

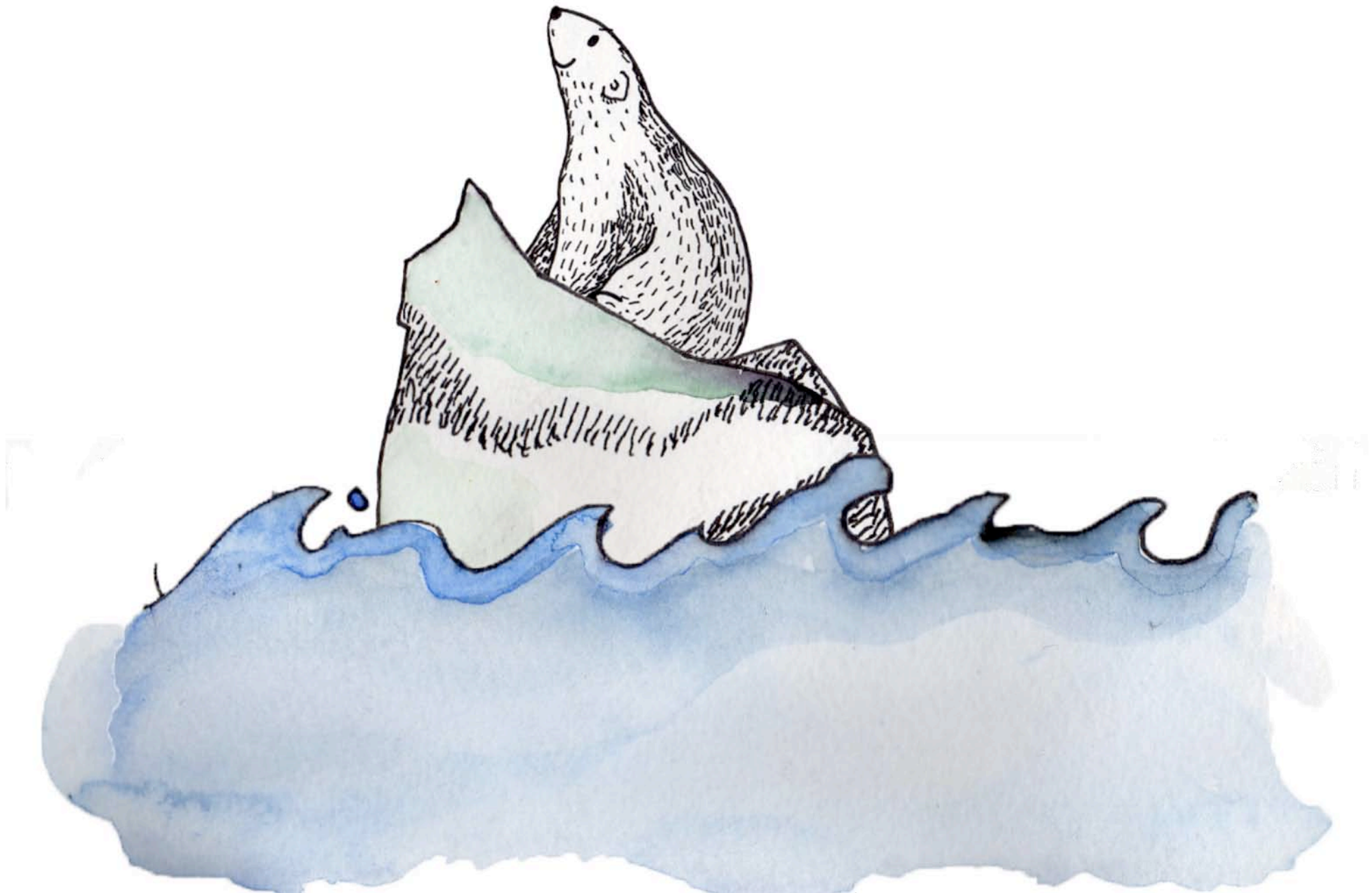


Master Thesis
Multimedia applications
for a sustainable
urban lifestyle

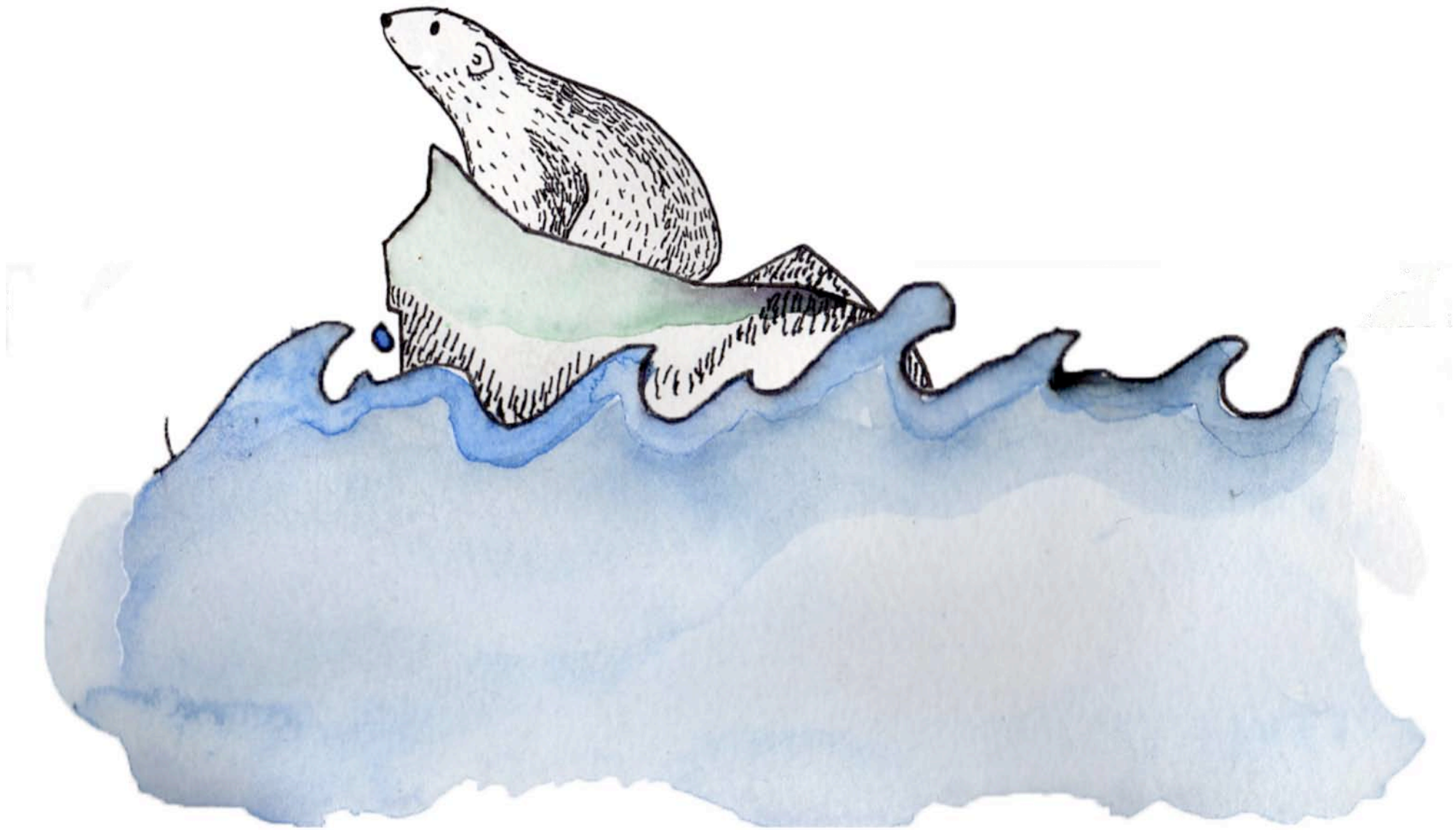
