Feedbacks from Thales CDI strategy on digital ecodesign

Context of Thales CDI

Historically Gemalto, Thales Cybersecurity and Digital Identity (CDI) is positioned in smart cards for various markets, including banking and payment services, identity and biometrics, mobile connectivity solutions and cybersecurity. These products are becoming increasingly digital, with, for example, the transition from SIM to eSIM, or banking cards becoming digital cards in smartphones.

Thales has defined a strategy to reduce its emissions by 2030, validated by SBTi. Work has been underway for many years on physical products. As products become increasingly digital, Thales has implemented an ambitious strategy on digital ecodesign to align with these emission reduction objectives.

Thales CDI strategy on digital ecodesign

After a brief reminder of the environmental footprint of the digital sector, the main pillars of the Thales CDI strategy will be presented with examples on specific products:

- **governance**: a network has been developed internally including ESG directors, ecodesign referents, ecodesign champions to deploy ecodesign strategy;
- **trainings**: as digital eco-design is a relatively nascent discipline, dedicated training path for each ecodesign role has been defined combining internal and external trainings;
- **estimate the impacts:** Thales CDI is conducting life-cycle assessments on digital products to estimate their environmental footprint, that will be introduced with examples of results and discussion on the main limits that are likely shared by academics (databases on the digital sector impacts, allocation formulation, lack of transparency from cloud providers, etc.);
- **identify ecopractices**: the RGESN, the main framework on digital ecodesign, will be introduced highlighting the need for both efficiency and sufficiency;
- **implement ecopractices**: with a few examples on ongoing ecodesign actions on digital products and associated impact reduction;
- **standardization:** Thales CDI is involved in different standardization activities on digital ecodesign, along with experts from other companies, public authorities and academics;
- **record and share improvements:** Thales CDI has presented its work in many research and industry conferences but also with Phelma Chair on Sustainable Electronics.

Depending upon the expectations of the steering committee, the presentation could rather be focused on one of this pillars. For example, the limitations of life-cycle assessments on digital products could be a relevant focus since they are likely shared by academics (databases on the digital sector impacts, allocation formulation, lack of transparency from cloud providers, etc.) and could foster joint work between industries and academics.

Focus on AI environmental impacts

The presentation will conclude with a discussion on the growing environmental impacts of generative AI, along with the need to apply this strategy to AI. Because of the novelty of AI and the fast-changing usage and technology, limiting the environmental impacts of AI appears as a relevant field for cooperation between academics and industries.

Depending upon the expectations of the steering committee, the presentation could rather be focused on how Thales strategy on digital ecodesign is specifically declined on AI.