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## D4.1 - DISSEMINATION, COMMUNICATION & MARKETING STRATEGY AND PLAN

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## List of Acronyms & Abbreviations

Acronym / Abbreviation	Description
<b>CSA</b>	Coordination Support Action
<b>D2.1</b>	Deliverable 2.1
<b>EAG</b>	External Advisory Board
<b>EC</b>	European Commission
<b>ETSI</b>	European Telecommunications Standards Institute
<b>EU</b>	European Union
<b>GDC</b>	Green Digital Charter
<b>GHG</b>	GreenHouse Gas
<b>ICT</b>	Information and Communication Technology
<b>IEC</b>	International Electrotechnical Commission
<b>IEEE</b>	Institute of Electrical and Electronics Engineers
<b>IoT</b>	Internet of Things
<b>ITU</b>	International Telecommunication Union
<b>KPI</b>	Key Performance Indicator
<b>LCA</b>	Life-Cycle Assessment
<b>LCE</b>	Low Carbon Economy
<b>PLC</b>	Product Life Cycle
<b>SDO</b>	Standard Development Organisations
<b>SME</b>	Small-Medium Enterprises

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## Executive Summary

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ICTFOOTPRINT.eu, as a Framework Initiative for Energy & Environmental Efficiency in the ICT Sector, aims at being the **leading support project in Europe for the carbon footprint and energy consumption in the ICT sector**. The calculation methodologies that the project will deliver are oriented primarily to ICT industry sector, covering ICT intensive SMEs and ICT suppliers, together with public administration and SDOs.

The purpose of this document is to outline the specific communication strategy that ICTFOOTPRINT should develop in order to maximizing the outreach, dissemination and exploitation impacts of the project during its duration and after its 36-months conclusion. A set of different communication activities for the various target audiences and their expected outcome is described.

The document is divided in specific activity sections. The KPIs are listed at the end of each activity section.

- **Section 1** is the introduction of ICTFOOTPRINT.eu, with an overview on the target stakeholders' market, their challenges and the needs that stands below ICTFOOTPRINT.eu's motivation.
- **Section 2** describes the project's value proposition, what are the project benefits and drivers for the market.
- **Section 3** shows all the project's actors that have an impact on the communication strategy
- **Section 4** states the general communication strategy that ICTFOOTPRINT.eu wants to develop during 36 months and its pillars, figures out the stakeholders and the main goals of the project.
- **Section 5** is where the communication strategy is carefully detailed in its single action, by communication channel and format.
- **Section 6** describes all the ICTFOOTPRINT.eu's synergies related to relevant entities and organisation and previous or on-going EU projects developed on the same path.
- **Section 7** shows the overall communication strategy roadmap for the three-year project duration, focusing a particular section on year 1 communication strategy. Complete explanation of each communication activity of the project. Beyond branding strategy and the description of the total amount of the communication channels used, the section addresses one by one the communication channel and activity aimed at the development of this particular communication strategy.
- **Section 8** presents the final communication strategy's conclusions and highlights in brief the future steps that ICTFOOTPRINT.eu aims at developing at project's end.

# 1 Introduction

## 1.1 Carbon Footprint

“Carbon footprinting” is a specific measurement that stands below the greater LCA field of expertise and that quantifies the whole of the environmental grievance associated to a product, process or activity during its entire lifecycle. Carbon footprinting covers the steps from the production of the raw materials to the final disposal and the end of its life and its ultimate output is the determination of the overall amount of CO<sub>2</sub>-equivalent mass associated with a certain product or activity. In other words, while LCA represents all the quantifiable environmental impacts associated with the product, while carbon footprint covers just the greenhouse gas (GHG) emissions For further information, please see:

- ISO 14040-44:2006: Life cycle assessment
- ISO 14067:2013: Carbon footprint of products
- ILCD Handbook (author: European Commission)

## 1.2 Specific challenges to the ICT sector

The use of ICT is currently responsible for 8-10% of the EU’s electricity consumption and up to 4% of its carbon emissions.

The energy consumption of the Information and Communication Technologies is expected to grow rapidly over the global calculation, due to the increase of ICT application on different business industries and for the increase of number of users employing it.

The table below shows the summarized landscape of the actual carbon footprint and energy consumption in and of the ICT sector.

Table 1 – Impact of ICT sector on total energy consumption

ICT landscape	Impact of ICT sector on total energy consumption	
	8-10% <sup>1</sup>	
<b>Main consuming contributing sectors</b>	-	PCs & Monitors: 40%
	-	Mobile and Fixed Telecommunications: 24%
	-	Data centres: 23%
	-	Other Energy-intensive processes <sup>2</sup>

The demand for specific green solutions needs to be addressed by specific measurement solutions but nearly 70% of 150 IT decision makers in the UK, France and Germany do not have yet a system in place to measure environmental impact, according to findings by Datacentre Converge Europe 2015.<sup>3</sup>

Measurement systems are the very first step to tackling energy efficiency. With a wise energy and environmental efficiency strategy, the ICT sector can save around 15% of global emissions in 2020<sup>4</sup>, mainly through sectors like transport, energy, industry and buildings.

Nevertheless, the obstacles and the efforts for stepping through a sustainable PLC (Product Life Cycle) are huge in time and costs expenditures, beyond the difficulties for the understanding of the processes themselves, from a SMEs point of view.

<sup>1</sup> S. Prakash, Y. Baron, R. Liu, M. Proske, and A. Schlösser. Study on the practical application of the new framework methodology for measuring the environmental impact of ICT – cost/benefit analysis. Final Report (SMART 2012/0064). 2014

<sup>2</sup> Gartner (2009) Gartner Estimates ICT Industry Accounts for 2 Percent of Global CO<sub>2</sub> Emissions

<sup>3</sup> Datacentre Converge Europe 2015 – <http://www.cbronline.com/news/data-centre/infrastructure/lack-of-data-centre-efficiency-measures-a-wake-up-call-to-the-industry-4733089>

<sup>4</sup> The Climate Group - <http://www.theclimategroup.org/what-we-do/programs/SMART-2020/>

### **1.3 Products vs. Organisation carbon footprint**

There are methodologies to assess the carbon footprint of products (typical of LCA) and only a few dedicated to assessing the overall picture of the carbon footprint of an organisation. The purpose of ICTFOOTPRINT.eu will try to address them both and try to turn the ICT footprint methodologies into a workable context and workflow for end-users to assess their company's carbon footprint and ultimately see how they can make savings and move into the green economy. The advantageous point of view that ICT intensive organisations move from is that they are already usually well digitised in terms of their processes and therefore, the impact of applying the aforementioned methodologies can be potentially high.