Emma Palmgren
Jorge L. Zapico



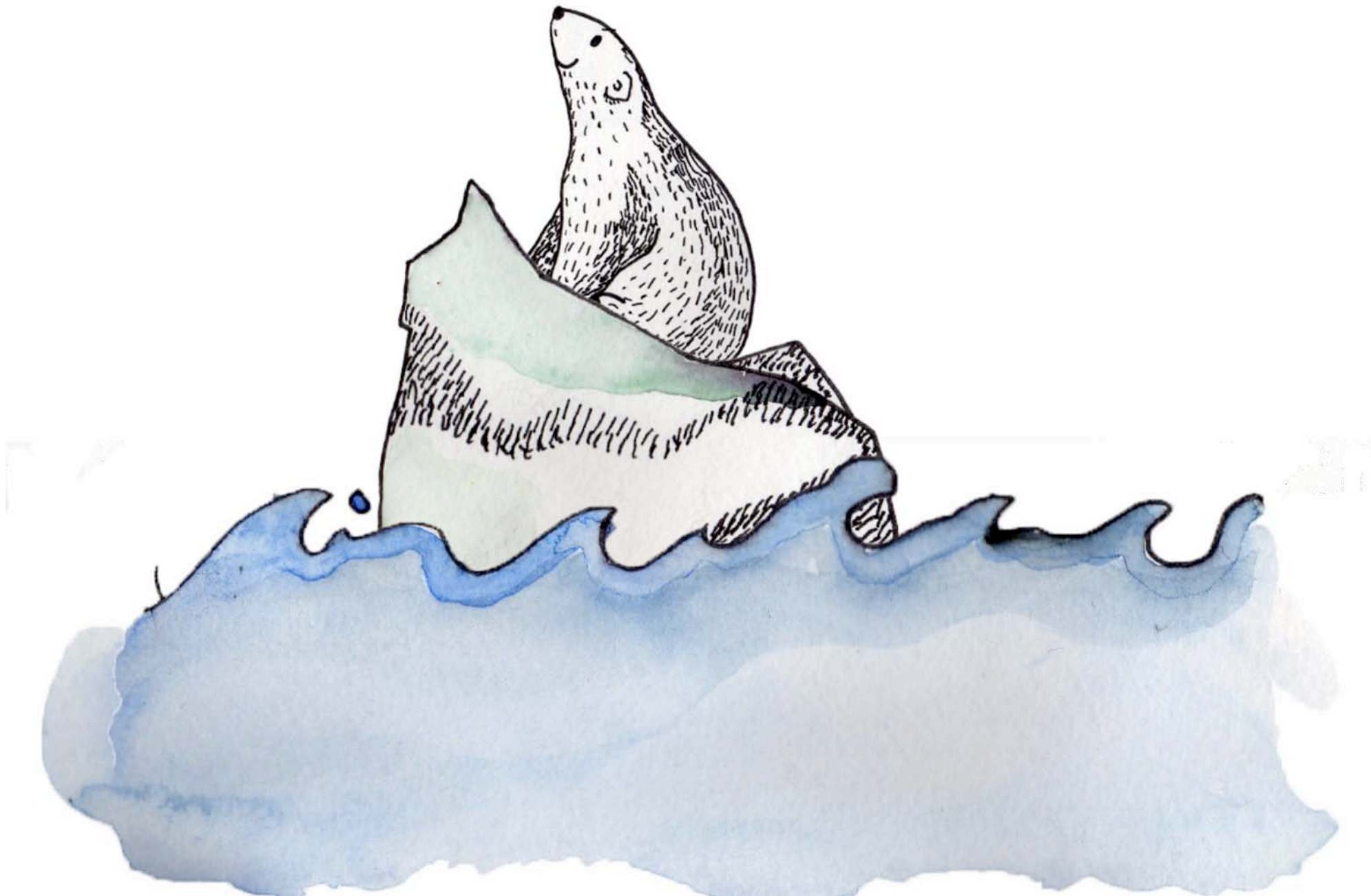
footprint



polar bear



polar bear



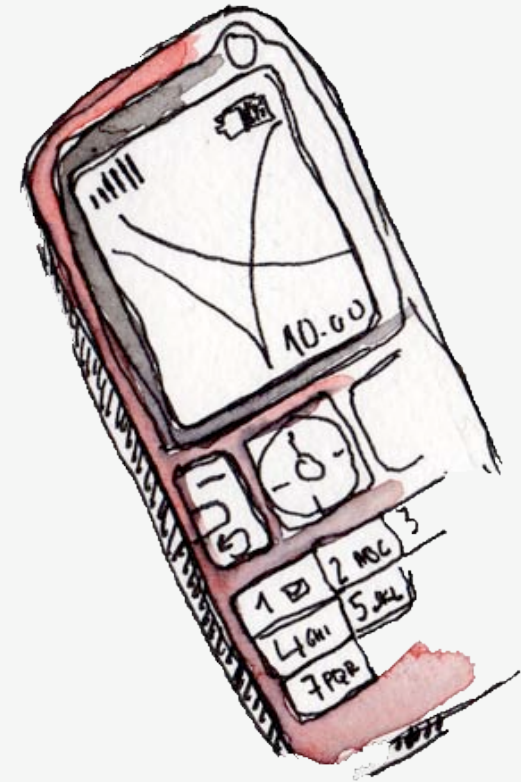
polar bear



380
ppm CO2



50
per cent urban



50
per cent mobile

starting points

“ how can we use ICT
tools to help people to
reduce their carbon
dioxide emissions? ”

