

How green can we make IT?

ICTFOOTPRINT.eu - The first marketplace to showcase European ICT excellence in energy efficiency

Information and Communications Technology (ICT) has become part of our daily life, with a massive influence on society, environment and its future. We are so used to living in our smart-hyper-connected world that we take for granted a number of digital-comforts unimaginable only a few years ago.

The good news is that ICT is one of the most powerful instruments for tackling today's environmental threats including climate change and exhaustion of resources: ICT-enabled solutions could cut the projected 2020 global greenhouse gas (GHG) emissions by 16.5%.¹ **The bad news** is that ICT is responsible for almost 10% of all energy used

and 4% of carbon emissions, comparable to the aviation industry. With the Fourth Industrial Revolution in its infancy, **the demands of energy and resources for computing systems, data centres, networks and the supporting e-infrastructures are growing exponentially.**

Making ICT greener is no simple matter as it involves different disciplines and requires innovative solutions for improved energy efficiency. Following the AAA (Assess, Analyse, Act) paradigm, before reducing ICT's environmental impact, it must be measured. Performing an orthodox **Life Cycle Assessment (LCA)** is complex, costly and time consuming. It may require months and hundreds of



For ICT-intensive
Small & Large
Enterprises



For Cities
& Public
Administration



For
SDOs



For ICT
Suppliers



Everyone else
interested in
Sustainable ICT

thousands euros. The big ICT players include environmental friendliness in their core strategy and investment for ethical reasons and public image concerns.

For SMEs it's a whole different story. Most of them simply lack the basic knowledge or awareness to address the problem; they would not be able to afford an LCA and would have difficulty finding their way in the jungle of calculation methodologies and energy efficient solutions.

With over 10 million ICT intensive SMEs in Europe, this would be a missed opportunity for a healthier environment and for SMEs to improve their competitiveness, increase their energy efficiency & lower their bills. **Endless options are available to those who want to join the ICT energy efficiency quest: making them accessible is ICTFOOTPRINT.eu's mission.**

ICTFOOTPRINT.eu is the one-stop-shop for SMEs to improve their ICT energy efficiency, becoming more competitive while reducing their environmental impact and their electricity bills.

Assess the GHG emissions and energy consumption of your products, services and organisation in a quick and simple process, at no cost: **Get your personalised report with ICTFOOTPRINT.eu's Self Assessment Tools SAT-S and SAT-O,** ready at the end of 2017, to accompany you through a simplified ICT carbon footprint calculation, following standard methodologies, best-practices and algorithms whose complexity is made transparent for the users.

Analyse the sustainable ICT landscape: join the community and follow the ICTFOOTPRINT.eu **webinars** to get practical guides & insights from highly qualified experts in the Sustainable ICT sector. Get inspired by the **Success Stories** of your peers getting ICT energy savings & carbon footprint reduction. Find your way around ICT footprint calculation methodologies with our dynamic **Map of ICT methodologies,** with 20 downloadable fact-sheets and understandable summaries for non-expert ICT professionals.

Act: drop by the ICTFOOTPRINT.eu **marketplace:** you will find a wealth of solutions from certified sellers helping you improve your ICT energy efficiency. Think about joining the marketplace as a **buyer or seller** and give yourself greater visibility with an international market with a community of over 2,500 likeminded players in the field. An influential, international External Advisory Group supports ICTFOOTPRINT.eu that can also provide strategic guidance or outreach support on any products or services you may have. Let us know if you have some interesting stories to showcase and drop us a line at: contact@ictfootprint.eu

ICTFOOTPRINT.eu helps you becoming energy efficient in ICT ●

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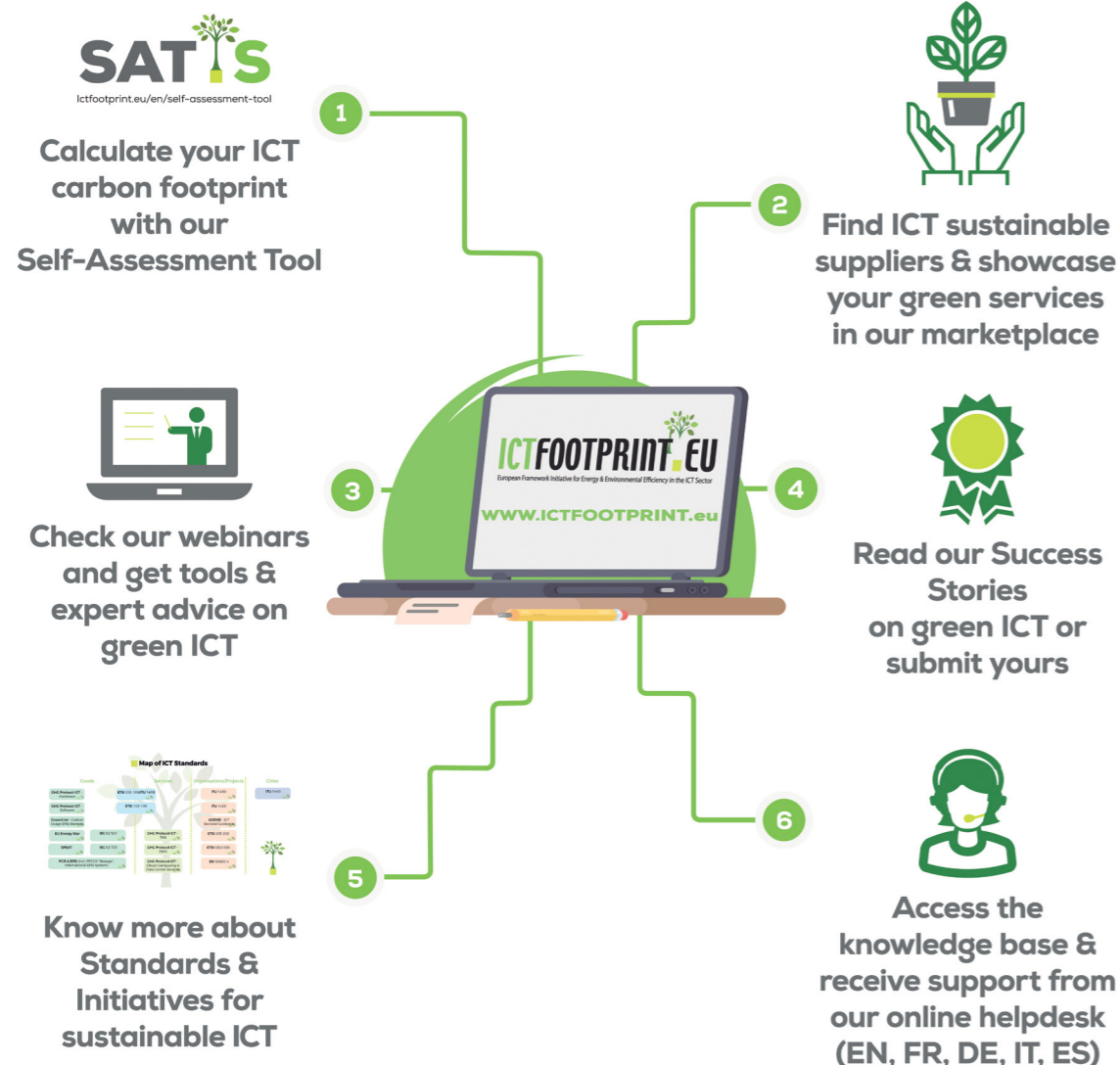
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1. GeSI's SMARTer2020 report <https://cda.iea-4e.org/document/10/geSI-smarter-2020-the-role-of-ict-in-driving-a-sustainable-future>