

The connected car is one way in which we can deliver our purpose... ...to use the power of telecommunications to make a better world

- Our Net Good Goal is to reduce customers' carbon emissions by three times own end-to-end footprint.
- We do this by helping our customers avoid travel, reduce energy use, supply and purchase greener products, and become more efficient through the use of telecommunications.
- Transportation is estimated to produce 7.9 Gt CO₂e per year, approximately 14% of global greenhouse gas emissions, with a steadily rising trend*.
- Telecommunications has the potential to reduce this by 1.9 Gt, a reduction of nearly 25%*.
- Good for the planet, good for society, good for the economy, good for customers, good for BT.

Sublever	Abatement potential (GtCO ₂ e)
Eco-driving	0.25
Real-time traffic alerts	0.07
Apps for intermodal travel/ public transportation	0.07
Asset sharing	0.14
Videoconferencing	0.08
Telecommuting	0.26
Optimization of truck route planning	0.19
Optimization of logistics network	0.57
Integration of EVs	0.20
Intelligent traffic management	0.03
Fleet management and telematics	0.08
Total	1.94

Source: SMARTer 2020*

*: GeSI SMARTer 2020: The Role of ICT in Driving a Sustainable Future, 2012, available at <http://gesi.org>