Videoconferencing technologies help preserve our planet by Sally Buberman

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When you opt for a video conference call instead of a personal meeting, how much of this decision can help protect our mother earth? In terms of reducing the corporate footprint worldwide videoconferencia technologies turn out to be quite gentle with the earth.

According to a recent research conducted by Arkadin, a global enterprise dedicated to corporate technology team work, considering all the conferences held in 2011, is estimated to have avoided the emission of more than 80,000 tons of carbon dioxide into our atmosphere, which means that the reduction in the corporate footprint was extremely beneficial for the planet.

How to support video conferencing environmental wellbeing?

The reality about the continued increase in emissions of greenhouse gases (GHGs) caused a positive reaction from many people who are now aware of their ecological footprint. Government directives and nonprofit organizations dedicated to environmental protection have stressed the duty all human beings have by ensuring that our footprint is not the greatest impact.

Within the corporate level of privacy, it's easy to imagine the environmental savings provided by videoconferencing technology. Big companies will always leave a large ecological footprint because of the magnitude of corporate operations running normally. Today, these operations are usually multinational due to the rise of the global economy, and therefore the percentage of air traffic has increased greatly in recent decades. Although the ecological footprint calculation always will be a little complicated, it is hard to imagine that three executives who opt for a video conference rather than fly on a plane to go to a corporate meeting would produce a much smaller footprint.

Undoubtedly, the video has its own ecological footprint, but just think of all the resources are used and consumed during a business trip and compare them with a simple meeting held by an application connected to the Internet.

Other advantages of video conferencing

Beyond the corporate footprint, several companies are evaluating the significant savings provided by videoconferencing technology. First consider the time saved in not having to move from one place to another, as any entrepreneur knows, the production rate can be increased when you have the time, not when the time is evaporated on issues such as travel and meetings.

Recording a video for later analysis and review is something that many companies value with remarkable abundance. Meetings are not only to present issues or to reach agreements, but can also be used as training tools, such as historical records or corporate evidence. Finally, videoconferencing technologies not only help our planet, but also business development.

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