### **1.4 ICTFOOTPRINT.eu as a Coordination Support Action (CSA)**

ICTFOOTPRINT.eu is the CSA 100% funded by the EC in the field of carbon footprinting in ICT. As such, it meets the interests of the industry sector and the policy makers, addressing a highly valued issue for the end-users.

An easy-to-use and a time-efficiency process like ICTFOOTPRINT.eu will help the industry sector, especially SMEs, in calculating their carbon footprint, giving them accurate and specific support in the application of the latest and more efficient carbon footprint reduction methodologies, fostering the "green economy" approach.

As an EC-funded project, ICTFOOTPRINT.eu addresses also a methodologies issue regarding carbon footprint calculation for the policy makers, trying to balance and connect the different regulatory environmental policies in Europe.

Finally, ICTFOOTPRINT.eu will merge the public and private needs with the citizens' expectations, due to their growing interest towards carbon footprint reduction and green approaches.



## 2 ICTFOOTPRINT.eu Central Goal and Value Proposition

The central goal of ICTFOOTPRINT.eu is to become “the” consolidated effort that, at European level, raises awareness on metrics, methodologies and best practices in measuring the energy and environmental efficiency of the ICT-sector, to facilitate their broad deployment and uptake. ICTFOOTPRINT offers a set of solutions that aim at helping each targeted stakeholder in addressing its needs regarding carbon footprint consumption

Table 2 – ICTFOOTPRINT.eu mission

The key elements of ICTFOOTPRINT.eu value proposition are:

1. Offer an **LCE Support Framework Platform** that informs end-users of the existence of the methodologies available and supports them in lowering barriers to entry.
2. Promote the use of **carbon footprinting methodologies, also by means of user-friendly online services implementing them.**
3. **Helping SMEs for the assessment of their carbon and energy footprint with the “Service Area”**, into the web platform, and give them the possibility to share their experiences.
4. **Create an aggregated community** for solution providers and consumers in the field of energy and environmental efficiency in the ICT sector in which the so-called “buyers” and “sellers” can benefit from the marketplace opportunities.
5. **Provide education and information material to SMEs and all the end-users** regarding applications of green strategies, together with actions and showcases.
6. Act as an **interface with the SDOs** in order to reach the carbon and energy footprint reduction common goal.

These value propositions will be delivered with the help of four main concrete solutions:

1. A **Web application platform**, available in 5 European languages: English, German, French, Spanish and Italian.
2. A user-friendly implementation of the ICT carbon and energy **footprint calculation methodologies** (including the ones from SDOs: ITU, GHG Protocol, ETSI, IEC) where end-users can measure their carbon footprint.
3. A **Help desk** with high-standard response time and accurate content (e.g. factsheets, Frequently Asked Questions, etc.) about adopting LCE methodologies.
4. A **Marketplace**, where SMEs and suppliers can do business regarding ICT energy efficiency.

The methodologies, the help desk and the marketplace will be integrated directly in the web application platform, in order to make it “the” reference platform for the adoption of carbon footprint calculation methodologies.

These solutions are tailored on the higher level target stakeholders needs providing each specific benefit.

Table 3 – General Value Propositions to each stakeholder

Stakeholder	General Value proposition
ICT Industry	Develop a supporting structure to help them with calculating their energy and carbon footprint
SDOs	Sustain communication and collaboration between them as much as possible to avoid redundant efforts
Public Bodies	Follow up the dialogue based on more concrete policy options

A more specific value proposition table addressed to each particular stakeholder is shown in section 4.2.

## 3 The ICTFOOTPRINT.eu actors in Communication

### 3.1 Consortium Partners

The ICTFOOTPRINT.eu consortium, composed of 3 European partners, will join their capabilities to provide a single voice in all ICTFOOTPRINT.eu communication channels. Table 4 lists the 3 partners that will address ICTFOOTPRINT.eu challenges.

Table 4 – ICTFOOTPRINT.eu Consortium Partners

Partner	Description
<b>TRUST-IT SERVICES (UK)</b>	Trust-IT brings a vast experience gained over the last decade in managing community-development & policy-uptake initiatives in innovative and challenging sectors of the ICT industry around the world. Trust-IT Services is highly skilled in Communications & Digital Marketing as well as web platform & mobile app development. It is among the prime movers in EU H2020 funded projects in cloud computing, data infrastructures, cybersecurity, global standards, 5G, international cooperation. Trust-IT Services leads several coordination and support actions, rolling out tools and services fit for today's fast evolving landscape, i.e. SLA-Ready.eu and cloudwatchhub.eu. It also organises the successful Cloudscape Series events (cloudscapeseries.eu), running since 2009.
<b>EUROCITIES (Belgium)</b>	EUROCITIES networks the local governments of over 130 of Europe's largest cities and 40 partner cities. It brings together representatives from the environment, transport and ICT departments of its member cities, who follow closely European policies affecting the urban environment and analyse the new trends and opportunities that smart cities offer. Out of this membership base, the EUROCITIES environment forum has 117 members, the mobility forum 116, and the knowledge Society forum 116 members. Within the latter, the smart cities working group has 80 members and works with cross-cutting issues and solutions. Since 2011, EUROCITIES has launched the Green Digital Charter (GDC), a political initiative that aims to improve the quality of life in cities through the use of digital solutions. Signed by 50 European cities, representing more than 26 million citizens, GDC has, among others, the objective to help cities <i>decrease the direct carbon footprint of their ICT sector by 30% within ten years</i> .
<b>DELOITTE SUSTAINABILITY (France)</b>	Deloitte Sustainability provides consulting services and tailor-made tools to decision-makers worldwide. Deloitte Sustainability combines a culture of innovation and scientific excellence with deep experience across all economic sectors in order to assist public and private organisations achieve sustainable performance.

