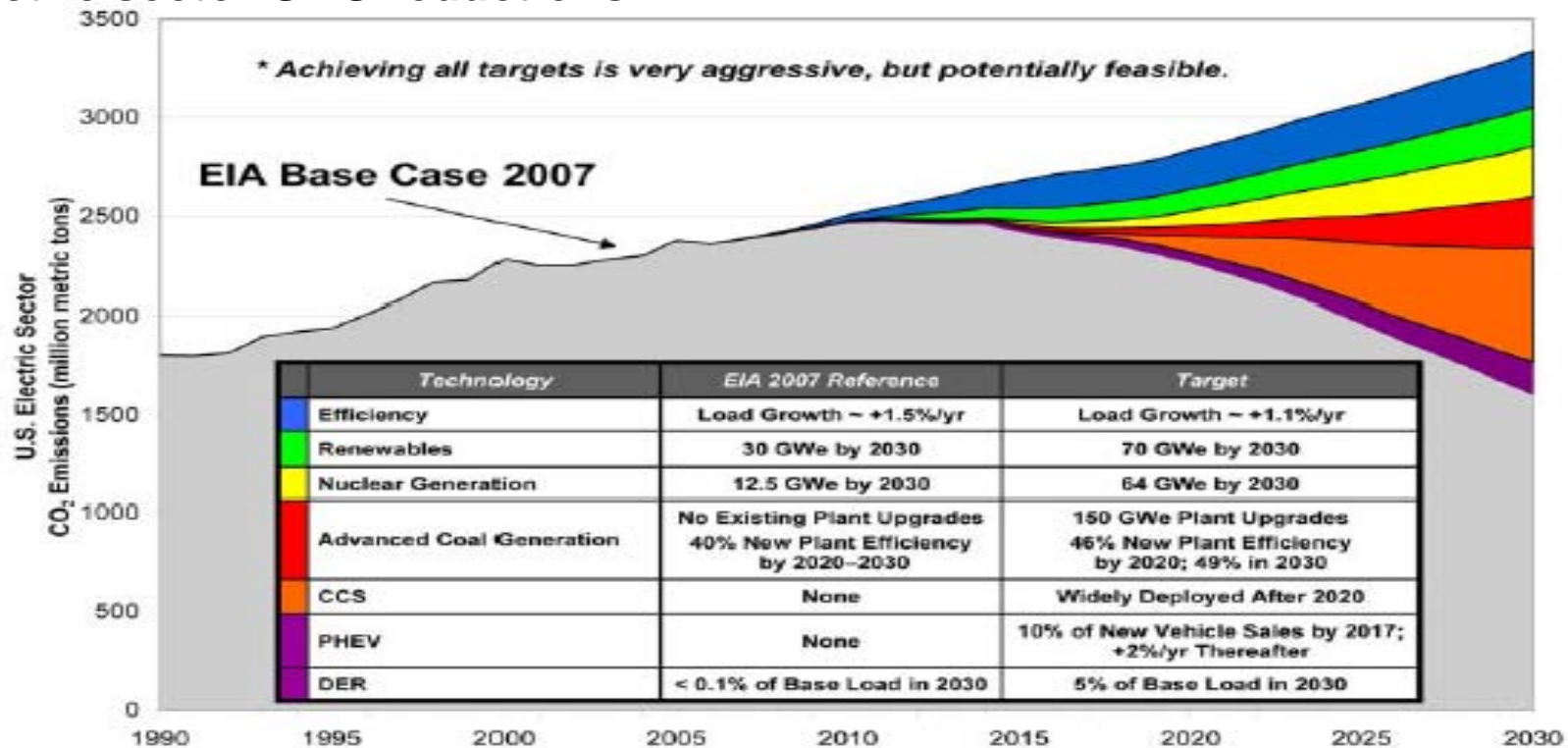


# The Role of Energy Efficiency

The EPRI “Prism” Analysis relies significantly on energy efficiency for electric sector GHG reductions



2007 EPRI Summer Seminar Discussion Paper – “The Power to Reduce CO2 Emissions – the Full Portfolio.”



# The Role of Energy Efficiency

- Energy efficiency can make a major contribution to reducing CO<sub>2</sub> emissions
- Broadband is directly linked to improved energy efficiency

