

## Sustainable Management in Action

4<sup>th</sup> – 6<sup>th</sup> September 2003  
University of Geneva

Internet drives innovation

Sustainable development business supporters in the industry and regions

Outline of speech

Introduction: Definition of sustainable development according to Brundtland

1. The Internet – a generator of sustainable growth through
  - Travel substitution (videoconferencing)
  - Productivity gains (example EasyJet)
  - Material and resource substitution (example publishing industry)
  - Developing countries (example air transport reservation systems in India)
  - Dissemination of information (example SARS crisis)
2. An expression of the global economy (parallel to air transport)
  - Bringing markets closer (e.g. air transport in Asia)
  - Sharing values (e.g IUCN's park themes).
  - Partnerships to sustain growth
3. Downsides
  - Digital divide (countries, social classes)
  - Over-emphasis of the English Languages at the expense of other languages
  - Increased consumption of energy and other environmental and potential health effects
4. Business supporters
  - Governments (funding, regulation)
  - Dotcom companies
  - Consultants

Conclusion:

Benefits of the internet not to be neutralised by more consumption and some content, which undermines culture, values and language. Instead develop the potential of the internet to benefit companies, especially start-up companies and stimulate growth and social inclusion (e.g. enable young people to use the internet for launching business ideas).