### 3.2 External Advisory Group

**ICTFOOTPRINT.eu External Advisory Group (EAG)** is composed of dynamic, highly qualified, international opinion leaders at European and global level, dedicated to improving energy efficiency in ICT. All members hold influential positions covering the ICT industry, Standard Development, and Policy and Regulatory roles from around the globe, including representatives of The Green Grid. EAG members will contribute to the Policy Action Report and provide their advice to the sustainable mechanisms within the ICTFOOTPRINT.eu platform, while maximising impact and visibility.

At the time of writing, the table below summarizes a list of experts that have accepted participating as members of the EAG.

Table 5 – External Advisory Board Members

EAG Member	Organisation	Position	Country	About
<b>Andrae, Anders</b>	Huawei Technologies	Senior Expert LCA	Sweden	Experience on environmental life cycle assessment of telecom and ICT products/assets/networks/services. Editorial Board - International Journal of Green Technology (Research Evolution Technology, Revotech Press)

EAG Member	Organisation	Position	Country	About
<b>Boldi, Mauro</b>	Telecom Italia	System Engineer	Italy	Active participation in European Project FP7 Earth, dedicated to wireless network Energy Efficiency. Delegate in METIS project, working on future 5G system. Telecom Italia delegate in ETSI EEPS Work Item on Energy Efficiency in radio Base Stations. In the same ETSI group, is a Rapporteur of the Work Item dedicated to access network energy efficiency.
<b>Fryer, Emma</b>	TechUK	Associate Director	UK	Five years representing the technology sector in policy matters relating to climate change. Focused between encouraging government to make their policy tools fit for purpose and explaining how the intelligent use of ICT can reduce net carbon emissions.
<b>Namikawa, Osamu</b>	Hitachi	Environmental Policy	Japan	Experience in Information & telecommunication Systems. Responsible for conscious design and environmental standardization.
<b>Roche, Dominique</b>	Orange & eG4U & ETSI	Head of Sustainability & Chairman	France	Experience in eco-efficient ICT (position papers & referential specifications) from European Users positions and on sustainability standardisation
<b>Rütimann, Lance</b>	Siemens & The Green Grid	Senior Manager Industry Affairs & Vice President	Switzerland	Experience in trusted technology for energy-efficiency and on resource-efficient end-to-end ICT ecosystems and infrastructures
<b>Schien, Daniel</b>	University of Bristol	Senior Researcher Associate	UK	Researcher in Sustainable IT. PhD thesis about evaluating footprint of ICT services.
<b>Stephens, Andie</b>	Carbon Trust	Senior Customer & Project Manager	UK	Experience in advising customers in the area of Carbon Management and Carbon Reduction, with specific focus on product carbon measurement according to PAS 2050.
<b>Wilson, Thomas</b>	ECOS	Standardisation officer	Belgium	Responsible for ICT area, special focus on Smarts meters, Smart grids and Energy.

During the project lifespan more experts may be invited to join this group, until it contains 20 experts (see table 6). More information on the EAG can be found in the deliverable “D3.1 – Stakeholders Engagement”.

Table 6 – EAG members’ recruitment KPIs

	KPI		
	Year 1	Year 2	Year 3
Number EAG members	10	16	20

### 3.3 Partners’ networks

The project outreach will be enhanced by each partner’s network (table 7), thanks to the help of social media that will be used as an important, cost-effective marketing tool, building up current engagement.

Table 7 – Leveraging on partners’ networks

Partner	Network benefits
<b>TRUST-IT SERVICES LTD</b>	Trust-IT has access to a wide network of international experts in key ICT areas, and has long-lasting collaborations with the major ICT standards groups. Trust-IT has also

Partner	Network benefits
	consolidated partnerships with global energy players such as REXEL, as well as with regional players such as DomoTecnica, specialised in energy-savings & green procurement. Trust-IT is going to benefit from expanding dialogues with relevant players (e.g., The Green Grid, ETSI, IEEE) and Policy Makers.
<b>EUROCITIES ASBL</b>	EUROCITIES networks the local governments of over 130 of Europe's largest cities and 40 partner cities. It brings together representatives from the environment, transport and ICT departments of its member cities, who follow closely European policies affecting the urban environment and analyse the new trends and opportunities that smart cities offer. Out of this membership base, the EUROCITIES environment forum has 117 members, the mobility forum 116, and the knowledge Society forum 116 members. Within the latter, the smart cities working group has 80 members and works with cross-cutting issues and solutions. Since 2011, EUROCITIES has launched the Green Digital Charter (GDC), a political initiative that aims to improve the quality of life in cities through the use of digital solutions. Signed by 50 European cities, representing more than 26 million citizens, GDC has, among others, the objective to help cities decrease the direct carbon footprint of their ICT sector by 30% within ten years.
<b>DELOITTE SUSTAINABILITY</b>	The wide network of Deloitte will bring together industry representatives, acquiring connections in the ICT providers, ICT system integrators, ICT product manufacturers and ICT-intensive organisations, as well as the final citizen, being able to reach the final audience thanks also to their 233K Twitter followers.

### 3.4 Linkages with the Public Authorities, Policy Makers and SDOs

In order to maximize the impact, ICTFOOTPRINT.eu has already established links with policy makers, public authorities and SDOs, as well as with standardisation communities (ITU, ETSI, IEC and the GHG Protocol) through the dedicated EAG.

Table 8 – Foreseen linkages with Policy Makers

Expected results	Description	Target Stakeholders	KPIs	
<b>1. Interface and liaison with the relevant standards bodies (SDOs)</b>	International collaboration	Ensure active engagement of relevant SDOs and public policy makers (e.g. JRC and The Green Grid). Assess the potential synergies with the project	European LCE community and SDOs	Documentation provided from SDOs collaboration on carbon footprint methodologies
	Sustainable impact through recommendations	Provide a comprehensive Action Plan with recommendations from real experience and a roadmap for the next 5 years	SDOs, Policy makers, public authorities, European LCE community	5 engaged and contributing SDOs
<b>2. Leave a lasting legacy</b>	Leave a lasting legacy on how to further enlarge its impact among all the stakeholders	European Commission, national and local policy makers, public authorities	500 high-level Policy, Regulatory and Standards individuals	
<b>3. Develop and implement a sustainable business model</b>	Develop a sustainable business model to effectively mobilise all the necessary members of the community in order to create an ICTFOOTPRINT.eu ecosystem.	ICTFOOTPRINT.eu Community	Field-based feedback on the main assumptions of the business plan	

## 4 ICTFOOTPRINT.eu Communication Strategy

ICTFOOTPRINT.eu communication plan was defined as a regular flow of planned activities to raise awareness, on metrics, methodologies, Life Cycle Assessment (LCE) of products and best practices in measuring the energy and environmental efficiency of the ICT-sector, to facilitate and maximise their broad development, uptake and impact. As stated in Sec. 2, the overall goal of ICTFOOTPRINT.eu is to create a visible, communicative, easy-to-use, single point of access for all ICTFOOTPRINT.eu end-users and stakeholders to ICT footprint methodologies and best practices to reduce the energy and carbon footprint.

