

Mena telecom operators could gain competitive advantage by addressing carbon issue, says report

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Telecom operators in the Middle East and North Africa (MENA) region have yet to fully realize how much energy and carbon management will positively impact their future growth, according to a report released by Dubai Internet City, the region's largest managed ICT cluster and a member of TECOM Investments, and Arthur D. Little, an international management consulting firm.

Telecom operators typically rank amongst top electricity consumers, and with power demands often outpacing production in the region, MENA operators currently rely on carbon-intensive diesel generators for 60% of their electricity needs.

The survey indicates a need for the MENA telecom industry to pay more attention to future carbon regulations as the industry comes under increasing pressure to reduce emissions by a further 20%.

Malek Al Malek, Executive Director, Dubai Internet City, said:

"The impact of energy and carbon emissions on the environment has become a global challenge and it will be interesting to see how the findings of this report will bring telecom operators one step closer to achieving sustainable development for the region's economy. The report identifies opportunities that telecom operators can explore to not only demonstrate their commitment to global sustainability but also incorporate energy and carbon management into their business models. Partnering Arthur D. Little on this sustainable development initiative marks our belief that the ICT industry must take a leading role in innovation for the low-carbon economy."

Most regional operators still view measures to optimize energy efficiency as a cost issue and have yet to consider carbon emissions as a major risk to their business in the long term.

David Vassallo, Partner in Arthur D. Little, Global Sustainability and Risk Practice, said: "While global telecoms and technology players such as British Telecom and Nokia are seeking proactive solutions to carbon and energy management, telecom providers in the MENA region still need to step up their game and address the opportunities and risks associated with a low-carbon business environment."

The report offers recommendations for regional telecom operators to gain a competitive advantage through developing green product strategies and integrating green initiatives into their operations.

Dubai Internet City has established a reputation for its pioneering concepts and continues to support initiatives that provide growth opportunities for the technology industry in the region.

(AME Info)