

Sustainability SIG launch event

'Driving sustainability with technology'

26th April 2023

Hosted and sponsored by PwC

This SIG is championed by Graham Anderson of **Beko**, Keith Dickerson of **Climate Associates**, Esther Ford of **Marks & Clerk**, Xavier Hubert of **Flex**, Tim Moore of **SharkNinja**, Craig Pemberton of **Vodafone** and Jonathan Withey of **Planet Mark**.

Venue: PwC, St Johns Innovation Park, The Maurice Wilkes Building, Cowley Rd, Cambridge CB4 0DS

*This session will explore the various ways in which technology can enable sustainability – both in making technology more sustainable and understanding the role of tech to drive sustainable practices. With input from the Cambridge Wireless **Sustainability SIG** champions, including representatives from SharkNinja, Beko, PwC, Marks & Clerk, Pulsiv, and Planet Mark, we will also look at setting and enacting credible sustainability goals within the sector, as well as regulatory requirements and opportunities for collaboration.*

AGENDA

13:30 Registration and networking with refreshments

14:00 CW welcome from **Abhi Naha, CCO, CW (Cambridge Wireless)**

14:05 Introduction to CW Sustainability SIG from **Tim Moore, Chief Technology Officer, Executive Vice President, SharkNinja**

14:10 Welcome from event host and sponsor, **Simon DeYoung, Partner, PwC** and **Tarik Moussa, Senior Manager, Sustainability and Innovation Consulting, PwC**

14:20 **Session to be chaired by Craig Pemberton, SIG Champion and Senior Innovation Manager, Vodafone**

Tim Moore, Chief Technology Officer, Executive Vice President, SharkNinja

14:40 Q&A

14:45 **'Sustainable Domesticity'**

Graham Anderson, Team Leader - UK R & D, Beko

A sustainable future requires all of us to reduce our impact on the planet. Changes in our domestic lives can make significant differences to this. For example, residential electricity consumption makes up approximately 27% of total consumption worldwide. In this talk, Beko plc will discuss their mission statement regarding sustainability and give some examples of the innovative paths they have taken to reduce energy and water consumption, food waste and virgin material usage.

15:05 Q&A

15:10 **'Decarbonizing the Tech industry: Challenges & Solutions for manufacturers'**

Xavier Hubert, Head of Circular Economy, Flex GSS

For tech manufacturers, the largest portion of carbon footprint is usually found within their supply chain, and more specifically within two "Scope 3" categories. The presentation aims to define and take stock of the issues, the challenges in tackling them, and suggests a couple of effective decarbonization pathways while referencing the bigger Sustainability picture.

15:30 Q&A

15:35 **Refreshments and networking**

16:00 **Session to be chaired by Keith Dickerson, SIG Champion and Co-Director, Climate Associates**
Darrel Kingham, CEO, Pulsiv

16:20 Q&A

16:25 'Sharing is caring – Samsung Sustainability Report'**Professor Howard Benn, VP Communications Research, Samsung**

Samsung have been measuring a large range of sustainability targets for many years and since 2008 have published the raw facts in our annual sustainability report. Our data driven methods are helping us move to net zero for our phones by 2030. This presentation will show how measuring and sharing data can drive a sustainable product development strategy.

16:45 Q&A

16:50 Session to be chaired by Esther Ford, SIG Champion and Partner, Marks & Clerk

Panel session with **Jonathan Withey**, Director of Transformation and ESG, **Planet Mark**; **Craig Pemberton**, Senior Innovation Manager, **Vodafone**; **Dan Clarke**, Head of Innovation & Technology, **Greater Cambridge Partnership** and **Keith Dickerson**, Co-Director, **Climate Associates**.

17:25 Wrap-up by Abhi Naha, CCO, CW (Cambridge Wireless)

17:30 End of session followed by networking and refreshments kindly sponsored by PwC

18:30 Event close

Profile of organisers

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. www.cambridgewireless.co.uk

Profile of host and sponsor

PwC

At PwC, our purpose is to build trust in society and solve important problems. Working across artificial intelligence, life sciences and AgriTech industry sectors, our clients range from SMEs to some of the most recognised businesses in Cambridge and the South East region. With five offices across the region, we have over 1,700 qualified staff providing exceptional levels of service. www.pwc.co.uk/south-east

Profile of SIG Champions

Graham Anderson, Beko

Graham Anderson is Team Leader – UK R & D at Beko R&D, with research interests focused around novel sensors, improving energy efficiency, and sustainable materials. Previously he worked as a Senior Scientist at Cambridge Display Technology working on the development of ink jet printed OLED displays and organic thermoelectric generators. Graham has a PhD from Leeds University in spintronics. www.beko.co.uk

Keith Dickerson, Climate Associates

Keith Dickerson is a Director of Climate Associates Ltd (CAL) which provides advice to organisations (including UK Government) on Climate Change and Sustainability. Keith has played an active role in the ICT industry for over 30 years, including for 5 years as Director of International Standards for BT. Keith was a member of the Board of the European Telecommunications Standards Institute (ETSI) for 15 years and led many of their initiatives. Following his retirement from the Board in 2015, Keith was appointed as the UK Head of Delegation to ETSI and he leads on UK

views at the General Assembly. From 2008-2016, Keith was Chair of the ITU-T Working Party 3/5 "ICT and Climate Change" and Vice Chair of ITU-T Study Group 5 "Environment & Climate Change". In this role, Keith developed a 21-module training programme on ICT & Climate Change for the ITU Academy which was accredited to MSc degree level and includes modules on Energy Efficiency, Smart Cities, and Smart Energy as well as the role of regulation in addressing climate change. www.climate-associates.com

