CES 2024: PCF pilot with Catena-X technology

By Chris Schlueter Langdon, 2024-02-15

CES as important automotive event

CES, the Consumer Electronics Show in Las Vegas, stands as a pivotal annual event in the tech world, unveiling cutting-edge innovations. It has also become an important event for the global automotive industry as seen by the many keynote speeches of automotive CEOs (see Figure 1; see also our story on CES 2023, link).

Figure 1: Auto CEOs at CES

Live pilot with Ford Motor Corp., Flex, Deutsche Telekom, IBM

In 2011, I attended my first CES with Mercedes-Benz, where I witnessed Audi unveiling its e-tron brand for electric vehicles on the main stage. This year held a unique significance as we had our own little stage for the first time, part of a multi-company pilot alongside Ford, Flex, Deutsche Telekom's T-Systems (a sister company of T-Mobile), and IBM. Figure 2 offers a glimpse of our core team and presentation venue at the IBM conferencing center. To add to the special nature of the year, CES kicked off in my hometown of Los Angeles with a pre-CES

dinner featuring the CES delegation of the German Federal Ministry of Digital and Transport (refer to Figure 2, upper right corner, for our dinner with Minister Wissing; for our meeting with Minister Wissing at Hub.Berlin 2023, see link).

Figure 2: Our own CES stage hosted by IBM, core team, and first visitors (upper right: Kevin O'Donovan, Chris Schlueter Langdon, Nicole Stevenson, Jeff Schlageter; Minister Wissing; Lower: Chris Schlueter Langdon, Nicole Roik, Marek Jersak, Christian Hort, Jonas Seyfferth, Luca Loeffler)

Providing primary scope-3 data for product carbon footprint reporting

This collaborative initiative highlighted the application of groundbreaking dataspace technology in addressing CO2 emission reductions within the automotive sector. The escalating regulatory pressures, coupled with market and customer demands, underscore the need for a digital attribution of an end-to-end product carbon footprint (PCF). Industry participants face the challenge of (a) calculating CO2 emissions for each product and (b) acquiring the proper and validated data for a product's parts from its suppliers – known as the scope-3 data challenge.

Our pilot is specifically focused on scope-3 data (excluding calculations) and demonstrates how seamlessly data exchange can occur, addressing a key requirement for PCF tracking across the automotive value chain through the utilization of dataspace technology.

- For details on our primary scope-3 PCF data exchange pilot: How this Web3 tech breakthrough can help with primary CO2 emission data in automotive, link
- For basics on a dataspace: Dataspaces 101, link

- For an overview of dataspace technology initiatives like Catena-X, Gaia-X and International Data Spaces Association: Catena-X prelaunch 2023 in Austin, TX, link

Impressions from our CES presentations

First LinkedIn posts and pictures from the showfloor:

- **LinkedIn Posts** …
  - Announcement by T-Systems CEO: http://tinyurl.com/PCF-Pilot-CES-Ferri-Post
  - 3 part story
    - 2024 CO2 compliance: http://tinyurl.com/PCF-Pilot-CES-DIH-LinkedIn1
    - 3 CO2 reporting challenges: http://tinyurl.com/PCF-Pilot-CES-DIH-LinkedIn2
    - How to DO it: http://tinyurl.com/PCF-Pilot-CES-DIH-LinkedIn3
- **Videos** by IBM
  - 2 min: https://youtu.be/YEfqlCXYYs4
  - 12 min: https://youtu.be/fxHb4YuZjRE