



## Press Release

### COAI DECLARES ADOPTION OF COMMON EVALUATION METHODOLOGY FOR GHG EMISSIONS

**10th June 2010:** At a meeting between representatives from Green Peace and COAI to discuss the question of member companies willingness to provide details of their carbon emission reduction program immediately, COAI emphasized the need for COAI and Green Peace to work together to adopt a coordinated and cooperative action plan for the industry, instead of taking an adversarial approach, as both organizations had the same objective of reducing carbon emissions in India.

COAI pointed out that the Cellular industry contributed less than 1% to total carbon emissions in India now and that this was projected to grow to 1.5% by the year 2015. Given this small footprint, COAI wondered whether the targeting of individual mobile companies by Green Peace was a case of misplaced zeal! COAI believes that if Green Peace India is serious about reducing carbon emissions in India, then perhaps their efforts ought also to be focused on motivating and joining together industries that have a disproportionate impact on carbon emissions rather than an industry that is already at the forefront of implementing significant programs to reduce its carbon emissions. COAI highlighted the real issue as one of obtaining grid power and efforts ought to be focused on generating this at the earliest. The real business of mobile companies is providing communication services and is not power generation. This is the purview of power companies and the government and they remain in the best position to provide credible sources of alternative power generation for use by mobile operators.

COAI, at the meeting, emphasized that a sustained and effective program for carbon emission reduction was a complex matter and required the participation of all its member companies working together, especially the tower companies that managed their cell sites, towers and network infrastructure. Individual efforts by member companies would often result in poor economies of scale and at worst, wasted investments and efforts in untried and unproven alternatives.

COAI committed within three months, to develop a clear, detailed and sustainable emission reduction program with realistic time frames for achievement and share this with Green Peace and other interested parties. Such detail will include issues of a common approach to measurement, comparability of results, common definition of terms, identification of initiatives that have the best promise of effectiveness, efficiency and scalability and defined milestones for implementation. In addition, COAI committed within this time frame to engage a competent third party entity to assist its members with "best international practices" and provide independent verification of achievement of programs and milestones. Efforts have already begun with the adoption of the GSMA program for energy use reduction.

Mr. Rajan S Mathews, Director General COAI stated that it is time that serious companies with a serious intention of reducing carbon emissions, roll up their sleeves and focus their energies together on the real task at hand, instead of dissipating their energies on cheap headlines and sound bites played out in the media.

Mr. Mathews also emphasized that the use of diesel by the industry isn't by choice. A large amount of opex is spent on running the network on diesel annually due to the shortage of grid supply and limited availability of scalable alternate energy sources. It may also be appreciated that telecom is the only industry which is required to be available 24x7, 365 days. The industry in its self-interest is also aggressively pursuing enhanced use of renewable energy.

**About COAI:**

The Cellular Operators Association of India (COAI) was constituted in 1995 as a registered, non-governmental society dedicated to the advancement of communication, particularly modern communication through Cellular Mobile Telephone Services. With a vision to establish and sustain a world-class cellular infrastructure and facilitate affordable mobile communication services in India, COAI's main objectives are to protect the common & collective interests of its members. Prominent private service providers and the infrastructure vendors are members of COAI, and work closely on various Industry issues. More about COAI at : (<http://www.coai.in>).

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