The main target audience of ICTFOOTPRINT.eu are the European organisations, especially SMEs (check section 4.2), that make extensive use of ICT products and services. As such, it promotes its information material, its results and a number of online services, all of which will be provided by means of its multichannel platform, at [www.ictfootprint.eu](http://www.ictfootprint.eu).

The communication strategy of ICTFOOTPRINT.eu is founded on 7 pillars, which are described in the following section.

### 4.1 The 7 Founding Pillars & 10 Macro-Activities

The ICTFOOTPRINT.eu communication strategy is based on the following **7 pillars**:

1. Provide **support services** across the whole community to facilitate a fast and efficient uptake of the proposed LCE framework for measuring energy and environmental efficiency in the ICT-sector in a common and standardised way.
2. Foster and facilitate **liaisons**, both in terms of know-how exchange and coordinated activities, with the relevant bodies and for that developed such a framework to ensure the necessary level of expertise to be ensured and promoted.
3. Leverage on the **EAG**, which are dynamic, highly qualified, international and opinion leaders at European and global level. They will provide constant feedback and ICTFOOTPRINT.eu will benefit from their experts' opinion.
4. Set up a and maintenance of **dissemination and communication tools**, including selected social media channels, online instruments and the necessary promotional material, with messages targeted to each audience, based on their needs. see section 5)
5. Both online and physical **engagement** through events to inform key stakeholders in a more direct and effective way. (see chapter 5.6)
6. Set up and maintenance of the ICTFOOTPRINT.eu **web platform**, delivering all the online functionalities and services to all stakeholders. see chapter 5.2)
7. **Monitor** communication effectiveness by measuring the impact achieved through Flash Reports, used on a weekly basis, reports the most relevant indicators. (see figure 1)

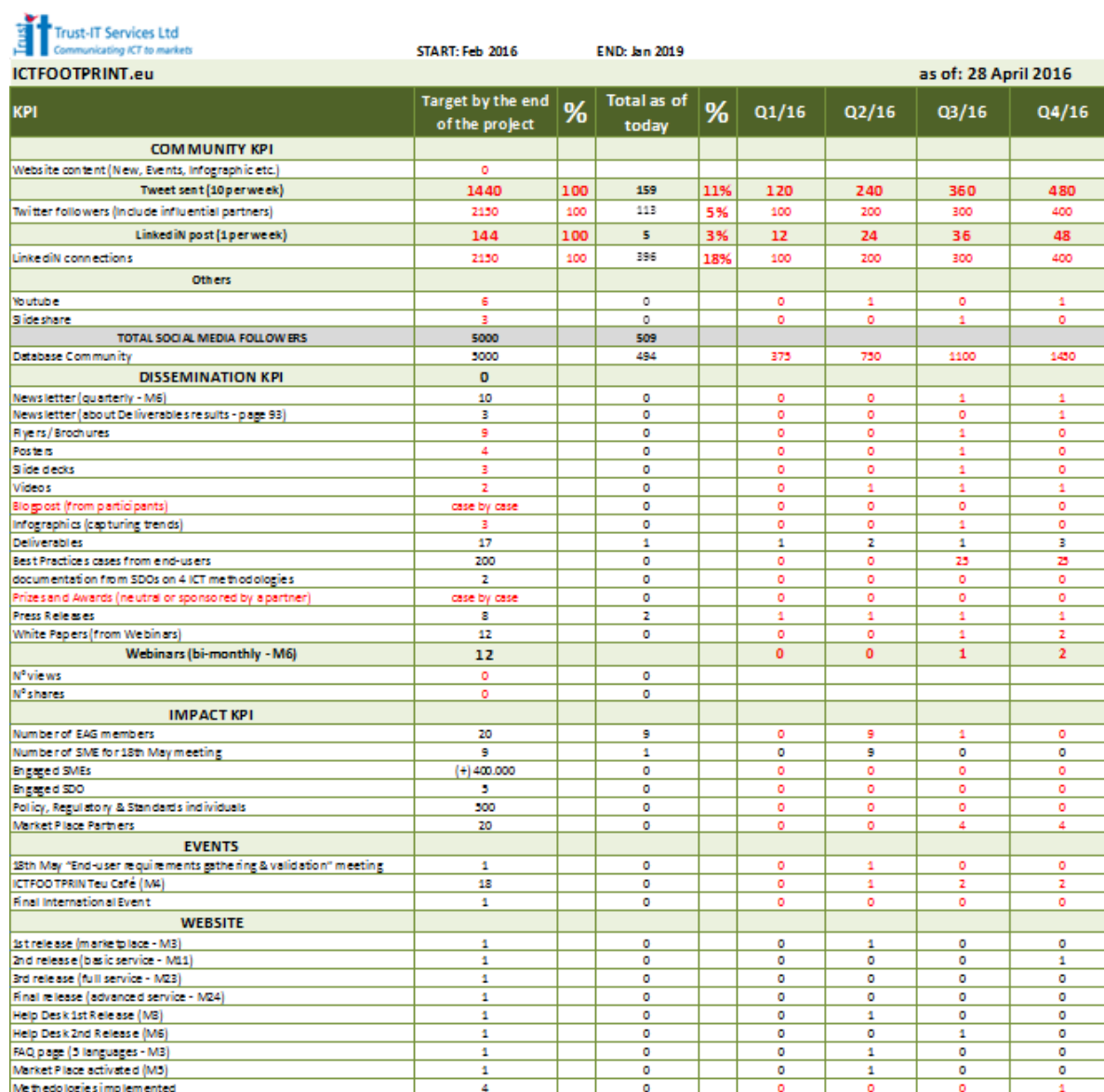
To achieve the above, ICTFOOTPRINT.eu communication strategy will pursue the following **10 macro-activities**:

1. Build **“the” reference platform** for carbon footprint with an increase of services provided during the 36 months project's duration, **incentive-oriented mechanism**: provide an **helpdesk** translated in 5 languages, a **methodologies** section and a **marketplace**, essential to foster SMEs engagement (representing demand and supply side of end-users).
2. Build an **aggregated online community** around and energy efficiency/carbon footprint/interested audience with a profile database.
3. Collect a set of **best practices** to publish on the web platform.
4. Produce at the end of the project at least **4 ICT methodologies' documentation**, provided by **SDOs** and engage with at least 2 of them in order to create **incentives for SMEs** to adopt green practices.
5. Create a **Policy Action Plan Strategy Report**.
6. Create a sustainable **business model**.