we have done

an application catalogue

a study of emerging markets

a study of the applications in this
context



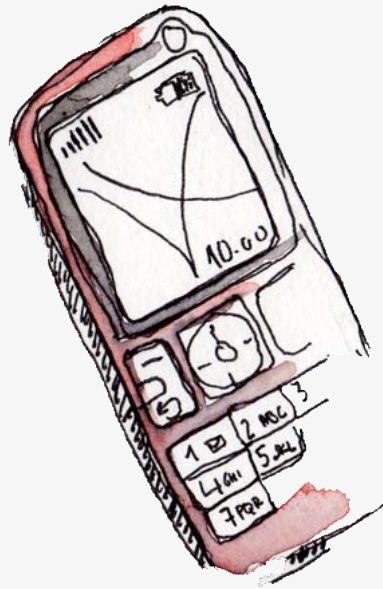
transportation



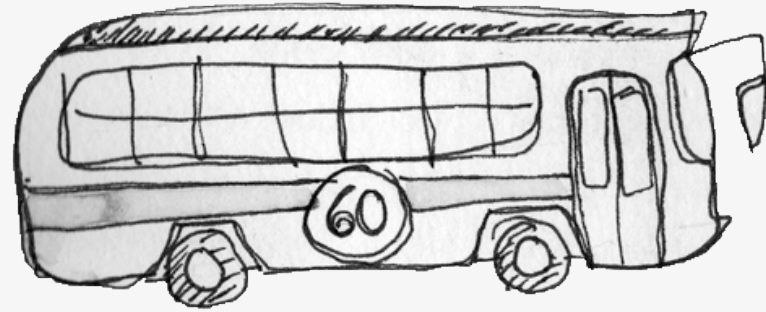
food &
consuming



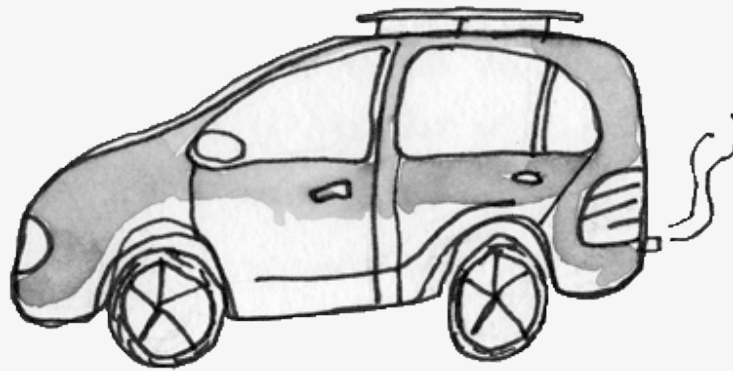
housing



+



or



transportation

applications used

mobile travel planner

mobile payment

virtual entertainment onboard

positive feedback



carbon dioxide calculator

applications used

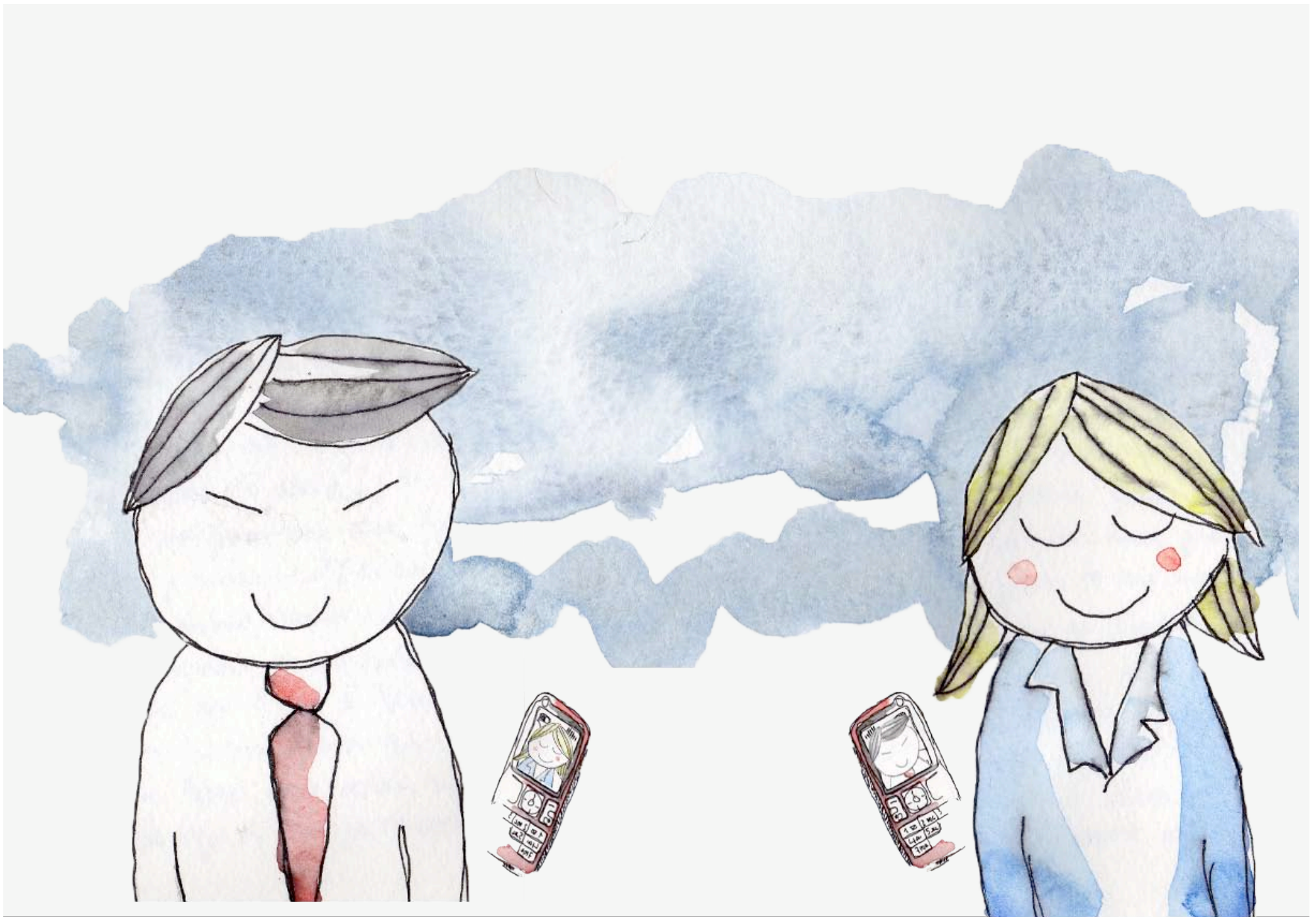
food co2 calculator

house co2 calculator

transportation co2 calculator

green virtual pet

instant guilt killer



