



EUROPEAN
COMMISSION

e-Business
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Roundtable discussion: ICT and e-Business Implications for Energy Consumption

7 February 2007, Brussels

Venue:	Hotel Bloom, rue Royale 250, 1210 Brussels, http://www.hotelbloom.com/
Objectives	<p>The role of ICT and e-business in shaping energy needs and energy consumer behaviour has increased tremendously. ICT and e-business can help to reduce energy consumption and thus costs by reorganising production processes, but it can also lead to additional demand for energy due to new products and services provided and the energy consumption of the ICT capital stock itself.</p> <p>The main aim of this round-table workshop organised as part of the Sectoral e-Business Watch project is to present and discuss preliminary findings from the studies undertaken, and to discuss wider aspects of the topic and recent research findings and policy actions.</p> <p>At the workshop, invited experts will exchange their views and experience. Participants will include industry representatives, policy makers, consultants and e-business experts. The workshop is organised by GOPA-Cartermill in cooperation with the Institute for Future Energy Consumer Needs and Behavior at the E.ON Energy Research Center at RWTH Aachen University. It will help the study team to validate</p>
Chair	The workshop will be chaired by Mr Hasan Alkas, European Commission, Directorate-General for Enterprise and Industry.
Registration	Participation is restricted to invited participants and is free of cost. Requests for participation can be made by e-mail. Travel costs of invited participants will be reimbursed. To confirm your participation, and for further information please contact:

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About the Sectoral e-Business Watch

The "Sectoral e-Business Watch" (www.ebusiness-watch.org) is based on a Framework Contract (No. ENTR/2006-019) and Specific Contract (No. SI2.451854) between the European Commission, Enterprise and Industry Directorate General, and empirica GmbH. The implementation of the contract involves, besides empirica GmbH, the following main service providers: Altran Group, Databank, DIW Berlin, GOPA-Cartermill, IDC EMEA, Ipsos GmbH and Rambøll Management.

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09:00	Registration & welcome coffee
09:30 – 09:45	Welcome and opening The Sectoral e-Business Watch Introduction to ICT-related policies of the EC's DG Enterprise and Industry <i>Hasan Alkas, European Commission, DG Enterprise and Industry</i>
09:45 – 10:15	ICT implications for Industrial Energy Consumption, First results of the Sectoral e-Business Watch study (2007) (Energy & ICT: econometric analysis and desk research) <i>Reinhard Madlener, RWTH Aachen University</i>
10:15 – 10:30	Study discussant Comments on the preliminary study results <i>Martin Wörter, ETHZ</i> Discussion
11:00 – 11:20	Coffee break
11:20 – 11:35	Energy & ICT: summary of case studies <i>Reinhard Madlener, RWTH Aachen University</i>
11:35 – 11:50	Study Discussant Comments on the preliminary study results <i>Maher Chebbo, SAP</i>
11.50 – 12:30	Roundtable discussion of study findings & conclusion Chaired by <i>Hasan Alkas, European Commission, DG Enterprise and Industry</i>
12:30 – 13:30	Lunch
13:30 – 15:00	Advisory Board meeting (AB Members only) Reflexion on workshop and next steps