7. **Select 20 members to join the External Advisory Board.**
8. Be **constantly present on social media channels**, updating pages at least once a week.
9. Be actively present in **18 relevant Cafés events** where to disseminate ICTFOOTPRINT.eu's value propositions and engage **SMEs and public sector.**
10. Organise an **international final ICTFOOTPRINT.eu event** with high-level EC representatives and other major stakeholders involved in the project to announce the major project outcomes.

In the section **“General goals, related actions and specific communication objectives and KPIs”** below you can find a detailed description of each communication activity addressed for each stakeholders, with defined KPIs.

Regarding the number of tweets sent per week, it includes ICTFOOTPRINT.eu own tweets, plus the ones ICTFOOTPRINT.eu will retweet about ICT energy efficiency, environment and carbon footprint.



ICTFOOTPRINT.eu		START: Feb 2016	END: Jan 2019	as of: 28 April 2016				
KPI	Target by the end of the project	%	Total as of today	%	Q1/16	Q2/16	Q3/16	Q4/16
<b>COMMUNITY KPI</b>								
Website content (New, Events, Infographic etc.)	0							
Tweet sent (10 per week)	1440	100	159	11%	120	240	360	480
Twitter followers (include influential partners)	2150	100	113	5%	100	200	300	400
LinkedIn post (1 per week)	144	100	5	3%	12	24	36	48
LinkedIn connections	2150	100	396	18%	100	200	300	400
<b>Others</b>								
Youtube	6		0		0	1	0	1
Slide share	3		0		0	0	1	0
<b>TOTAL SOCIAL MEDIA FOLLOWERS</b>	<b>5000</b>		<b>509</b>					
Database Community	5000		494		375	750	1100	1400
<b>DISSEMINATION KPI</b>								
News letter (quarterly - M6)	10		0		0	0	1	1
News letter (about Deliverables results - page 93)	3		0		0	0	0	1
Rijets/Brochures	9		0		0	0	1	0
Posters	4		0		0	0	1	0
Slide decks	3		0		0	0	1	0
Videos	2		0		0	1	1	1
Blog post (from participants)	case by case		0		0	0	0	0
Infographics (capturing trends)	3		0		0	0	1	0
Deliverables	17		1		1	2	1	3
Best Practices cases from end-users	200		0		0	0	25	25
documentation from SDOs on 4 ICT methodologies	2		0		0	0	0	0
Prizes and Awards (neutral or sponsored by a partner)	case by case		0		0	0	0	0
Press Releases	8		2		1	1	1	1
White Papers (from Webinars)	12		0		0	0	1	2
<b>Webinars (bi-monthly - M6)</b>	<b>12</b>		<b>0</b>		<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>
N° views	0		0					
N° shares	0		0					
<b>IMPACT KPI</b>								
Number of EAG members	20		9		0	9	1	0
Number of SME for 18th May meeting	9		1		0	9	0	0
Engaged SMEs	(+) 400.000		0		0	0	0	0
Engaged SDO	5		0		0	0	0	0
Policy, Regulatory & Standards individuals	500		0		0	0	0	0
Market Place Partners	20		0		0	0	4	4
<b>EVENTS</b>								
18th May "End-user requirements gathering & validation" meeting	1		0		0	1	0	0
ICTFOOTPRINT.eu Café (M4)	18		0		0	1	2	2
Final International Event	1		0		0	0	0	0
<b>WEBSITE</b>								
1st release (market place - M3)	1		0		0	1	0	0
2nd release (basic service - M4)	1		0		0	0	0	1
3rd release (full service - M3)	1		0		0	0	0	0
Final release (advanced service - M4)	1		0		0	0	0	0
Help Desk 1st Release (M5)	1		0		0	1	0	0
Help Desk 2nd Release (M6)	1		0		0	0	1	0
FAQ page (3 languages - M3)	1		0		0	1	0	0
Market Place activate d (M5)	1		0		0	1	0	0
Methodologies implemented	4		0		0	0	0	1

Figure 1 – Screenshot of the periodic “Flash Report” about communication activities of ICTFOOTPRINT.eu (week of 28th April)

## 4.2 ICTFOOTPRINT.eu target audiences /stakeholders

ICTFOOTPRINT.eu analysed and identified its target stakeholders in order to define tangible communication and engagement activities.

Different stakeholders have different engagement priorities as will be presented in the tables below. Primary stakeholders represent the main target users of the ICTFOOTPRINT.eu online platform, while Secondary and other stakeholders represent target groups that can also benefit from the ICTFOOTPRINT.eu offer or influence in some way its uptake and sustainability. ICTFOOTPRINT.eu will focus its messaging on five main target audiences:

Table 9 – ICTFOOTPRINT.eu Stakeholders

Stakeholder Category	Classification	Description	Examples of Entities
SME ICT Intensive	Primary	Organisations using ITC for their business	eCommerce & Online Newspaper & others
Suppliers	Primary	Organisations providing ICT services to other companies	Customised software solutions (Dell, IBM)
	Primary	Large organisations providing ICT services to other companies, including system integrators	Software products, data centres, ICT engineering software companies (Dropbox, Vodafone)
	Primary	Product manufactures	Hardware producers like network equipment, servers (HP, Apple)
Public Administrators	Secondary	Public Institutions in charge of defining, implementing, assessing public policy within sustainable developments and specific stakes of ICT products and services (reduce the direct footprint of ICT sector)	European Commission, Joint Research Centre, The Green Grid and local authorities (Amsterdam City Hall)
Standard Development Organisation (SDO)	Secondary	Organisations which develop, issue, amend technical standards at national, European and international levels, involved in the development of ICT energy and/or carbon footprinting methodologies (including LCA)	<a href="#">ITU</a> , <a href="#">ETSI</a> , <a href="#">IEC</a> , <a href="#">GHG Protocol</a>
Citizens	Other Stakeholders	Citizens in general, which will be engaged to ultimately create a sustainable ecosystem.	European Citizens

The table below shows the value proposition and example of entities for each stakeholder to join ICTFOOTPRINT.eu community.

