



# ICT for Sustainability Performance Management

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# About SAS



- Founded 1976
- Global Corporate HQ: Cary, North Carolina
- World's largest privately held software company
- Leader in business intelligence and analytical software and services
- 400 offices worldwide with around 45,000 customer sites in 108 countries
- 91 of top 100 FORTUNE Global 500® are SAS customers
- 2007 revenue: \$2.15 billion
- 2007 R&D investment: 21% of revenue
- Nearly 11,000 employees (Europe + Asia = almost 50%)
- [www.sas.com](http://www.sas.com)

# About **sas** | KOREA



서울시 강남구 대치 4 동 889-11 대치빌딩 8-10 층 (우)135-839

- Founded in 1990
- Leading company in Business Intelligence and Business Analytics
- 140 employees
- R&D Center
- More than 550 customers including Samsung, LG and POSCO
- Continued revenue growth since foundation

# Korea / EU Outlook on Sustainability Policy:

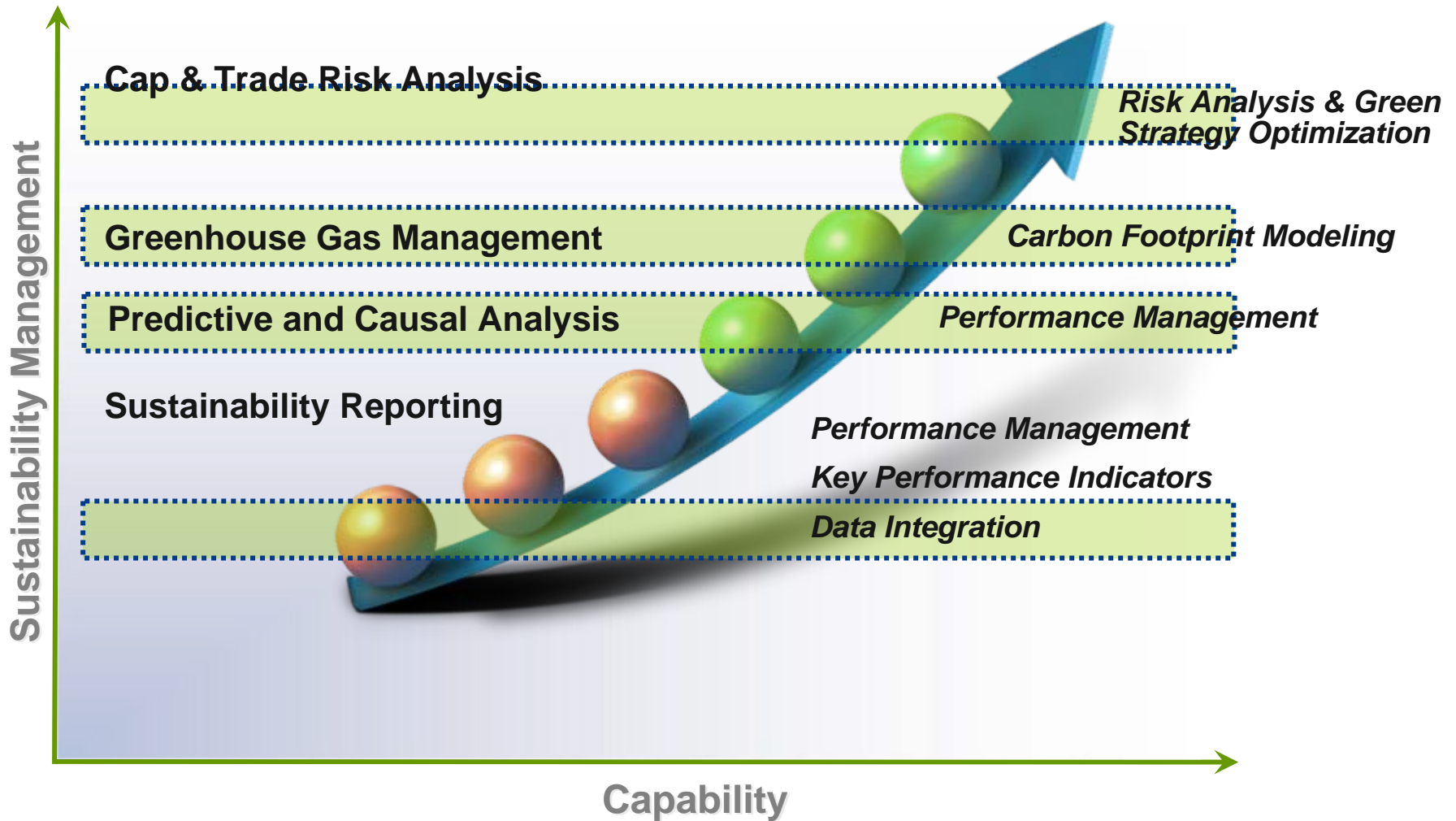
- Korean National Commission on Sustainable Development: **Green Growth Strategy**
- Korean Electronics and Telecommunications Research Institute: **RFID for environmental lifecycle management of ICT devices**
- ➔ EU initiatives on:
  - Fighting climate change
  - ICT and energy efficiency
  - Sustainable manufacturing
  - Environmental applications with use of RFID and “Internet of Things” technologies

# Korea / EU Challenges for Sustainability Policy

- Ensure economic growth whilst addressing environmental challenges: “sustainable growth”
- Reduce carbon emissions and promote the notion of the “sustainable organisation” BUT how to identify, measure and manage carbon emissions across organisations, sectors, geographical regions
- Acknowledge, promote and leverage the ICT sector’s potential role for a “green economy”

# ICT for Sustainability Performance Management

- **Develop a decision-making support mechanism for management of carbon footprint**
- With the use of **analytics and tools for business intelligence-type analyses** combined with data sources empowered by **“Internet of Things” technologies** such as RFID and sensor technologies.
- **“Management”** of sustainability performance (essentially “management” of carbon footprint) goes beyond **“Reporting”** and allows for forecasting and what-if scenario analyses that
  - empower the improvement of sustainability performance
  - support the designing and implementation of sustainable strategies and policies





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## **KALLIOPI SPYRIDAKI**

Manager EU Public Policy  
SAS

Kalliopi Spyridaki joined SAS in 2007. In her role as EU Public Policy Manager, Kalliopi represents SAS's business interests with respect to EU policies and legislation in areas currently including data protection, healthcare and sustainability.

She works closely with the EU institutions and international institutions such as the OECD, and represents SAS at EU industry associations and platforms. Kalliopi works in liaison with the SAS offices in various EU countries and is part of the international policy team of SAS.

Kalliopi Spyridaki has been living and working in Brussels since 2002 and has had a varied experience in EU public policy and regulatory affairs.

Before joining SAS, Kalliopi was an EU public affairs consultant advising corporate clients in the ICT sector. She also worked in competition policy related projects with particular focus on merger procedures and abuse of dominance cases.

In one of her previous positions, Kalliopi was a Legal Adviser at the Union of Groups of Independent Retailers of Europe (UGAL) working primarily with EU food law and EC Internal Market law.

Kalliopi is a Greek lawyer admitted to the Athens Bar Association. She studied Law at the University of Athens, Greece and specialized in EC law at the University of Tübingen, Germany and the College of Europe, Bruges.

Kalliopi comes from the island of Crete in Greece. She speaks fluent English, French and German.

