



Kyocera Green Card Conference

Welcome to Kyocera Technology Suite

- ▶ Our first London premises!
- ▶ A hub for sustainability and CSR
- ▶ Available to you for your own seminars, workshops, round tables



Agenda

Session One:

- ▶ 10.00 a.m. **Welcome and introduction**
Tracey Rawling Church, Director of Brand and Reputation, Kyocera
- ▶ 10.10 a.m. **Working in Partnership to achieve a Low Carbon transition**
Jane Wallis, IoCUS project, Reading Borough Council
- ▶ 10.30 a.m. **Sustainability in the financial sector.**
Paul Pritchard: UK Head of Corporate Responsibility, RSA
- ▶ 10.50 a.m. **Questions**
- ▶ 11.00 a.m *Coffee Break*

Agenda

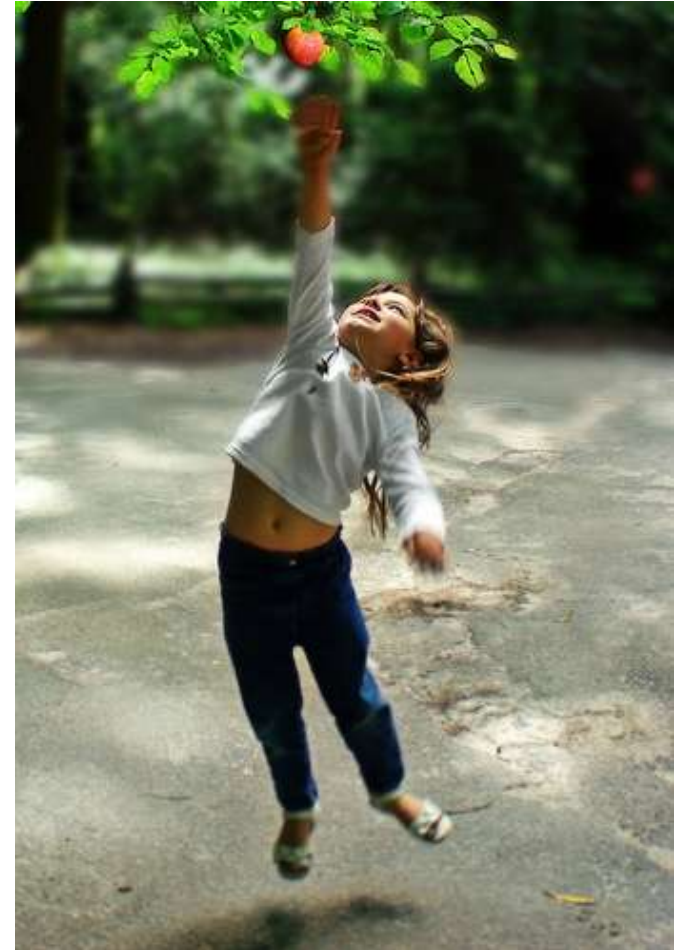
Session Two:

- ▶ 11.15 a.m. **Smart steps towards sustainability**
Jonathan Tapp, Managing Consultant, Business Deployment Services, Capgemini
- ▶ 11.35 a.m. **CSR and Gap analysis**
Dan Ilett, owner, Greenbang and Cleananalysis
- ▶ 11.55 a.m. **10:10: Cutting carbon emissions by 10% in 2010**
Eugenie Harvey: UK Director, 10:10
- ▶ 12.15 p.m. **Questions**
- ▶ 12.30 p.m. **Closing remarks**
Tracey Rawling Church
- ▶ 12.35 p.m. **Buffet lunch**

Opportunity for networking.

Time to get a longer ladder

- ▶ Emissions targets missed
- ▶ Failure to reach global consensus
- ▶ Economy remains depressed
- ▶ Legislation beginning to bite
- ▶ Low-hanging fruit already picked



Normalisation

- ▶ Green principles becoming embedded in business strategy
- ▶ Recognition of the commercial benefits of resource efficiency
- ▶ Open acknowledgement of the commercial drivers for sustainable practice
- ▶ Opportunities for those with a robust and pragmatic approach to sustainability



Kyocera environmental survey 2010

▶ Topline results:

- Green fatigue and paper addiction impeding progress
- Average office worker prints 10,000 sheets per year
- More than two thirds are wasted

▶ Reasons to be cheerful:

- Economic downturn effect on environmental initiatives minimal
- Alignment of financial and environmental drivers
- Sustainable systems becoming the norm

Full results of the survey are available at [Http://www.kyoceramita.co.uk/survey2010](http://www.kyoceramita.co.uk/survey2010)

Emerging trends

- ▶ Dematerialisation – cloud computing, software as a service, managed print
- ▶ Development of collaborative solutions
- ▶ Increased focus on employee engagement
- ▶ New business models and revenue streams



Thank you

- ▶ To all of you for coming
- ▶ And especially to our speakers

- ▶ Presentations will be posted at www.thegreencard.org.uk
- ▶ Please complete our questionnaire
- ▶ Enjoy your lunch!