Table 10 – Value Proposition to each Stakeholder

Stakeholder Category	Value Proposition	Example of Message
SME ICT Intensive	<ul style="list-style-type: none"> <li>Guidance and tools to calculate their energy and ICT carbon footprint using standards methodologies, which will provide them cost reductions and increase their competitiveness</li> <li>Get recognised certification and reports of best practices and measures customised to their core business</li> </ul>	For ICT SMEs, ICTFOOTPRINT.eu will be the right arm to those which want to get competitive advantages by implementing energy efficiency and carbon footprint methodologies in their core business.

Stakeholder Category	Value Proposition	Example of Message
	<ul style="list-style-type: none"> <li>• Get support from the helpdesk</li> <li>• Access list of documents and best practices which helps them to understand the importance of adoption these methodologies</li> <li>• Access to a marketplace where they can access a database with offer services towards a green ICT</li> <li>• Showcase their relevant best-practices showcased based on reliable methods</li> </ul>	
Suppliers	<ul style="list-style-type: none"> <li>• Access to a marketplace where they can access a database with demand for a green ICT</li> <li>• Window to showcase their products in their fields</li> </ul>	ICTFOOTPRINT.eu provides access to an online platform specially targeted to develop your business by accessing an extensive marketplace of users eager to tackle green ICT measures.
Public Administration	<ul style="list-style-type: none"> <li>• Window to showcase their green procurement procedures and policies</li> <li>• Have a role for the Policy Action Plan Strategy Report, in order to shape future policies.</li> <li>• Give feedback on implementation of ICT methodologies framework</li> </ul>	Propose green opportunities to a network of European ICT-intensive organisations in your territory and have a voice at the definition of future policies
Standardisation Bodies	<ul style="list-style-type: none"> <li>• Window to showcase their methodologies and monitor the work development.</li> <li>• Have a role for the Policy Action Plan Strategy Report.</li> <li>• Sustain an effective communication and collaboration between them to avoid redundant efforts.</li> </ul>	Collaborate with ICTFOOTPRINT.eu to promote and provide guidance about your methodology close to a specific and targeted and motivate audience
Citizens	<ul style="list-style-type: none"> <li>• Access a marketplace of solution providers in ICT energy &amp; environmental efficiency</li> <li>• Increase awareness about both benefits and tools to improve energy efficiency in ICT service/products</li> </ul>	Learn more about the benefits of arising from green ICT products and services thanks to customised ICTFOOTPRINT.eu library and community of professionals.

For more information about ICTFOOTPRINT.eu Stakeholders, please consult the “Deliverable 3.1 Stakeholders Engagement Plan”, which will be available on project’s month 5.

### 4.3 Specific goals, related actions & communication objectives & KPIs

The communication objectives were defined based on ICTFOOTPRINT.eu goals and a set of activities will be performed during the project lifetime according to each stakeholder.

Table 11 gives an overview of activities for each stakeholder that will be performed for each goal.

Table 11 – Creating “THE” reference platform in Europe for carbon footprint in ICT

SPECIFIC GOALS			
<ul style="list-style-type: none"> <li>• <b>Create an LCE Support Framework Platform that informs end-users of the existence of the methodologies available and supports them in lowering barriers to entry.</b></li> <li>• <b>Design user-oriented, online implementation of footprinting methodologies.</b></li> <li>• <b>Develop a web application “Service Area” targeting SMEs to help assess carbon and energy footprint and share experiences.</b></li> </ul>			
Action	Audience	Communication Objectives	Expected Impact
ICTFOOTPRINT.eu platform with 3 releases, increasing level of service	<b>SMEs</b>	Promote service and <b>tools to access ICT methodologies for SMEs</b> , with technical guidelines about latest methodologies and metrics defined by different standard	500 SMEs accessed ICT methodologies (10% from 5.000 contacts from ICTFOOTPRINT.eu database)



SPECIFIC GOALS			
<ul style="list-style-type: none"> <li>• Create an LCE Support Framework Platform that informs end-users of the existence of the methodologies available and supports them in lowering barriers to entry.</li> <li>• Design user-oriented, online implementation of footprinting methodologies.</li> <li>• Develop a web application “Service Area” targeting SMEs to help assess carbon and energy footprint and share experiences.</li> </ul>			
provided (1 <sup>st</sup> release M5 / 2 <sup>nd</sup> release M11 / 3 <sup>rd</sup> release M23 / Final Release M24)		organisations, to facilitate their use and implementation	
		Promote dedicated area to SMEs to showcase all applicability of latest ICT methodologies implemented, based on their size and ICT goods and services.	<b>800 views/month rate on the web platform</b>
	<b>Public Administrators</b>	Engage with public administrations (local, regional, national and international) policy makers supporting the energy-aware mechanisms.	Engage 20 public administrators
Help desk online translated in 5 languages (English, French, German, Italian, Spanish) (1 <sup>st</sup> release M3, 2 <sup>nd</sup> release M6) and FAQ uploaded during project lifespan	<b>SMEs</b>	Promote online multilingual help desk, to assist SMEs in adopting a methodology & making decisions on how to reduce environmental impact & energy consumption & support to compute their carbon footprint. Produce a FAQs manual to give an initial support to most common issues in adopting ICT existing methodologies	<b>90% of requests successfully answered</b>
<b>Showcases</b> List of “Best Practices” from end-users available on the website (1 <sup>st</sup> year – 50, 2 <sup>nd</sup> year – 100, 3 <sup>rd</sup> year – 200)	<b>SMEs</b>	Real efforts about adoption of energy efficient best practices in European SMEs, highlighting benefits and facilitate the exchange of experiences among SMEs to report what are the benefits and costs in adopting specific methodologies.	<b>1000 total views on “Best Practices</b>
Documentation from SDOs on 4 ICT methodologies at the end of the project	<b>Service Providers</b>	Technical guidelines about latest methodologies & metrics defined by standard organisations, to facilitate their use & implementation in service providers’ offers	<b>100 total views on documentation</b>

