

Web-based meetings help to save planet

Philip Circus may be right to be cynical about the way politicians and some scientists treat global warming (MW last week). But it is widely agreed that something is wrong and we ought to be doing more about it.

Last year, our agency of (then) 16 people spent £25,000 on travel, motoring and subsistence to attend client meetings at home and abroad. With a 50% increase in the agency's size in the past 12 months, this figure looked set to rise to over £40,000 this year. Our carbon output for this activity would be more than two tonnes. So in July last year, we introduced browser-based Web meetings.

Our target was to replace a third of our regular meetings with UK clients and half our overseas meetings with Web-based ones. We expect to save £10,000 this financial year on travel and subsistence, and win back 600 hours previously spent charging around in planes, trains and automobiles. And because people are not charging around, they can now be in the office, using the time freed up more productively. Though the cynics might scoff, we will also save an estimated 0.83 tonnes of carbon.

So go on – if we can do it, anyone can. You'll find it not only has a pleasant impact on your bottom line but makes for a far more relaxed, as well as greener, working environment.

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