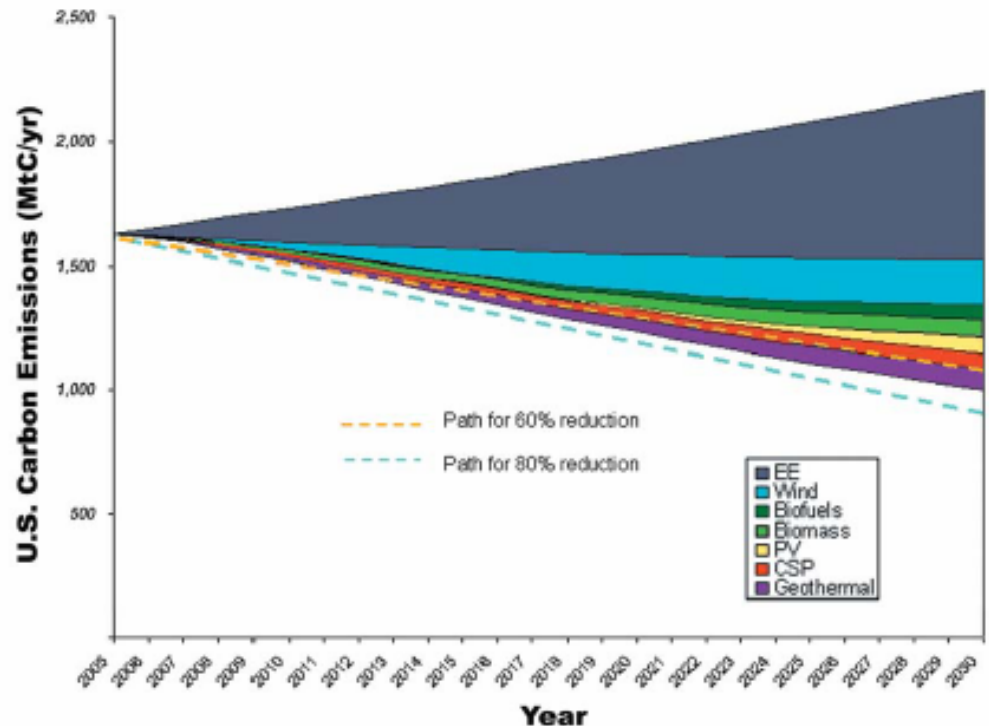


Figure 2. Potential carbon reductions in 2030 from energy efficiency and renewable technologies and paths to achieve reductions of 60% and 80% below today's emissions value by 2050.

