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Give Us Green Content, Says Developer Crowd

Get Ready for the Summit, September 10 - 12

Members of the property owner and developer community are signing up at a record pace for the next Broadband Properties Summit in Dallas, September 10 – 12. We are hosting many developers at the Killer App Conference as well. Some have asked: Do you have green issues on the agenda? Could you make sure you put them on? Answering the question was easy. The New Urbanist speakers were eager from the start to introduce the topic. For some of them green is always *the* topic, and our Killer App flyers to the developer community emphasized the theme, “Making Broadband Green.”

Not everyone makes an immediate connection between broadband and green, but that connection exists in multiple ways and at times seems to the greens so intuitively obvious they are dumbstruck when others fail to see it. We need to be working from home, holding meetings via telepresence, and getting check-ups remotely, they say. Alas, there are few magic bullets and no free lunches, and computers and electronics consume energy wherever you use them. But even with the increased energy uses brought about by ultra-broadband, the positive impact on energy consumption could still be huge, some argue. To that point, a report on KillerApp.com cited a pertinent study from the World Wildlife Federation and the European Telecommunications Network Operators Association. The report estimates that reducing European business travel by 20 percent is a realistic goal that would avoid releasing 22 million tons of carbon dioxide per year. Some of the ways that working at home saves energy have been noted:

- The energy your car *doesn't* use.
- The energy other cars save because there's less highway congestion.

- The energy saved from having fewer cars per family, less driving, fewer highways.

Of course, we need to balance that against using more energy at home than we would if the home were vacant during the day. New Urbanism helps because even with work-at-home activity, it aims to reduce the energy your own home uses.

Adding fuel to the green fire is a recent *New York Times* Magazine article, “The Power Of Green,” by Thomas Freidman, author of the best seller on globalization, *The World Is Flat*. Freidman proposes embracing green principles and goals as a way to “restore America to its natural place in the global order — as the beacon of progress, hope and inspiration.” He also proposes renaming green, so it is no longer defined by its opposites. “I want to rename it geostrategic, geoeconomic, capitalistic and patriotic. I want to do that because I think that living, working, designing, manufacturing and projecting America in a green way can be the basis of a new unifying political movement for the 21st century.” Well, that is very analogous to how I feel about broadband and Fiber-to-the-Home, with its enormous benefits ranging from telemedicine to distance learning and public safety — plus the whole cornucopia of other present and future payoffs that will accompany the coming exaflood.

Let us hear your thoughts on that topic — and be sure to give yourself a green light to sign up now for the Summit. It is going to be a sellout.