

Tune in for tutorial on telecoms 'Caring for the Environment'

Marc Benowitz, Director Eco-Environmental Engineering with Alcatel-Lucent's Chief Technology Office, will deliver a media and analyst tutorial on 'Caring for the Environment' on 5 June 2008 at 2pm GMT. Benowitz will discuss the challenges and opportunities the telecommunications industry faces as eco-sustainability is gaining an increasing amount of attention.

The tutorial takes place during Green Week 2008, an event organised every year in Brussels by the European Commission Directorate General for Environment. Green Week 2008 will last from Tuesday 3 June until Friday 6 June. This year, the issue will be the sustainable consumption and production, under the title 'Only one earth - don't waste it!'.

“As a company, we are acting in full recognition of our social and environmental responsibilities,” said Benowitz. Alcatel-Lucent recognises the important role the telecommunications sector must play in the global effort to address environmental issues such as climate change. The business of eco-sustainability requires more than good ideas and new projects. It demands a new mindset, a new discipline, and a different way of planning. Eco-sustainability should be a criteria in key decisions in the initial design of business processes, products and services, covering the entire range of business functions and customer solutions.

To learn more, join the audio webcast session, and connect via the Alcatel-Lucent website to: external link <http://clients.dbee.com/alcatel-lucent/20080605/en>

Attendees who wish to ask questions after the presentation, can do it via the web interface or dial the following number: +33 (0)1 72 26 01 28 and ask for the “Alcatel-Lucent” media tutorial webcast. Barry Dambach, Alcatel-Lucent’s Director Corporate EH&S, and Alan Lyons, Project Leader for the Thermal Management Research Group, DMTS, Bell Labs will join Benowitz to answer all the questions you may have.

The conference call will be available for digital replay from 6 June 2008 at 9am CET at the following call in number: +33 (0)1 72 28 01 49 access code: 222144#