



Sustainability Hub

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Some Questions

Business:

- “Can the worlds forests support China consuming paper as we do?”
- “what is the CO₂ emission of paper?”
- “What is the sustainability advantages of Halo”

Consumer:

- “What is the carbon impact of my driving?”
- “Should I turn off my mobile phone charger?”

How to answer these questions?

Data
+
Context

for robust, consistent and verifiable metrics

Data plus Context

- Who said it? (**provenance**)
- Is this an estimate, a measurement or a forecast (**certainty**)
- Which global region does it relate to? Which year? (**scope**)
- What does it include (**boundary**)
- What is taken for granted (**assumptions**)

Context

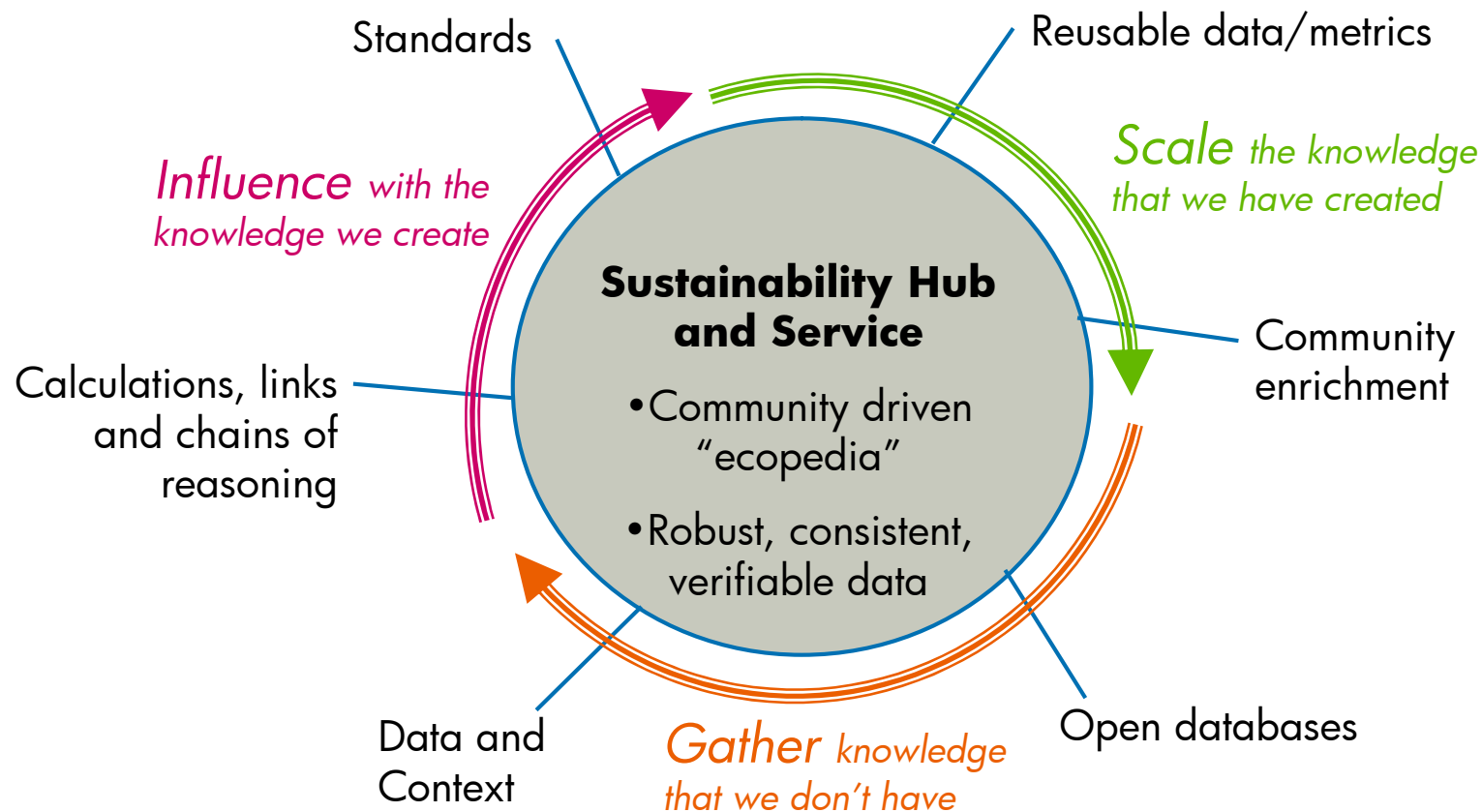
provides robust, consistent and verifiable metrics

