



Is tackling global warming – through
marketing mechanisms - a business
opportunity for Europe

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The Cisco Vision

changing the way we
work live, play, and learn...

,



in a more sustainable way.

A Sustainable Business Approach

Collaborating across organizations to **build new models** for dealing with environmental issues, for both **Cisco** and **our customers**

Operations



Products



Solutions



Employees
& Advocacy



Connected systems & businesses to sustain economic growth in Europe



**Smart+Connected
Transportation**



**Smart+Connected
Safety and Security**



**Smart+Connected
Utilities**



**Smart+Connected
Real Estate &
Communities**



**Smart+Connected
Education**

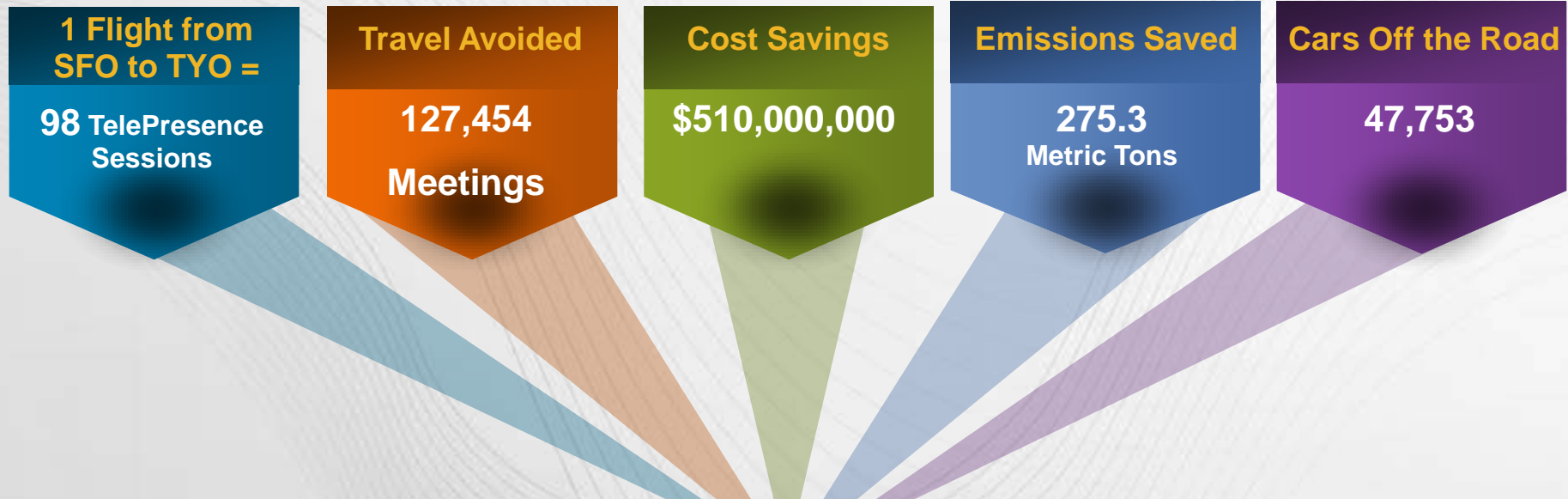


**Smart+Connected
Health**



**Smart+Connected
Government**