Table 12 – Creating the ICTFOOTPRINT.eu community

SPECIFIC GOAL			
Create an aggregated community for solution providers and consumers in the field of energy and environmental efficiency in the ICT sector, with a marketplace of opportunities.			
Action	Audience	Communication Objectives	Expected Impact
ICTFOOTPRINT.eu Marketplace On-line meeting point for demand and supply side available for end users. (M5)	<b>SME</b>	Promote Marketplace for the <b>collection of SMEs needs and requirements</b> and easy access to a catalogue of service providers.	100 SMEs registered in the marketplace
	<b>Service Providers</b>	Promote Marketplace where <b>suppliers with green ICT services can showcase</b> their products and services to engaged SMEs and Public Administrations.	20 ICT Service Suppliers registered in the marketplace
	<b>Public Administration</b>	Promote Marketplace where <b>Public Administrators can propose green opportunities to ICT-intensive organisations</b> present in their territory	Engage 20 public administrators

<b>SPECIFIC GOAL</b>			
<b>Create an aggregated community for solution providers and consumers in the field of energy and environmental efficiency in the ICT sector, with a marketplace of opportunities.</b>			
ICTFOOTPRINT.eu Profile database	<b>All Stakeholders</b>	Create a profile database of all Stakeholders (primarily, European ICT-intensive players), in order to develop an aggregated community, create new business opportunities for companies adopting and supporting ICT carbon footprint and guarantee business sustainability of ICTFOOTPRINT.eu	1 <sup>st</sup> Year 1,000 records, 2 <sup>nd</sup> Year 2,500 records, 3 <sup>rd</sup> Year 5,000 records Note: 2% of European SMEs (+400,000)
Framework with incentive mechanisms	<b>Service Providers</b>	Promote benefits towards a greener value chain and analysis of the costs of offering the implemented services.	Active promotion on ICTFOOTPRINT.eu social media networks, newsletter and website during 36M of the project
Incentives for SMEs adopt green practices	<b>Service Providers</b>	Engaged with certification authorities (national and international) to support the initiative and create incentives for SMEs to adopt green practices.	Engage with 2 certification authorities

Table 13 – Raising awareness about green strategies

<b>SPECIFIC GOAL</b>			
<b>Raise awareness, educate and empower (prospective) SMEs (and all other end-users) with actions and showcases, as well as informative material to promote green strategies</b>			
Action	Audience	Communication Objectives	Expected Impact
ICTFOOTPRINT.eu Cafés - Physical presence in 18 key targeted events to raise awareness and engage with all stakeholders,	<b>SME</b>	Promote benefits of adopting a green strategy	Engage with 200 SMEs
	<b>Service Suppliers</b>	Promote benefits of joining the online marketplace	Engage with 50 Service Providers
	<b>Public Administration</b>	Promote real benefits of adopting a green strategy and joining the marketplace	Engage with 20 Public Administrators
	<b>SDOs</b>	Invite SDOs to collaborate with ICTFOOTPRINT.eu	Engage with 2 SDOs
ICTFOOTPRINT.eu social media presence	<b>All Stakeholders</b>	Through Twitter, LinkedIn and Youtube, provide an active engagement by promoting ICTFOOTPRINT.eu benefits and relevant news regarding energy efficiency and carbon footprint	Overall 5.000 users in the community
ICTFOOTPRINT.eu newsletter, with quarterly releases (from M6)	<b>All Stakeholders</b>	Prepare newsletters to support community development.	Average 30% open rate and 10% click-through rate
ICTFOOTPRINT.eu International Final Event at the end of the project (M34)	<b>All Stakeholders</b>	Organise the event and ensure the presence of high-level EC representatives and the other major stakeholders involved in the project, to announce the main projects outcomes and present the objectives achieved, the benefits and the lasting legacy	100 participants

Table 14 – ICTFOOTPRINT.eu general goals

GENERAL GOALS	Action	Audience	Communication Objectives	Expected Impact
<b>Create an LCE Support Framework Platform that informs end-users of the existence of the methodologies available and supports them in</b>	Create synergies with SDOs	<b>SDO</b>	Engage with SDO related with energy-efficiency and carbon footprint methodologies, to assess the potential synergies with the project.	Engage with 5 SDOs till the end of the project.

GENERAL GOALS	Action	Audience	Communication Objectives	Expected Impact
<p>lowering barriers to entry.</p> <p>Interface and liaise with the relevant standards bodies (SDOs).</p>			<p>Upload on the website SDOs documentation on latest version of ICT Methodologies</p>	<p>3 documents uploaded</p>
<p>Leave a lasting legacy.</p>	<p>ICTFOOTPR INT.eu Policy Action Plan Strategy Report</p>	<p><b>Public Administration</b></p>	<p>Promote the Policy Action Plan Strategy on the website</p>	<p>500 total views on Policy Action Plan page</p>
<p>Develop and implement a sustainable business model.</p>	<p>ICTFOOTPR INT.eu sustainable business model.</p>	<p><b>All Stakeholders</b></p>	<p>Promote the sustainable business model, with no direct cost applied to applied to access methodologies and receive assistance</p>	<p>800 views/month rate on the web platform</p>
<p>A committed, highly influential External Advisory Group (EAG) that provides independent support in covering the needs of the targeted stakeholders.</p>	<p>Selection of 20 members to join ICTFOOTPR INT.eu External Advisory Board</p>	<p><b>All Stakeholders</b></p>	<p>Promote the EAG, whose members must represent all ICTFOOTPRINT.eu stakeholders</p>	<p>200 total views on EAG page on the website</p>

## 5 ICTFOOTPRINT.eu Communication Tools and Channels

In order to outreach its outcomes to the target stakeholders, ICTFOOTPRINT.eu will use various communication and dissemination channels and will produce a set of tailored communication formats targeting different stakeholder groups. The first main format is the website, as it is the primary project's outcome and service to the community, being at the same time point of reference for the value propositions of the project itself. It is connected to the marketplace given that this is directly integrated into the web platform offer.

Other formats and communication activities, listed in the following sections, cover branding, social networks, newsletters, media channels, 18 cafés events and a final event, video, success stories, relevant reports, policy dialogue strategy as well as external synergies and partner networks.

