



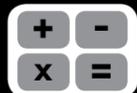
STRONG METHODOLOGY FOR MEASURING IT ENERGY SAVINGS IMPACT AND REAL-WORLD CASE STUDIES OF IT SOLUTIONS



FAILURE TO CONNECT BROAD ADVOCACY FOR POTENTIAL IT SOLUTIONS TO REAL POLICY OUTCOMES BY NATIONAL GOVERNMENTS



WELL POSITIONED TO SET THE AMBITION LEVEL FOR AN ENERGY SAVINGS GOAL FOR ITS SOLUTIONS PRODUCTS



SUMMARY

51/100

3RD PLACE

Ericsson maintains its 3rd position in this updated Leaderboard, increasing its score by 3 points. Ericsson continues to provide strong examples of IT solutions, including providing one of the most comprehensive case studies detailing an innovative connected bus transportation solution in Brazil, and its methodology for measuring IT energy savings potential remains among the best. While Ericsson earns respectable scores for its efforts to reduce its own operational footprint, it continues to lose ground to other companies, including Cisco and Alcatel-Lucent.

While Ericsson has shown continued CEO-level leadership in the UN's [Broadband Commission](#) to promote greater access to IT innovations capable of reducing emissions, Ericsson fails to link its global leadership with similar leadership in advocating for sustainable climate change policy at the national or sub-national level.



CLIMATE SOLUTIONS

24/40

=2ND PLACE

Energy Savings Calculations (10/10)

Ericsson continues to set the bar for this category, providing a number of [well developed case studies demonstrating the climate and energy savings potential of IT-based solutions](#) in different parts of the economy, including a recent study conducted in 2012 called "[Connected Buses in Curitiba](#)", which compare pre- and post-intervention data and accounts for absolute reductions in CO₂ tonnes/year.

Public Metrics (10/10)

Ericsson continues to score very high for transparent and thorough methodology in measuring the energy saving impact of its IT solutions, as outlined in [Measuring Emissions Right](#).

Investment (4/10)

Ericsson is clearly putting real money into developing and testing its IT energy solutions offerings, and has several innovative public-private partnerships underway. However, the lack of detail of how those efforts are being prioritised within the company limits its leadership score here.

Future Savings Goal (0/10)

Ericsson fails to set a Future Savings Goal, so it receives zero points.

COMPETITOR COMPARISON

ERICSSON		51	24	17	10
ALCATEL-LUCENT		40	14	19	7
AT&T		19	14	9	-4
CISCO		58	24	22	12



IT ENERGY IMPACT

17/25

8TH PLACE

Energy & Emissions Targets (3/5)

While Ericsson has set a goal to achieve a 40% reduction of CO₂ emissions per subscriber 2008 levels by 2013 (2008 baseline), this is the one area that Ericsson clearly lags behind rival Alcatel-Lucent, which has set a clear absolute target for 2020.

Mitigation Strategies (6/10)

Ericsson increased its transparency this year by announcing that the company includes 30% renewable energy through the purchase of renewable energy credits (RECs). Ericsson could show stronger leadership by prioritising direct procurement of renewable energy over the purchase of RECs.

Infrastructure Siting Policy (not applicable)

Given the distributed nature of its business model, product efficiency is a stronger measurement of Ericsson's energy leadership. Ericsson is evaluated out of 10 points under product efficiency and supply chain footprint (see below), so that its total potential Energy Impact is still scored out of 25 points.

Product Efficiency & Supply Chain Footprint (8/10)

Ericsson scores in the top tier for its efforts to measure and manage the environmental impacts of its products throughout their life cycle, including supply chain and product use. The company has begun using [Life Cycle Assessment](#) to enable greater transparency and accountability among its suppliers and operators, but has not yet begun setting performance targets for its suppliers.



POLITICAL ADVOCACY

10/35

9TH PLACE

Political Speech (6/10)

Ericsson receives its Political Speech points this year for its work on the [Broadband Commission for Digital Development](#). It dedicated high-level executives and resources to co-chair an initiative to promote greater access to broadband and thus emissions reduction innovations.

Political Policy (2/15)

Ericsson [sponsored the release of the latest SMARTer2020 report](#) showing the potential influence of the IT industry on reducing global greenhouse gas emissions by an estimated 9.1Gt CO₂e by 2020. However, Ericsson, like many other companies, has not connected this advocacy with national or state policies that will help drive IT solutions deployment.

Repetition Bonus (2/10)

Ericsson earns additional repetition bonus points for repeated speech by its CEO about the energy savings potential of the IT sector.

Ericsson received no **Negative Lobby Penalties**.