

Convergence

The Emergence of a New Energy Market

FUJITSU

shaping tomorrow with you

Human Centric Innovation in Action

17th March

Lee Stewart, Head of Sustainability,
Fujitsu Oceania



Who we are

- One of the world's largest ICT services provider
- We use our experience and the power of ICT to shape the future of society with our customers
- Over 162,000 Fujitsu people support customers in more than 100 countries



Sustainability is important to us

- Environmental accounting present in our business in 1938
- Long-standing members of sustainability organisations & indexes
- Top positions in world leading environment rankings
- FORTUNE Magazine's 2014 List of 'World's Most Admired Companies' for a second consecutive year
- Executive commitment



- Background to ICT Sustainability
- Transformative Opportunities
- Thoughts from Left Field
- Summary

Background

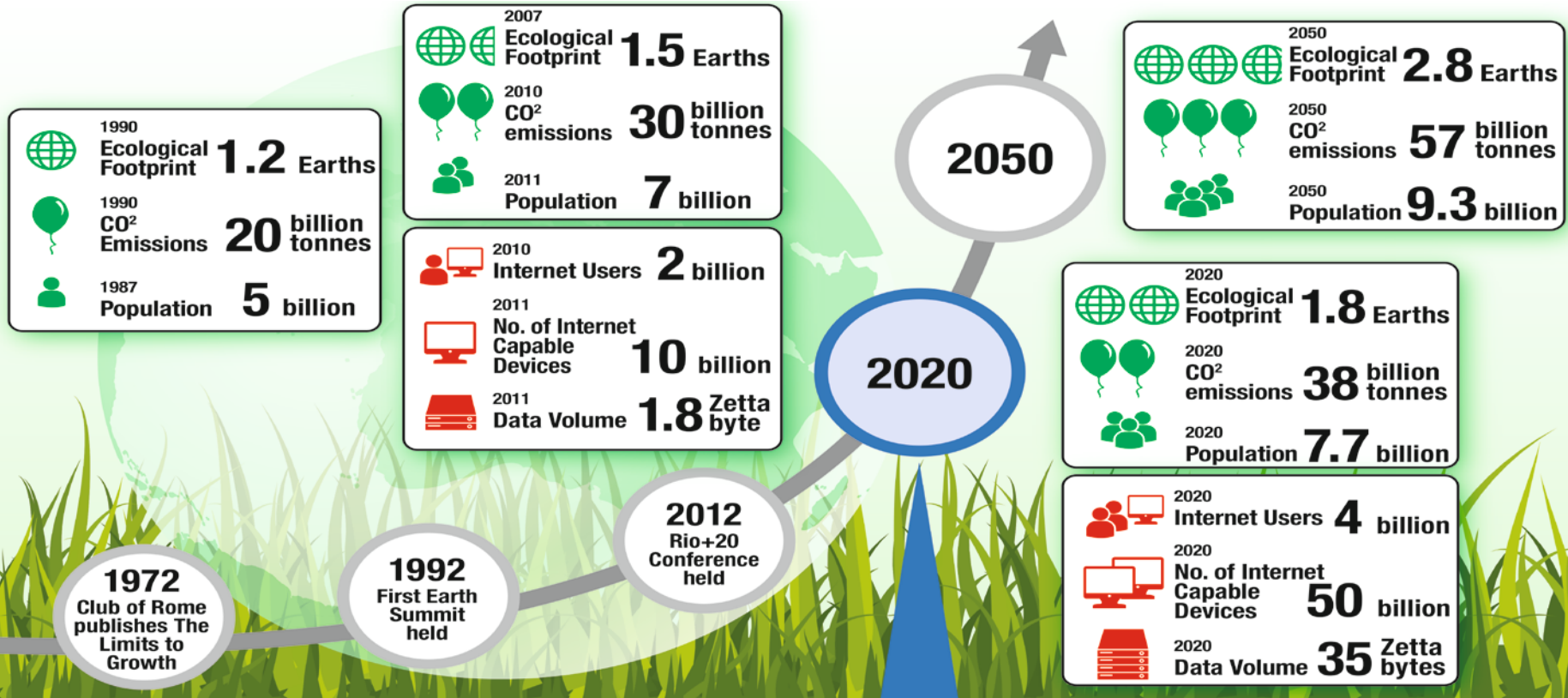
The role of ICT is twofold

- Efficiency of ICT – reducing the 3% of global GHG emissions by improving ICT efficiency
- Enabling effect of ICT – using ICT to help reduce 97% of global GHG emissions, outside the ICT industry

