BIG DATA, AN ALLY FOR SUSTAINABLE DEVELOPMENT

By 2020...

- The business of big data will have grown by 25%.
- 250 billion dollars will have been invested in big data.
- More than 20 billion objects will be connected to the Internet.
- 40 zettabytes will be generated, equivalent to 57 times the number of grains of sand from all the beaches in the world.

BIG DATA'S CONTRIBUTION TO SUSTAINABILITY

**Against climate change**
It will facilitate the instantaneous analysis of water consumption, CO₂ emissions, etc.

**No leaks in hydroelectric plants**
It will reduce installation costs and perform smart diagnostics.

**Water quality**
It will make it easier to identify areas suitable for consumption.

**Ocean alerts**
It will make it possible to anticipate tsunamis thanks to real-time monitoring of ocean activity.

**Sustainable power plants**
It will facilitate their optimal use by controlling lighting intensity and environmental circumstances.

**Wind power**
It will help predict generation production more accurately.

**Energy consumption**
It will help reduce energy consumption in buildings by 20%.

**Customised tariffs**
It will make it possible to adjust each customer's electricity demand.

**Sustainable agriculture**
It will improve crop yields by studying seeds and meteorology.

**Smart waste management**
It will optimise waste recovery and recycling through the centralisation of data.

**Circular economy**
It will be possible to find more productive models promoting the development of healthier and more sustainable environments.

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