Data + Context enables...

- Click through on figures in a news article
- Chains of reasoning
- Provide the data accompanying your paper (academic) -> mashups and extra services
- Making information understandable; visualizations
- Community buy in; data, commentary, annotation
- ...
- ... **sustainability hub services**

Sustainability Hub Vision

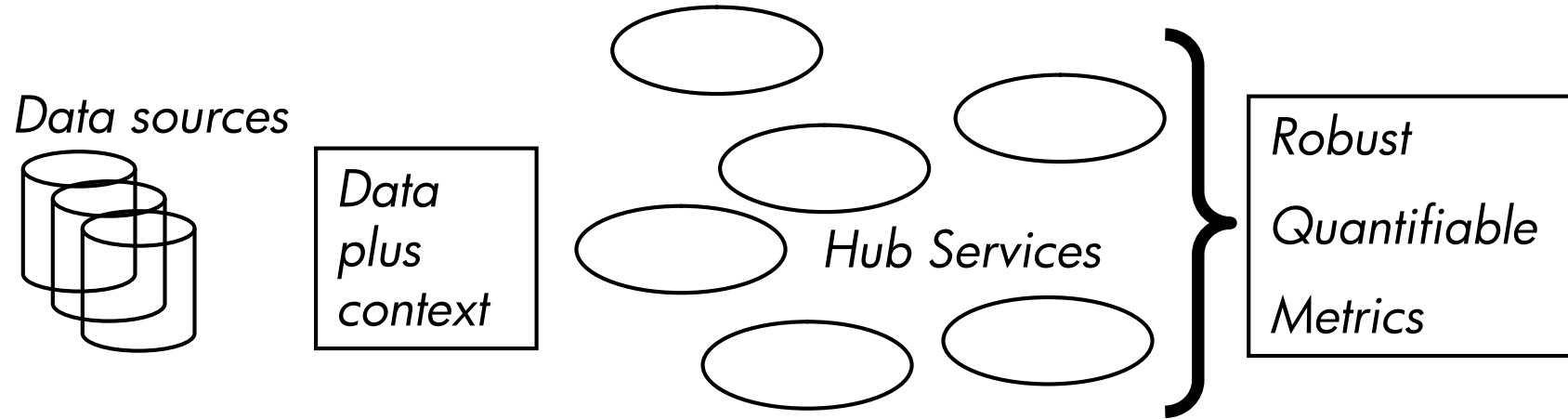
- **gather** and manage data plus context,
- exert **influence** using robust, consistent and verifiable metrics,
- **scale** services to the global sustainability community



Research Opportunities

- **Gather** : Data provision
- **Influence** : Hub Services
- **Scale** : Community
- Support calculations and chains of reasoning
- Data representation and accompanying data management infrastructure
- Open standards
- Real world applications
- ...