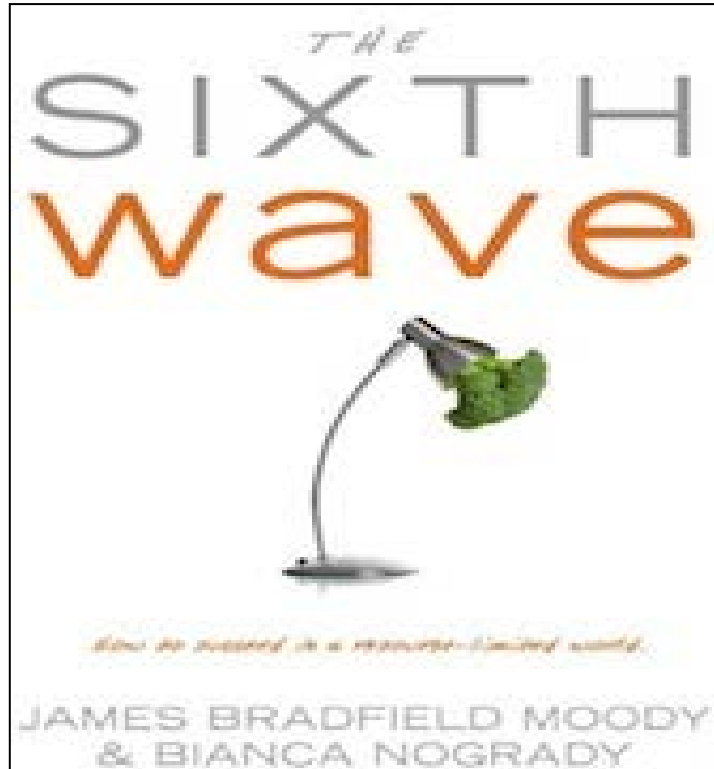
- Smarter 2020 Report
- Enabling effect of ICT – Cut emissions by 16.5% by 2020
- \$1.9 trillion in energy & fuel savings
- More than 7 X ICT emissions for the same period



