carbon emission by 15% in the next five years.

It has also initiated an effort that involves reducing CO2 emissions due to product transportation, employee commuting and business travel in Dell facilities worldwide.

And there are many more like Google, Macy's, Jp Morgan etc which have initiated similar campaigns.

## The Multiple Benefits of Video Conferencing

While businesses have identified video conferencing as one of the most effective tools to help them reduce their carbon footprint, they have found there are several other benefits that cutting down travel provides.

Research conducted by Ipsos MORI, one of the largest and best known multi-specialist research companies in Britain has identified several other benefits to wider adoption of video conferencing by corporate organisations.

## Reduced costs

The costs of travel are a factor concerning both small and large businesses striving to be more competitive in an increasingly crowded and global market place.

And this isn't expected to get cheaper in the future. with increasing fuel prices and shooting demand for business travel services, the cost of travel is headed only one way - UP.

According to the latest business travel report from American Express, the demand for business-travel services in 2008 will outweigh supply and, hence lead to an increase in airfare, hotel and car-rental rates. irfares, the report says, will rise as much as 10%, while hotel rates will increase up to 8% in the U.S. and a fantastic 22% in Asia.

## Greater Productivity

The potential for productivity improvements that video conferencing brings to corporate employees are highlighted in a report titled

"Measuring the pain: What is fragmented Communication Costing YOUR Enterprise?" by UCStrategies.com.

The report finds that "...nearly a full working day each month is lost by the average professional because they are not propely equipped with effective, remotely-accessible collaborative communications systems...".

And this figure is much higher for members of the top management teams who spend a much higher proportion of their time in meetings and travelling.

## Less Stress

Whether you are travelling within you city or flying international for a business meeting, getting there is no longer fun and relaing.

Traffic jams. Flight delays, and crowded airports have increase the stress related with travel dramatically. This results in increasing the risk of stress and stress-related lifestyle diseases like diabetes and blood pressure for frequent travelers. Which is why many of them now prefer to avoid travel as much as possible?

Hence, investing in extensive use of video



conferencing is making excellent business sense for organizations all over the globe.

## Challenges in using video-conferencing

while many organizations aspire to adopting video conferencing as one of their primary business communication platforms, they have been discouraged by some practical limitations of the current generation of systems which are mostly based on standard definition (SD) technology.

many familiar with the use of video conferencing perceive it as a limiting environment because of glitches such as inconsistent video and audio quality, narrow viewing angles, and lack of readability of shared documents.

However, all this has changed with the arrival of HD video conferencing (HD VC) systems.

HD VC completely transforms the video conferencing experience by solving most of the challenges that are associated with the previous generation of SD equipment. HD video offers greater detail, a wider presentation angle that help view large groups, high-resolution graphics reproduction for business documents like presentations and spreadsheets, as well as photographs and maps.

And because it works so well, it encourages adoption across the organization which further boosts ROI and drives down the cost of acquisition by boosting.

Like the images, the advantages presented by HD VC are crystal clear.

Only HD quality video conferencing offers:

- High definition video (1280 x 720) resolution @3 frames per second)
- Excellent voice clarity in super wide-band (up to 16KHz) audio
- Powerful multimedia sharing capability
- Support for video bandwidth from 128Kbps up to 6 Mbps means better quality at any bandwidth level.

But what's really impressive is that this performance boost comes at very little extra cost to the business adopting it.

HD video conferencing systems available from Lifesize and Tandberg (via their Indian distributor Actis) deliver these benefits at prices comparable to existing SD systems and manage this with just 1Mbps bandwidth by using sophisticated video and compression techniques.

## Conclusion

Climate change is a very real Problem confronting there is no single solution to this issue. The only practical and sustainable approach to solve this is through behavioral and consumption changes by every citizen of the planet.

However, by virtue of their size and influence on their employees and partners businesses can make a large direct and indirect impact.

Reducing their carbon footprint by minimizing CO2 emissions is one of the most effective ways in which they can have an immediate impact and demonstrate their leadership in the battle to preserve our environment.

And HD Video conferencing, with its ability to enable high quality, close to real-life meeting experiences provides an extremely practical solution to reducing business travel and the organizational carbon footprint. They also deliver very real cost and productivity benefits to those adopting VC as their primary collaborative tool.

## ABOUT THIS WHITEPAPER

This report has been prepared based on secondary research and is based on research by cited organizations.

Trademarks belong to their respective owners

The opinions expressed in this whitepaper are those of the researcher and not of the distribution agency

Changes in prices are possible subsequent to the publishing of this report



## Actis Technologies Pvt. Ltd.

### Headquarters & Manufacturing Plant

Plot A-5, Cross Road B, M.I.D.C. Andheri (east). Mumbai 400 093. Phone: 022 3080 8080 Fax: 022 3080 8111

Branch office: Ahmedabad: 079 - 2748 4867 | Bangalore: 080 - 2535 8544 | Chennai: 044 - 4212 3037 | Pune: 020 - 3058 8400  
Hyderabad: 040 - 6666 8732 | New Delhi: 011 - 2616 5451 | Kolkata: 033 - 3293 4020

"Our strategic tie-ups with 30 leading technology innovators and 37 years of experience in providing solutions to more than 7000 customers has made us a partner of choice among our clients. As providers of customized integrated solutions, we package the most appropriate technology for Boardroom, Video Conference Room, Training Room, Auditorium, Executive Briefing Centre, Visitor Experience Centre, Network Operations Centre, Paging/Background Music, Cafeteria, Broadcast, Digital Signage, Home Theatre, Hotels, House of Worship, Smart Homes etc, powered by our Value Based Delivery Model."