

# Lets Build a Smarter Planet: Leveraging Technology for Green Beyond

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## **Abstract**

Issues and opportunities related to energy, climate, and social responsibility are growing in importance for companies, regardless of market or location. As the planet continues to become "flatter" and more interconnected, actions that impact sustainability in one society have increasing ramifications for other societies around the world. IBM has begun a series of conversations and collaborations with business, government, academia, and individuals worldwide about how we can all develop smarter ways of doing things. We are seeing the infusion of intelligence into the way the world literally works in the systems and processes for:

- developing, producing, buying, selling, and trading physical goods
- delivering services locally, nationally, or globally
- moving everything from people, to money, to oil, to water, to electrons
- enabling billions of people to live and work more sustainably

Why get smarter? Because we can: The technology is both available and affordable. Because we must: The recent shocks we've seen to so many systems show that we must invest in smarter capabilities now. And because taking a smarter approach particularly on energy and the environment helps us both address current challenges and develop a more sustainable future.