Ecological Footprint

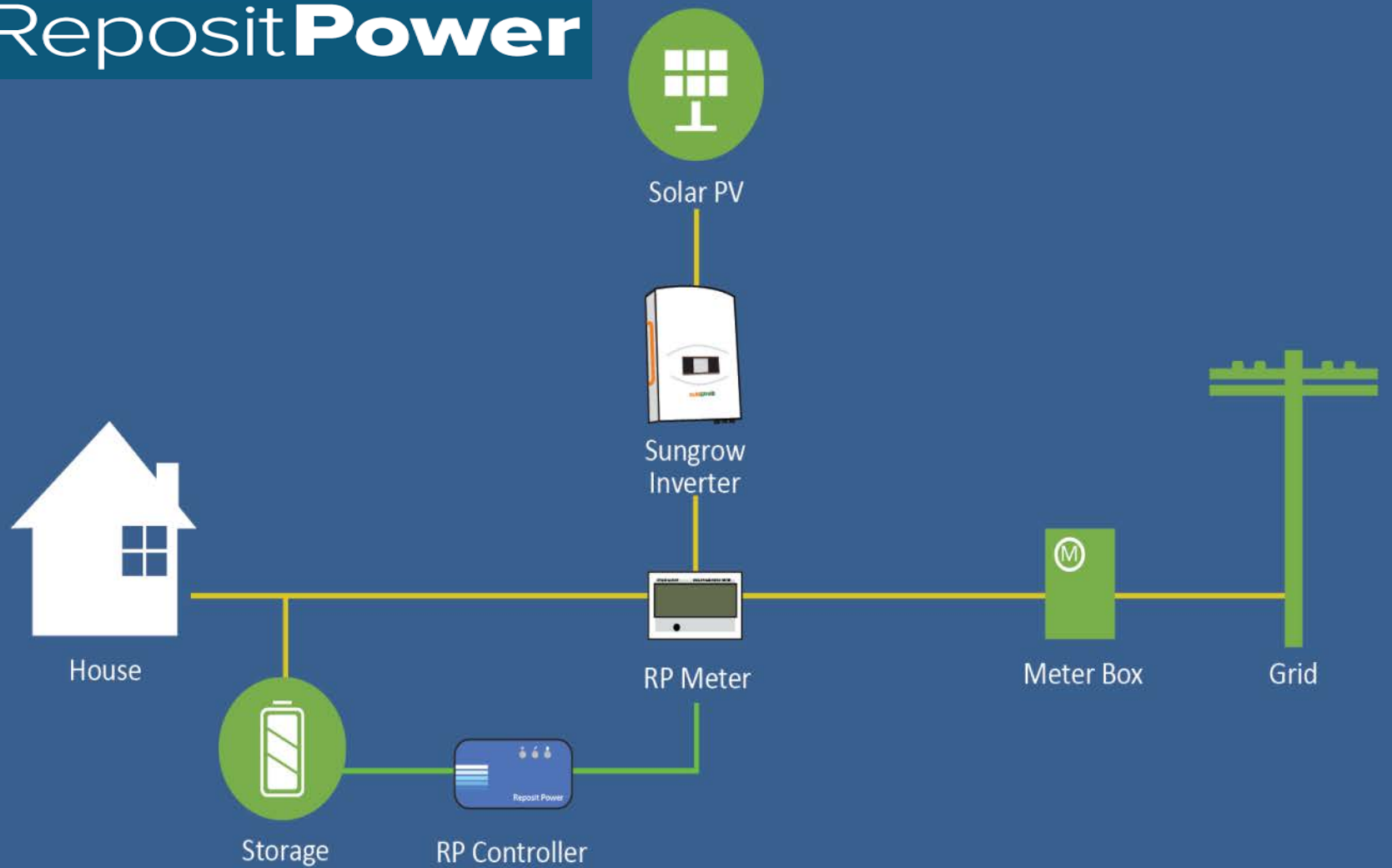


Transformative Opportunities



- Waste = Opportunity
- Sell the Service, Not the Product
- Digital and Natural Converge
- If in Doubt, Look to Nature

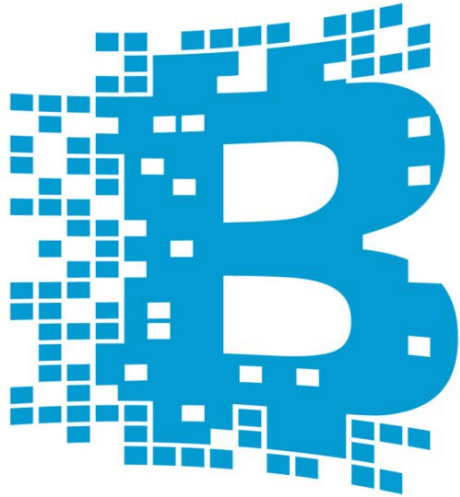




Create your own recipe



From Left Field...



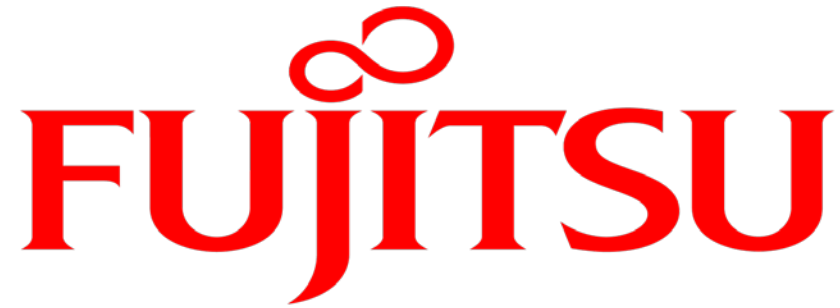
“The blockchain concept isn't limited to Bitcoin. Experts are now asking if it can be used to track the flow of electrons on a distributed grid”. (*Green Tech Media Feb 2016*) <http://www.coindesk.com/german-utility-company-turns-to-blockchain-amid-shifting-energy-landscape/>

Blockchain based microgrid gives power to consumers in New York #energy (*Into Bitcoin Mar 2016*) <http://intobitcoin.com/blockchain-based-microgrid-gives-power-to-consumers-in-new-york-energy>

“German Utility Turns to Blockchain amid shifting Energy Landscape” Mar 2016
<http://www.coindesk.com/german-utility-company-turns-to-blockchain-amid-shifting-energy-landscape/>

Summary

- We have significant challenge
- Decouple Resource use from Growth
 - Technology is the key
- Don't underestimate the power of the consumer
- Technology is ready today, getting cheaper all the time and makes a difference.

The logo features the word "FUJITSU" in a red, serif font. A red infinity symbol is positioned above the letter "J".

FUJITSU

shaping tomorrow with you