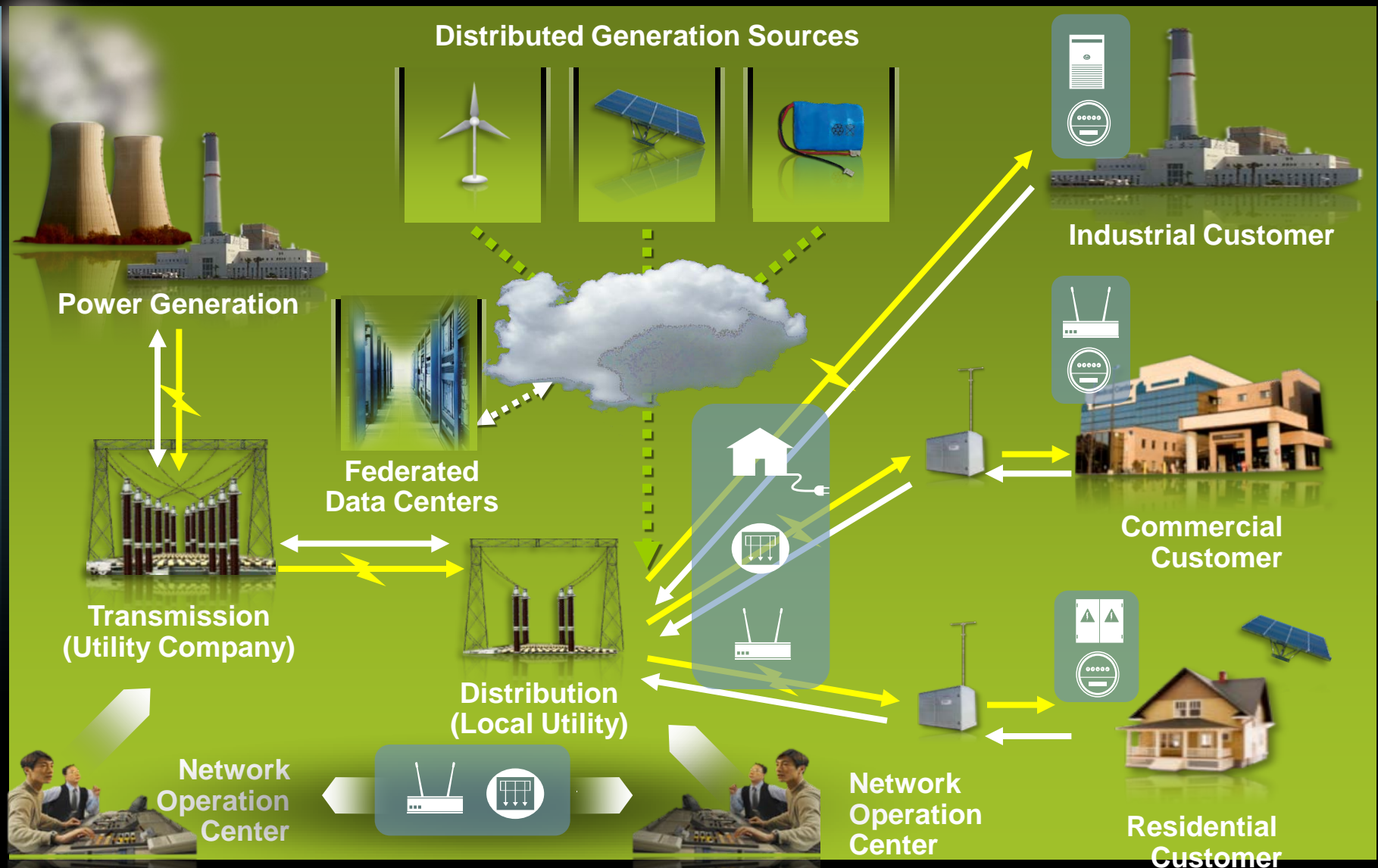
Sustainable Solutions: TelePresence



Changing the Way We Work, Live, Play and Learn

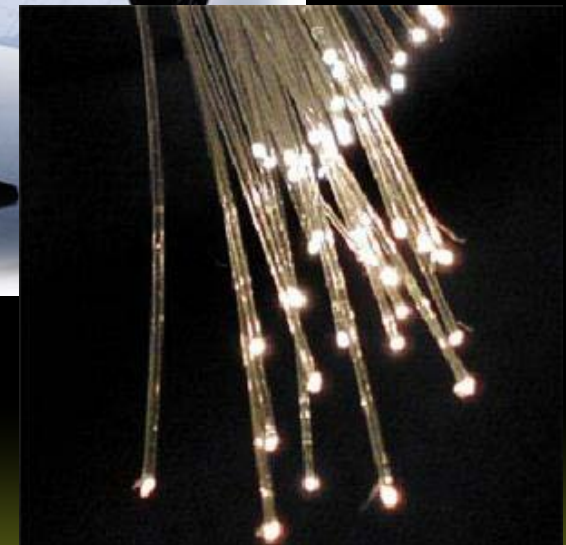
Source: Cisco TelePresence Executive Metrics Dashboard
Time Frame: 158 Weeks

Sustainable Solutions: Smart Grid



Conclusion

1. **ICT creating industry convergence:**
 - Enabling new market opportunities
2. **A Connected World designed to deal with a constrained environment**
3. **Time to Collaborate, Innovate and Execute**





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Global Climate Change Meeting Platform

Connected UN HQ in NY, UNFCCC in Bonn, UN Palais Des Nation in Geneva, UNICC in Geneva, UNEP in Nairobi, Danish Ministry of Climate, 77 Cisco TelePresence rooms, 23 Danish embassies, Govts of Mexico, South Korea, Australia, and France