

## **ICTFOOTPRINT.eu online marketplace: Connecting buyers and sellers for Energy Efficiency**

**Press Release**

### **Why energy efficiency ICT solutions are important**

Around 55% of ICT<sup>1</sup> companies find it hard to make resource efficiency a part of their core business. The most common barriers are the lack of awareness, tangible benefits, and knowledge to identify the right solutions for the business. Energy efficiency and low carbon footprint provides competitive advantages, as wise energy consumption can help the ICT sector save €600 billion by 2020<sup>2</sup>.

The mission of [ICTFOOTPRINT.eu](http://ictfootprint.eu) is to provide [services](#) that guide firms in discovering sustainable solutions and start becoming carbon and energy efficient – and more competitive!

### **ICTFOOTPRINT.eu [marketplace](#): a new business space for sustainable ICT**

ICTFOOTPRINT.eu just launched a free [online marketplace](#) that brings together a roster of reliable ICT solution providers, the so-called “sellers”, and will help organisations, the so-called “buyers”, find the sustainable ICT solution they need in order to improve their competitiveness on the European market. The marketplace does not take any commission from buyers or sellers.

The marketplace is organised into 6 categories: hardware, software, connectivity, data management, advisory/consultancy, and certification & other services.

#### **Buyers' benefits** include:

- Access the ICTFOOTPRINT.eu database of reliable & sustainable ICT products & services;
- Find a potential supplier with the right sustainable solution for their ICT needs;
- Publish specific requests for ICT sustainable & energy efficient solutions;
- Conveniently discover and find the most suitable services and products offered by different suppliers.

#### **Sellers' benefits** include:

- Find new business opportunities with the right community of buyers;
- Understand the needs of the buyers and provide specific solutions;
- Monitor the market trend in sustainable ICT solutions and address quickly buyers' needs;
- Compete with other sellers and be recognised as the sustainable solutions seller.

Service providers are welcome to join the ICTFOOTPRINT.eu marketplace after being recognised as sustainable suppliers through an application process. Sellers must offer carbon/energy efficient products, propose services which deliver carbon and energy savings, and have a specific statement of their commitment for a sustainable approach.

ICTFOOTPRINT.eu gathers together a high-qualified community motivated to address the challenge of improving Europe's energy efficiency.

**[Join the marketplace now & start promoting your organisation](#)**

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<sup>1</sup> European Commission [http://ec.europa.eu/public\\_opinion/flash/fl\\_381\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_381_en.pdf) and EUROSTAT [http://ec.europa.eu/eurostat/statistics-explained/index.php/Business\\_economy\\_size\\_class\\_analysis](http://ec.europa.eu/eurostat/statistics-explained/index.php/Business_economy_size_class_analysis)

<sup>2</sup> GeSI – Global e-Sustainability Initiative <http://gesi.org/portfolio/report/69>

## About ICTFOOTPRINT.eu

ICTFOOTPRINT.eu ([www.ictfootprint.eu](http://www.ictfootprint.eu)) is a 36-month European support action in the field of energy & environmental efficiency in ICT. It is funded by the European Commission under the Horizon 2020 Programme and will help organisations to be efficient & reduce their carbon footprint, through a platform with online services in the field of energy & environmental efficiency, including: practical information related to energy and carbon footprint methodologies & indicators, advisory services to green procurement, and one-on-one help desk services.

Join ICTFOOTPRINT.eu continuously growing community:

- Visit ICTFOOTPRINT.eu website: <http://www.ictfootprint.eu/>
- Follow ICTFOOTPRINT.eu on Twitter: [@ICTFOOTPRINTeu](https://twitter.com/ICTFOOTPRINTeu)
- Connect ICTFOOTPRINT.eu on LinkedIn: [linkedin.com/in/ictfootprinteu](https://www.linkedin.com/in/ictfootprinteu)
- Pre-register to subscribe to the [ICTFOOTPRINT.eu newsletter](#)

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