

Environmentally Conscious Travelling

Mobility and Communication - also virtually

Traffic contributes a major part to the environmental burden through CO₂ and other emissions. Mobility and communication, however, are essential prerequisites of the global economy.

As a strongly customer oriented organisation IBM demands high flexibility and mobility of the employees. About one half of the employees have duties with direct customer contact often associated with intensive travelling. Among them are not only sales representatives and technical support but also others e.g. project leaders, consultants or programmers.

IBM promotes to realise the necessary travels in an environmentally conscious way and to avoid travelling by using innovative communication tools.

Options for environmentally conscious travelling

- Intranet portal for easy booking/cancellation of online railway tickets including cost coverage of discount systems (e.g. Bahncard)
- IBM internal agency for arranged lifts to boost carpools
- Discounted tickets for public transportation to work
- Changing rooms with lockers and showers for bikers in large locations

Options for virtual travelling

- Web conferences and instant messaging e.g. with Lotus Sametime and Workplace on Demand software solutions may replace some travels to team meetings. These ecologically and economically convincing tools provide participants with online chat and conference functions and - together with phone or voice-over-IP (VoIP) connections - allow to share presentations or discuss and changed documents within a team. However, some personal meetings are inevitable for effective team communication.
- The optimised connectivity of the home office or remote office with VPN, ADSL and - as pilot - VoIP allows far reaching integration into IBM work processes. Many employees are able to regularly save the way to the IBM location.
- The larger locations are equipped with video conference systems enabling virtual team meetings with optimum video transmission.
- A wide range of e-learning courses - online and offline - reduces the number of traditional class room courses and hence the travel to the education centers.