



ICT solutions for sustainable lifestyles

13 February 2013, 14:00-18:00

ETH – Swiss Federal Institute of Technology,
Zürich, Switzerland

World Resources
Forum



GeSI
GLOBAL e-SUSTAINABILITY
INITIATIVE



- **14:00-15:30: Session 1- Keynote speeches:**
- **Bas de Leeuw**, Managing Director, WRF
- **Flavio Cucchietti**, Vice Chairman of ITU-T Study Group 5, ITU
- **Alice Valvodova**, Executive Director, GeSI
- **Heinz Gutscher Ph.D.**, Professor Emeritus of Social Psychology, University of Zürich
- **John A. "Skip" Laitner**, American Council for an Energy-Efficient Economy (ACEEE)

- **16:00-16:30: Session 2- ICT solutions industry panel:**

- **e-Education:** *Sibylle Rock*, Hewlett-Packard
- **Smart metering:** *Fabian Etter*, Swisscom
- **Cloud computing:** *Dan Williams*, Microsoft
- **Intelligent transport:** *Ulrike Vott*, Nokia



- **16:30-17:30: Session 3- Interactive visioning**

- **17:30: Closing remarks**

Key take-aways:

- Standardization of ICT should not halt innovation.
- Policies at the national level are the most effective drivers of change in all countries
- Nudge with smart default options
- Make invisible resources visible
- How can we get policy makers to use ICT?



Table topics

- Education
- Transport
- Behaviour change
- Energy
- Agriculture
- Cloud Computing



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