



IoT in Action

#IoTinActionMS

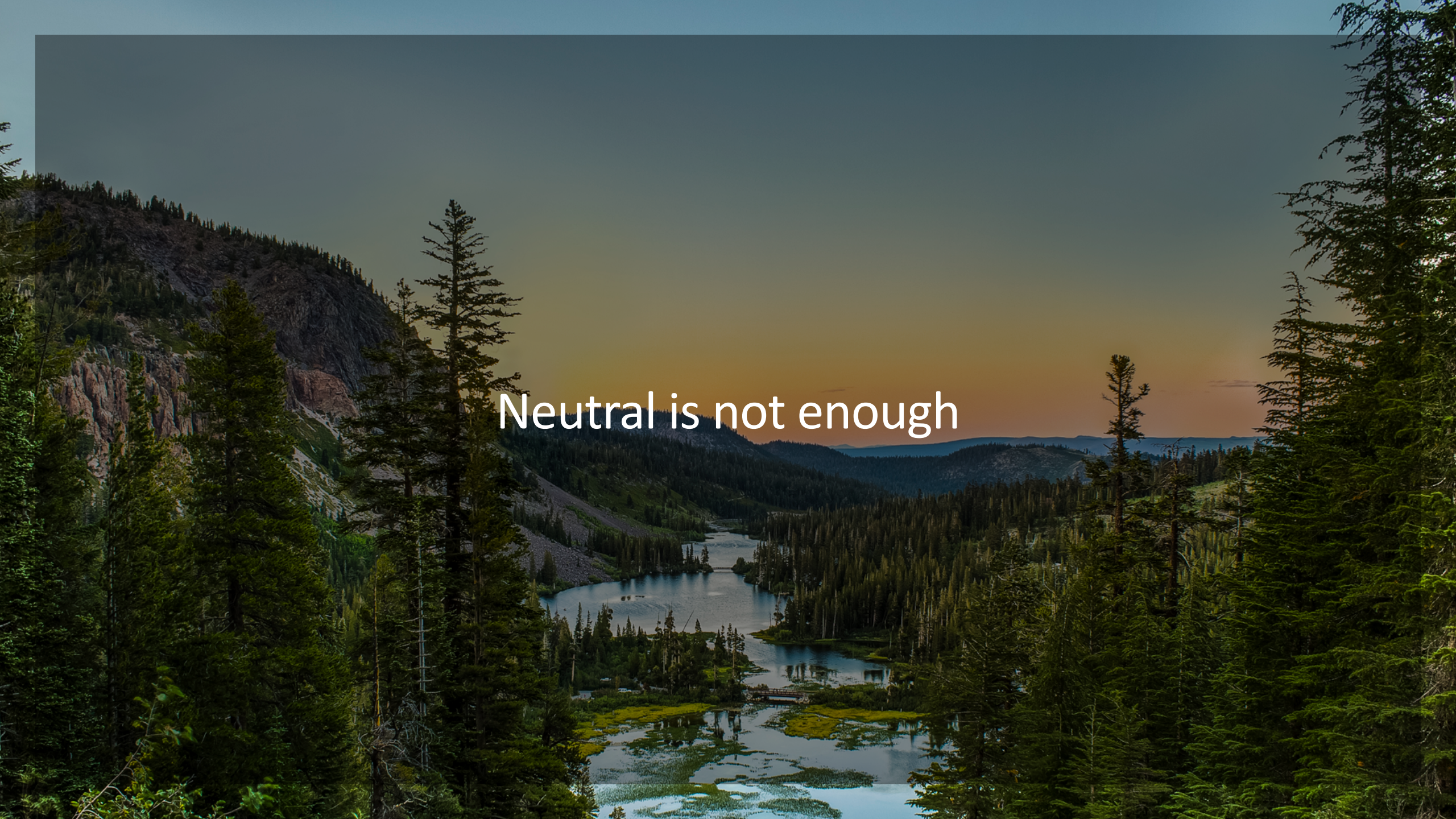


IoT in Action – Smart Cities

Soren LAU
General Manager
EMEA IoT Sales

IoT in Action





Neutral is not enough

Carbon negative
by 2030

Remove our
historical carbon
emissions **by 2050**

\$1 billion climate
innovation fund

"We believe that Microsoft's most important contribution to carbon reduction will come not from our own work alone but by **helping our customers & partners** around the world reduce their carbon footprints through our learnings and with the power of data science, artificial intelligence, and digital technology.

Reducing carbon is where the world needs to go, and we recognize that it's what our customers and employees are asking us to pursue."

