

Powering the Future

Addressing Environmental Challenges Through Information
Technology

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IT – A Key Tool in Addressing Environmental Challenges

*IT has an important role to play
in...reducing emissions
and contributing to sustainable
growth*



*There is probably no other sector
where the opportunity to provide
solutions with dramatic emission
reduction potential is as significant
as in the IT sector*



Microsoft & EEA Partnership

European Environment Agency



- Working together since July 2007, forming official five-year partnership in May 2008
- 3 technology solutions developed with EEA:
 - ❑ *Eye on Earth*
 - ❑ *The Atlas for Environmental Change* www.environmentalatlas.net
 - ❑ *Bend the Trend*
- Built on Microsoft technologies - Windows Azure, Bing Maps and Silverlight

Eye On Earth

ws® Azure™

EYE ON EARTH

enter location



change language (English) | developers | providers

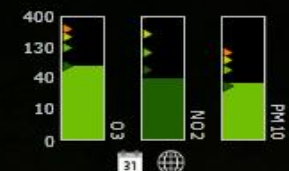
European Environment Agency

Eye on Earth is a two-way communication platform on the environment which brings together scientific information with feedback and observations of millions of ordinary people. It is the result of a partnership between Microsoft and the European Environment Agency (EEA). Currently, it includes information on the water quality for more than 22.000 bathing sites throughout Europe. EyeOnEarth also includes information on air quality for more than 1000 air quality monitoring stations throughout Europe. Additionally, an air quality model enables viewing of the air pollution situation in between the air quality monitoring stations. For water sites, the portal presents historical data over several years and for some, the latest 2009 data is also available.

my location about help

COPENHAGEN, DENMARK

OUR RATING
1 **VERY GOOD**



YOUR RATING
MODERATE

Non-clear Smelly Non-irritating
Clean Clear Odourless
Dirty Irritating

51 Ratings

OUR RATING
1 **GOOD**

nearest station
Street, 1559 Copenhagen,
Denmark

YOUR RATING
VERY GOOD

Crowded Equipped Clean Dirty
Safe Unsafe Scenic
Polluted

3 Ratings

EEA HEADLINES

Nuclear accident in Japan: where to get up-to-date information

Following the massive earthquake and tsunami of 11 March

Land use conflicts necessitate integrated policy

Demand for land in Europe is high. Food and biomass produ

Europe's water information at your fingertips

Our demand for water and wastewater discharges, often hav

World Forest Day highlights multiple threats on forests

Forests cover over 30 % of the earth's surface. They are on

UNEP report maps the pathways to a green economy

The EEA welcomes the publication today of UNEP's report 'P

Renewable energy production must grow fast to reach 2020 target

Europe has committed to obtain 20 % of its energy from re

<http://www.eyearth.eu>



BEND THE TREND

European Environment Agency

Road Aerial | Labels <<

Views: Pledges Per User ▼

Bend the Trend
CO2 Savings
In metric tons

1594.3

Trendbenders

651

CO2 Savings
other networks
In metric tons

39548.2

Pledges

About

Bend the Trend is a social climate movement launched by the European Environment Agency (EEA). Our aim is to inform and inspire people to engage each other to combat climate change. You will become a Trendbender by committing to a lifestyle change to reduce greenhouse gas (GHG) emissions. When many others follow your lead, these 'viral' communities of Trendbenders can make substantial impacts. Take action and you will help to bend the currently upward trend of greenhouse gas emissions down towards where it needs to be.

Many government leaders are meeting to shape climate change policy commitments. These are indeed important. However, the active participation of the public is vital for these policy commitments to be effectively implemented over the coming years.

We all know there are limits to what you can change within the existing societal

Close

<http://www.bendthetrend.net/>

Knowledge and become a Trendbender*

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