

# SIEMENS BUSINESS IMPACT PROJECT **KYOTO ACCORD**

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KYOTO  
PROTOCOL



**How would the Kyoto Accord impact Siemens and how could Siemens position itself as a global leader?**

# Description

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Business impact assessment and recommendations to 7 senior global Siemens Executives on the impact of the Kyoto Accord and upon the firm's business lines, including Power Generation (Renewables, Wind, Solar and Nuclear), Lighting (OSRAM Sylvania), Railways and Trams, and Building Technologies.



**Which technologies have a positive impact  
on energy efficiency and carbon footprint?**

# Delivery

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Al Leong led a team of consultants to assess the financial and technology implications of the Kyoto Accord, with particular emphasis on Carbon Emissions Trading Credits and Finance systems worldwide.



# Delivery

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The technology assessment reviewed the actual improvement in efficiency and cost-savings derived from Kyoto Accord compliance for customers.

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# Delivery

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Finally a marketing strategy was developed to position Siemens vis a vis its competitors which included GE, ABB, Philips and others based on these findings.



# Delivery

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A presentation and recommendations were delivered to senior executives distributed globally for evaluation and implementation.