Brad Smith Microsoft President, January 2020

Microsoft's principled approach



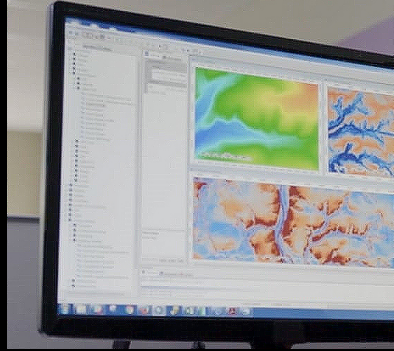
Take Responsibility for Microsoft's own carbon footprint including in our supply chain



Fund investment for better carbon reduction and removal



Support and empower suppliers and customers around the world



Work to advance transparency for reporting on emissions and removals



Use our voice on carbon-related public policy issues



Enlisting our employees to enable them to contribute to our efforts

We're taking action ourselves



We're empowering our customers



We're investing in broader innovation



We're supporting government action

A background image showing the silhouettes of several wind turbines on a dark horizon against a dramatic sky at sunset or sunrise. The sky is filled with soft, wispy clouds in shades of orange, yellow, and blue. The sun is visible on the far right edge, creating a bright glow.

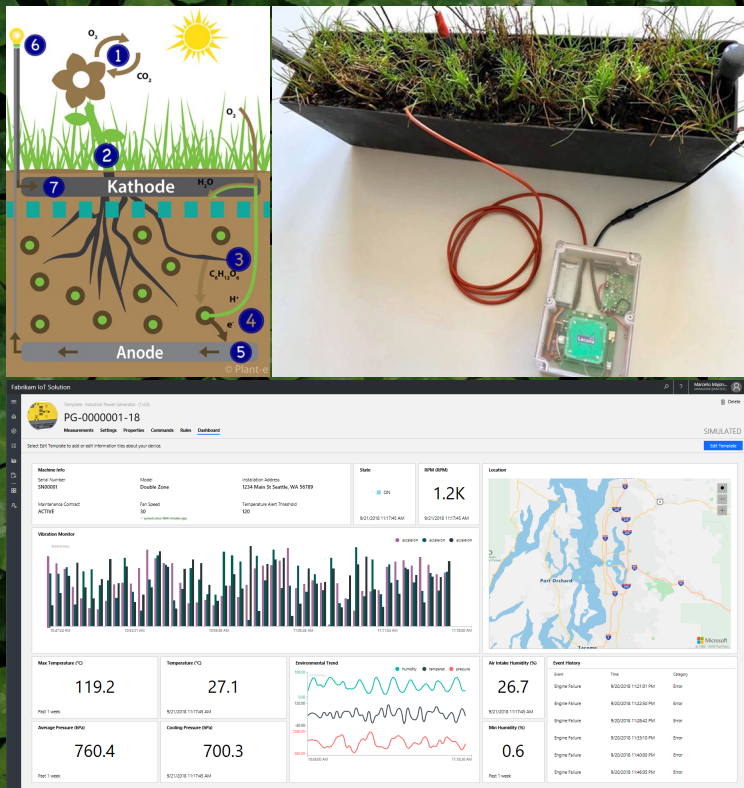
Where to find out more

[Watch our announcement](#)

[Read our commitment](#)

[Download the Calculator](#)

[Visit our website](#)



Codit & Plant-e
Connect, Capture, Cultivate
Reaping Insights through Living Plant Data



IoT in Action – Smart Cities

Ger BARON
CTO
City of Amsterdam

IoT in Action



Digital Agenda Amsterdam

www.amsterdam.nl/digitalestad



A Free Digital City

In Amsterdam, individual freedom and freedom of speech are a tremendous asset.

Technology must cherish these freedoms. Our ambition is to address and tackle, in a conscientious and responsible way, the possibilities and threats of digital technologies, in order to protect civil rights and to ensure fair access to and fair distribution of the benefits of digital technologies.



Inclusive digital city

The city belongs to everyone, regardless of social position, cultural origin, or sexual orientation. Amsterdammers must be digitally resilient and have the right skills to be able to participate. Technology should help Amsterdammers to develop the skills and competences they need via the most suitable services. It must also provide access to all kinds of information and education. We want to create a digital city using technology that helps and supports the Amsterdammer – all Amsterdammers.



A creative digital city

Amsterdammers are the driving force behind development in the city.

We will open up space for creativity and talent in the city by providing various applications and supporting initiatives. Together with the city, we will harness the power of digitisation, art and culture to help solve social issues, and to raise and publicise ethical and other issues concerning technology.