

13th January 2009

BROADEST EVER GROUP OF INTERNATIONAL SPEAKERS PREPARES FOR FTTH COUNCIL EUROPE ANNUAL CONFERENCE

Prof. Dr. Michael Braungart and Don Tapscott join highly prestigious line-up of industry influencers to address Europe's most important FTTH event in Copenhagen on 11-12th February

In his keynote speech, former Greenpeace scientist Prof. Dr. Braungart will share his professional opinion on *both* sides of the FTTH sustainability argument. Prof. Dr. Braungart is a globally distinguished thought-leader in sustainable development, with 20 years experience rigorously evaluating and challenging the adverse impacts of industrially-produced goods and services.

“With our conference theme of ‘Building a Sustainable Future’, Prof. Dr. Braungart is the perfect keynote speaker to lead our delegates in understanding the status and importance of environmental sustainability in FTTH network deployment, and to confront the latest industry evidence with a critical eye,” said Joeri Van Bogaert, President of the FTTH Council Europe.

“There is no-one better to test our belief that FTTH is profoundly sustainable, and bring their unparalleled expertise and critical reputation to bear on the new independent research that will also be presented. I am personally very much looking forward to hearing his contribution to our conference.”

Having spearheaded the formation of the Chemistry Section of Greenpeace International in the mid-1980s, Prof. Dr. Braungart subsequently founded the Environmental Protection Encouragement Agency (EPEA) in Hamburg. Today he combines his work at EPEA with a leadership role at MBDC – the sustainable product design and development firm he co-founded – and is currently professor of Process Engineering at the University of Luneburg and guest professor at the Darden Business School in Charlottesville, Virginia.

Prof. Dr. Braungart’s participation in the conference complements an unprecedented number of further speakers representing FTTH deployments from around the world; each highlighting the innovative technical, regulatory and commercial approaches making the next generation of subscriber business models a reality.

Celebrated business author and trend-forecaster Don Tapscott will present the conference’s opening keynote. His most recent book *Grown Up Digital* explores the effects of technology upon the new generation of citizens and businesspeople, and – as a passionate advocate of

FTTH - he will reflect his views regarding the significance of FTTH to the economy of the future, and the extraordinary demand for FTTH broadband services among the young.

According to Tapscott, the new generation thinks bandwidth is a major issue in their personal lives: "Young people all over the world are growing up in a very different environment: they are the active users of the new media and also active contributors. They are coming of age in the digital age. They are using the web not just for entertainment, but also for creation, and collaboration."

Don Tapscott is both Chairman of the nGenera Innovation Network, and Adjunct Professor of Management at the University of Toronto whose authored/co-authored books also include *Paradigm Shift*, *Digital Economy* and *Wikinomics*. "With Don Tapscott's contribution, our delegates will not only gain an understanding of present FTTH demand levels, but also a rare insight into the likely future development of FTTH applications and usage," added FTTH Council Europe President, Joeri Van Bogaert.

Don Tapscott's keynote will take place at 10:00 CET on the conference's first day; 11th February. Prof. Dr. Braungart will present at 15:00 CET on the second day; 12th February. For more information about the conference speaker programme, and about the FTTH Council Europe in general, visit www.conference.ftthcouncil.eu.

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About The FTTH Council Europe

The FTTH Council Europe www.ftthcouncil.eu is a market development organisation with a mission to accelerate the availability of fibre-based, broadband access networks to consumers and businesses.

The Council promotes this technology because it will deliver a flow of new services that make a decisive difference in the lives of consumers and companies and create value for the wider society.

Its members include leading telecommunications companies and many world leaders in the telecommunication industry.

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