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The industry must undergo fundamental changes if we are to reduce our environmental impact. It's time ask: 'Is the climate issue important in the AV industry?'

As an AV consultant, over the past 5 years I have experienced a growing demand from our customers who would like to be able to create AV installations with products that meet both the UN's global goals and have as little climate impact as possible. Companies like Novo Nordisk, Maersk Line and Volvo all want to limit their climate footprint in all aspects of their business. This is a natural derivation of the public debate that currently exists. Especially in north and central Europe where the climate is high on the agenda. Although the USA has withdrawn from the Paris agreement, the goal to keep the global temperature rise below 2 degrees over pre-industrialisation remains. Furthermore, the countries have committed themselves to the emission of greenhouse gases back to a level where trees and plants and the sea can absorb it.

However, is it possible to have a climate focus in the AV industry in a world where there is a long gap between manufacturers producing products that last for 20 years and where screens have a lifecycle that is, at worst, less than 24 months? Looking back in time, manufacturers honoured the fact

that their products lasted for decades. Maybe the climate issue should make us think more like Fairphone from the Netherlands where the products are designed so that they can change modules inside the phones. Imagine if you could keep replacing batteries and processors as well as amplifier blocks as they evolved and thus reuse power supplies, chassis and cabling instead of constantly discarding and replacing products and integrations with new products.

The interesting thing is who is going to lead the way and whether the customers are willing to pay the extra price that may occur to develop products that are more climate friendly, recycling modules that are reusable when replaced. As an AV consultant, I can't help thinking that both AVIXA and leading magazines will be able to drive development along with customer demand so the manufacturers start to focus on developing product with not only an emphasis on bigger, better and faster; but better for the climate as one of the leading goals. If we play with the idea that an award show such as the Inavation Awards had a category that contained key elements of sustainability, it might help to shape the development so

manufacturers and integrators thought about the climate when developing or installing AV systems. But it comes back to the old saying – "which came first, the chicken or the egg?" I believe that we need to drive the process together so that the demand from the client is pushed on to tenders where consultants and integrators specify products that have a green impact.

In the architecture and construction world they have already started adopting, which leads to trade shows like Building Green and awards for products that think and work sustainably. In many ways, the AV industry could do the same. Under the AVIXA umbrella all the standards could have a common sustainability goal, which means that integrators and consultants would be able to work closely on sustainability in the final AV systems. This would allow products to be specified for installations that had a green imprint and customer demand could be met.

In addition to companies wishing to follow climate-friendly building practices in renovations and new construction, we are experiencing an ever-increasing focus on implementing technology that, for example, eliminates the

need to travel across the continents. At universities, we often encounter a desire to make two-way communication in classrooms and auditoriums in order to avoid long flights for PhD sensors. But if we cannot get information from the manufacturer about the environmental impact of the products, we cannot provide data showing how many flights it takes before we have saved on the CO2 accounts by installing a two-way communication system in an auditorium or a classroom.

Today, when I ask manufacturers, they either don't want to disclose climate impact information or they think it's too complicated for them to deliver it because their products contain too many components. This means that today I have only been able to find a small handful of products where I can work specifically about the climate impact those products may have. Fortunately, there are more and more manufacturers who have their eyes on this particular problem and I hope that in the future we will be able to see products where the climate statement is part of the data sheet so that I as a consultant can provide clients with an estimate of the climate impact before the projects are realised.