

The Cybersecurity Readiness Podcast Series

Episode Title	Reducing the Carbon Footprint
Podcast Series	The Cybersecurity Readiness Podcast Series https://www.dchatte.com/podcast/ https://the-cybersecurity-readi.captivate.fm/
Host and Producer	Dave Chatterjee, Ph.D. https://dchatte.com
Guest	Andy Bates, Chief Development and Strategic Partnership Officer, Global Cyber Alliance
Summary Pitch	When justifying cybersecurity investments, Andy Bates, Chief Development and Strategic Partnership Officer, Global Cyber Alliance , recommends making the business case from the standpoint of reducing the carbon footprint. He feels people will make a stronger emotional connection with the carbon reduction argument and thereby be more willing to fund and participate in cybersecurity initiatives. Changing up the cyber conversation and making it more relatable was one of the key takeaways from this discussion. Andy also talked about the vision and offerings of the non-profit organization Global Cyber Alliance .
Time Stamps	00:42 -- How about, we get started on a reflective note where you share with us what got you into cybersecurity? What's your story? 03:12 -- You talked about reducing the carbon footprint, looking at cybersecurity investments from the standpoint of reducing carbon footprint. Can you expand on that? 08:27 -- So if I understand you correctly when organizations are trying to justify investments in cybersecurity, reduction of carbon generation should be another dimension of their business case, correct?

	<p>11:26 -- This might be a good opportunity for you to share with the listeners, what the organization Global Cyber Alliance does, and how other organizations can benefit from their offerings?</p> <p>16:55 -- In one of our earlier conversations, you talked about turning cyber into a profit center, or a strategic part of the business where we are approaching cybersecurity investments from the standpoint of reducing carbon footprint. Can you expand on that?</p> <p>26:48 -- You made a telling statement that nobody wants to fund cyber, but they want to fund a lot of other things. What recommendations, what guidance would you like to offer listeners who are pitching for money for cyber investments or organizations who are trying to get funding for cyber investments?</p> <p>33:19 -- How do you incorporate carbon reduction as an important criterion for selecting and sponsoring organizational initiatives?</p> <p>38:33 -- Final thoughts?</p>
<p>Memorable Andy Bates Quotes/Statements</p>	<p>"I think our lives in cyber would be easier if there was an emotional connection with the problem as there is with murder, robbery, etc."</p> <p>"People get angry about carbon, but they don't get angry about cyber."</p> <p>"If I draw a Venn diagram of people who are interested in cyber, and then a bigger Venn Diagram of people who are interested in computers, and then a much bigger circle of people interested in carbon and the planet, by virtue of human survival, we're all nominally interested in carbon and the planet."</p> <p>"People will fund education, people will fund carbon, people fund veterans, people don't fund cyber."</p> <p>"It's much better to find things people are interested in, and carbon is a thing that almost everybody is becoming interested in or needs to become interested in."</p>