Esther Ford, Marks & Clerk

Esther is dedicated to accelerating technology, and is expert in the global IP system. Her career has encompassed energy sourcing and conversion, consumer products, semiconductor devices and telecommunications. She is committed to bringing such diverse sectors together, to build a sustainable future for all. Her career began early with an engineering apprenticeship, before university studies and advanced research within a global technology company. Leveraging her lab-based R&D background, she has since gained 20 years experience of protecting cutting edge inventions internationally through the patent system. Esther was awarded a PhD in Microelectronics from the University of Cambridge, following her engineering studies at the Technische Hochschule Darmstadt (Germany) and the University of Kent. She has been awarded an Engineering Prize from the Royal Academy of Engineering, and was invited to present the Institute of Engineering and Technology (IET) Faraday Lecture "The Digital World". www.marks-clerk.com

Xavier Hubert, Flex

Xavier Hubert is Head of Circular Economy for Flex, a global company that delivers technology innovation, supply chain, and manufacturing solutions to diverse industries. Xavier has 25 years' experience in the electronics industry's supply chain, from logistics and distribution to aftermarket services. For the past 9 years, Xavier has driven several Circular Economy initiatives supporting large tech companies' efforts to become more sustainable. Xavier holds an MBA from Trinity College Dublin, and has held various senior roles spanning business development, product and services development, clients' solutions, sales operations, Marketing and ESG leadership, as well as Supply Chain and Sustainability consulting. www.flex.com

Tim Moore, SharkNinja

Dr Tim Moore is CTO & EVP Engineering of SharkNinja, one of the largest and fastest growing small domestic appliance companies in the world. SharkNinja also happens to have one of the largest populations of domestic robots in daily use around the globe. He is responsible for product development across all categories from innovation and early stage development through to production and life cycle management with a particular focus on bringing smart technology and connectivity into products. Prior to Shark, Tim was VP Innovation and CTO of ghd. During his time at ghd, he lead and built ghd's world-class laboratory facilities in Cambridge where innovative high performance products are developed based upon a fundamental understanding of the physics of hair. Before joining ghd, Dr Moore was CEO of Sagentia SGAI Ltd, a technology consultancy based in Hong Kong and Cambridge focusing on the development of breakthrough consumer products. Dr Moore obtained his PhD in Microelectronics at Cambridge University. www.sharkninja.com

Craig Pemberton, Vodafone

Craig develops customer-facing innovation projects for Vodafone UK Business, designing PoCs, test-beds and technology demonstrators. With over 20 years in the industry he has held a number of technical design, consultancy and senior management positions and is currently leading co-creation with clients to explore the full potential of the latest developments in next generation networks, including 5G SA, slicing, Edge Computing and IoT. With multiple successful projects across diverse verticals from public sector, transport, retail, media and entertainment, Craig has first hand experience of applied communications technology in solving business challenges. Craig holds a BSc in Geological Geophysics, MSc in Information Technology and is a Member of the Institute of Engineering and Technology. www.vodafone.com

Jonathan Withey, Planet Mark

Jonathan Withey is Director of Transformation and ESG at Planet Mark, an internationally recognised sustainability certification awarded to businesses, properties and developments committed to reducing their carbon emissions. Jonathan has spent the past ten years working closely with businesses to unlock their potential for transformational and sustainable change. Jonathan has an MSc in Business & Sustainable Development and has been awarded a Fellowship to the Royal Society for the Arts, Manufacturers and Commerce which recognises outstanding

achievements in social progress and development. Having recently delivered a TEDx talk on net zero and solving the climate crisis, Jonathan is passionate about developing Net Zero transition pathways and supporting the broader ESG agenda. www.planetmark.com

Profile of speakers

Graham Anderson, Beko

See profile above. www.beko.co.uk

Howard Benn, Samsung Cambridge

Howard started his career in the fixed telecommunication sector (Plessey) back in 1982, did his degree and PhD at Bradford University, moving into radio based communications in 1989. He started working in ETSI GSM standards committees in 1993, helping create 3GPP and chairing 3GPP RAN 4 from 1998 to 2007. He has been a board member of ETSI since 2008, is currently advising the ICANN board on mobile technology, and a member of a number of advisory boards for UK universities and research programs. His current role is 'Vice President Communications Research' for Samsung Electronics R&D Institute in the UK, managing a team of engineers covering ETSI, 3GPP, and GSMA. His team are also very active in the EU Horizon 2020 program with a focus on the 5G PPP activities. He also sits on the UK5G government advisory committee looking at the future of communications technology in the UK, and an advisor to the UK government on international free trade agreements. www.samsung.com

Xavier Hubert, Flex

See profile above. www.flex.com

Darrel Kingham, Pulsiv

Profile to follow. www.pulsiv.co.uk

Tim Moore, SharkNinja

See profile above. www.sharkninja.com

Tarik Moussa, PwC

Profile to follow

www.pwc.co.uk/south-east

Simon de Young, PwC

Simon is an experienced tax partner. He leads PwC's Cambridge office and East of England Region and advises private businesses and private clients across East Anglia and London. He has experience of advising UK and international families on managing all aspects of the tax affairs of their businesses, including advising on the impact for shareholders of trusts, succession and wealth transfer. He works with his clients as a trusted advisor that helps them with long term strategies and tax planning. He acts for a number of clients across different industries including Retail, Media, Real Estate and Technology from scale up businesses to multi billion pound family businesses and family offices. Simon is passionate about solving complex problems and connecting people and clients to each other to help them achieve their personal and business ambitions. www.pwc.co.uk/south-east