Sustainability Hub

Gather - data

Data Representation

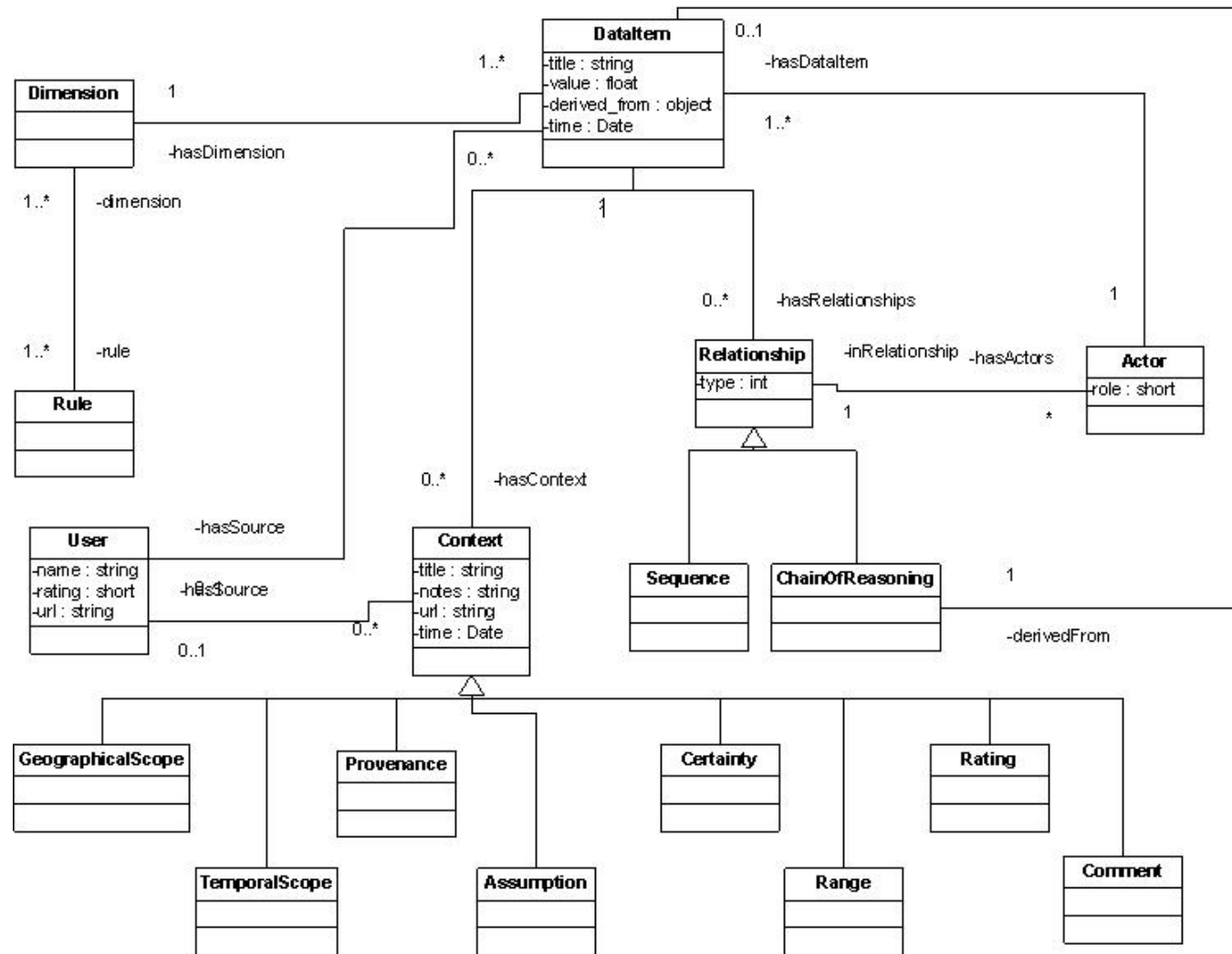
Influence - services

Open Standards

Scale - open community

Real World Applications

Sustainability Hub Data Model



Sustainability Hub Vision

- **Gather** and manage data plus context,
- exert **Influence** using robust, consistent and verifiable metrics,
- **Scale** services to the global sustainability community

Research Challenges

- Data provision – lots of people want to use data, who wants to provide it?
- Consortium of companies including non IT (perhaps via supply chains)
- Standards for reporting of data
- Accounting procedures eg co products
- Reputation;
- Who pays? (data quality)
- Data aging (how to keep up to date); forecasting, designing future systems

Opportunities to Partner

- Supply chain data – EICC

“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs”

UN Brundtland Commission, 1987