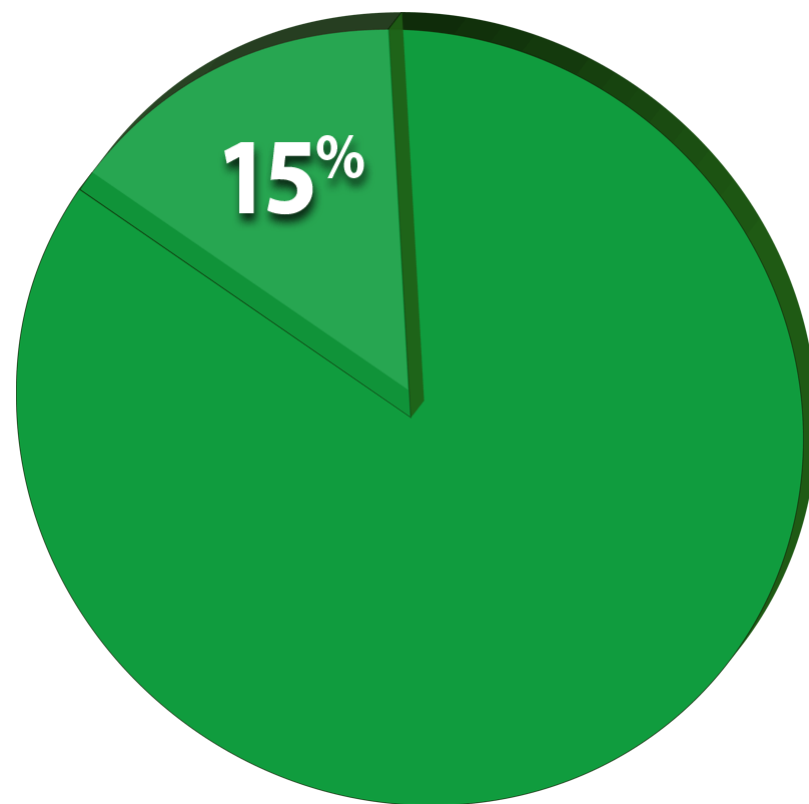
Source: American Solar Energy Society



# The Green Power of Broadband and Information & Communications Technology

Information communications technology (ICT) alone can reduce carbon emissions by 15 - 20% by 2020 and help achieve national energy-efficiency and environmental goals – if we maximize its use!\*

Greenhouse Gas Emissions . . .

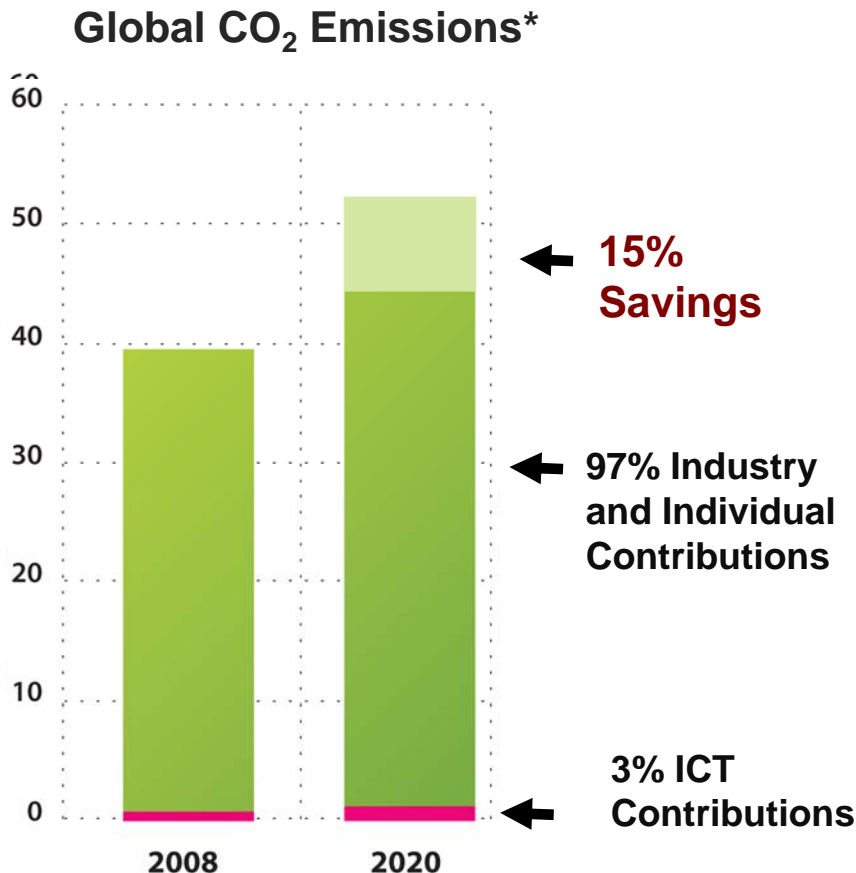


. . . reduced by 2020

\*GeSI report, *SMART2020: Enabling the low carbon economy in the information age* (June 20, 2008);  
ACI Report, *Broadband Services: Economic and Environmental Benefits*, (Oct. 31, 2007)



# The Green Power of ICT



- ICT use in the last 10 years has already displaced 6-10% of the CO<sub>2</sub> emissions that otherwise would have been generated
- Increased use of ICT applications (such as smart logistics, smart buildings, smart grids, smart motors and industrial processes, and dematerialization or substitution), can decrease global emissions up to 15%
- Verizon is committed to reducing its contribution to the 3% of global emissions attributable to ICT

\*Gartner: "Green IT: The New Industry Shockwave" Presentation at Symposium/Itxpo conference, April 2007.

\*\*ACEEE: "Information and Communications Technologies: The Power of Productivity," Feb, 2008 . Authors: John "Skip" Laitner & Karen Ehrhardt-Martinez