virtual presence

applications used

climate aware video presence

teleworking

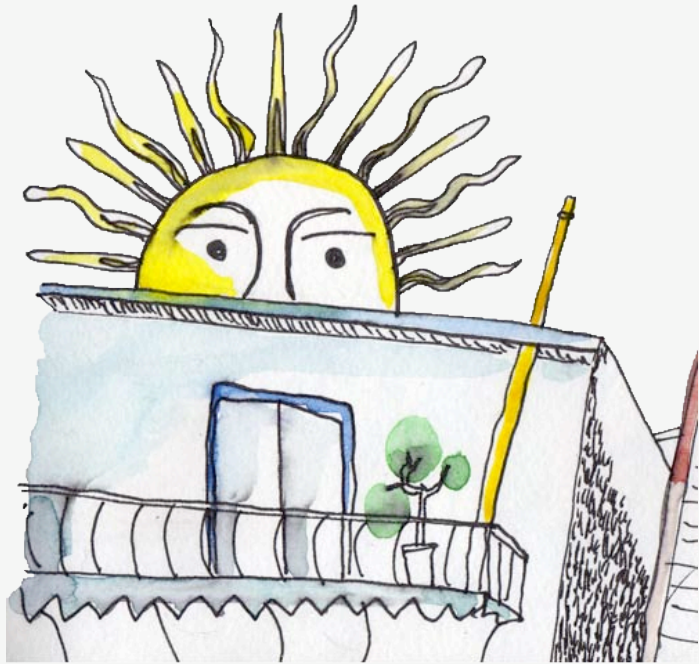
mobile services

mobile communications node

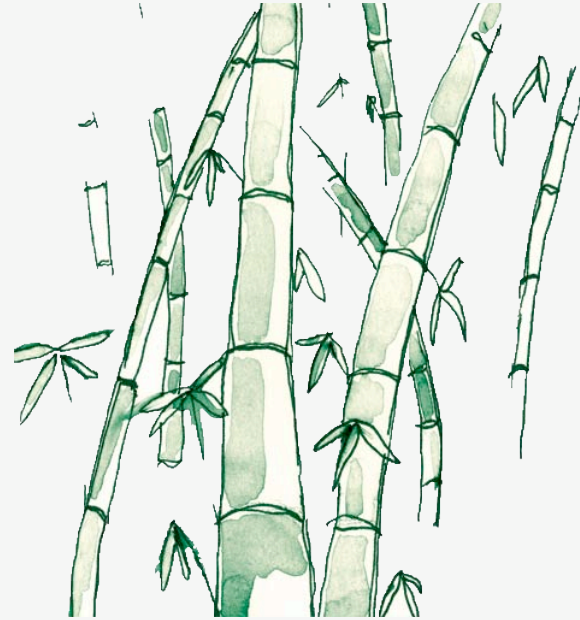


applications used

linking to the source
carbon dioxide information



latin america
argentina &
brazil



china

applications that

help people in their daily needs

increase their awareness

problems related to

lack of willingness to change

infrastructure & devices

ERICSSON

selling applications
and concepts

competitive advantage
marketing

detailed studies of the applications

sustainability

implementation

usability

business opportunities

application repository

do we need all this technology?

how do we assess sustainability?

are not CO2 emissions a narrow view of sustainability?

are end user or enterprises most suited for these applications?

“ ict and particularly mobile devices have the potential for contributing to a sustainable lifestyle. but the applications need to be designed towards that objective ”

“ ericsson can benefit from this ”

thank you for listening

More information and the report you can find in

<http://ict.sustainabletechnology.se>

You can contact us at
emmap@kth.se
zapico@kth.se