Table 15 – Overview of ICTFOOTPRINT.eu communication channels & formats and KPIs

Channels & Formats	SMEs	SDOs	Public Authorities	Policy Makers	Expected Results	KPIs
<b>Café events</b>	X	X	X	X	Build a wide and solid community around ICTFOOTPRINT.eu and reach & engage various networks	Help reaching +400.000 SMEs 5000 Database contacts
<b>Marketplace</b>	X		X		Bring as many as SMEs and ICT providers as possible to register and use the service	100 buyers 20 sellers
<b>Final event</b>	X	X	X	X	High-level event which showcases the project's major results	100 participants
<b>Webplatform</b>	X	X	X	X	Making all the interested users land on the website and use (if possible) the services provided. Make as many users as possible ICTFOOTPRINT.eu positive ambassadors	750 registered users (15% of the whole DB)
<b>Newsletters</b>	X	X	X	X	Engage with the ICTFOOTPRINT.eu database with relevant content, possibly make them land again on the website	Reach 30% open rate and 10% click rate
<b>Social Networks</b>	X	X	X	X	Raise awareness on ICTFOOTPRINT.eu, foster sharing and re-tweeting of posts	5000 social media followers
<b>Media Channels</b>	X	X	X	X	Have a solid official press archive (mostly about ICTFOOTPRINT.eu milestones) and appear in the most important ICT journals	8 Press releases
<b>Presentation Video</b>	X	X	X		Create a sharing-oriented video in order to present the project and to generate buzz (sharing on social media, link	1 Presentation Videos 25 shares on social media

Channels & Formats	SMEs	SDOs	Public Authorities	Policy Makers	Expected Results	KPIs
					on other website, etc.)	3 redirecting links
<b>Success Stories</b>	X	X	X	X	Create a positive ICTFOOTPRINT.eu awareness and testimonials background	200 published success stories

## 5.1 ICTFOOTPRINT.eu Branding

The ICTFOOTPRINT.eu's original branding has been designed to express the project's core mission.



Figure 2 – ICTFOOTPRINT.eu logo

The logo clearly uses green colours and a flat simple design, in order to connect directly with the environmental aspect of the project objectives.

The branding and its logo will be used in all project dissemination tools. It has already been used for project templates for PowerPoint presentations, document files, project's website, all social media platforms and press releases.

## 5.2 ICTFOOTPRINT.eu Website (www.ictfootprint.eu)

The ICTFOOTPRINT.eu website is an integrated, modular, and versatile platform aimed at developing a two-way interaction with a broad variety of end-users.

The **main goals** of the ICTFOOTPRINT web platform are:

- Provide quality **information** and user-friendly access to the framework of metrics and workable **methodologies** for measuring the energy and environmental efficiency of the ICT-sector.
- Showcase **best practices** (produced in Task 2.1) and examples of how low-carbon footprint solutions can generate cost savings and represent competitive advantage for stakeholders, especially for SMEs.
- Facilitate and stimulate opportunities for collaboration in the field.
- Provide online resources on the policy environment (produced in Task 3.2).
- Host efficient **help desk** facilities on the carbon footprint methodologies in ICT (Task 2.2 and 2.3).
- Host the B2B **Marketplace** (Task 3.3) facilitating real opportunities among stakeholders for collaboration in the ICT LCE field, engaging directly with current and potential ICT end-users.

The web platform will be the main hinge for the project's outcomes and as such it will have a primary importance in the communication strategy. For this reason, many of the efforts carried out by the other

communication channels will be made in order to address and attract target stakeholders to the website itself.

The platform will be upgraded during the project duration, implementing the marketplace section and improving the carbon footprint calculation methodologies each release, as well defining a complete framework of best practices and cases.

The web platform created (M3) has some main characteristics that have a determinant role in the strategy of user engagement. First of all, it is a **responsive** web platform in all of its sections (i.e. usable from all major devices such as smartphones, tablets and laptops), in order to maximize the user-friendly approach of the project's services. It will offer a dedicated section to the relevant information documents produced by ICTFOOTPRINT.eu or by other relevant initiatives (the 'Library' section), updated statement of the project actions and results, as well as a dedicated section to news and events will be created in a design and usability oriented manner. Moreover, it will be used as the point of reference of the up-to-date collection of best practices, as soon as new ICTFOOTPRINT.eu methodologies will be implemented and applied.



Figure 3 - ICTFOOTPRINT.eu website homepage's top section

The web platform will present three essential **engagement-oriented sections**:

- **Marketplace**: will bring together the demand-side (SMEs willing to adopt low-carbon footprint solutions) and the supply-side (low-carbon footprint solution Providers), establishing a level playing field & effectively contributing to speeding up the uptake of energy efficient ICT solutions.
- **Methodologies**: to let SMEs (as well as policy makers or public authorities) understand carbon footprint market and technical problems, guiding them to measure their ICT carbon footprint using standards, procedures and metrics.
- **Helpdesk**: will be dedicated to support the SMEs interested in adopting LCE methodologies and that have low experience in choosing the best ones. Here end-users can receive support and access documents them understanding the importance of the adoption of best practices.

### 5.2.1 ICTFOOTPRINT.eu motivational mechanisms

ICTFOOTPRINT.eu wants to facilitate the usage and implementation of the methodological framework, not only by making available online the technical methodologies to enable the migration towards more energy, but also by leveraging motivational mechanisms. These mechanisms will offer concrete solutions and tangible benefits to both SMEs and other ICT organisations, so that low-

carbon footprint solutions may be adopted as a logical consequence of a clear and robust motivational path towards engagement.

The motivational mechanisms for end-users to join and use ICTFOOTPRINT.eu and take the most of the services available are described on table 16.

Table 16 - Motivational mechanisms for end-users use ICTFOOTPRINT.eu

Mechanisms		
	Mechanism	Description
1	<b>Marketplace driven</b>	The supplier partners of the marketplace that have embraced a “green-oriented policy” (e.g. Google, Apple, Facebook, according to the Green Peace report) or that provide products with proven environmental benefits, will offer a discount on their services and products to those organisations that will calculate (and certify on ICTFOOTPRINT.eu) their carbon and energy footprint (end users - SMEs). End users will benefit from discounts; while suppliers develop new businesses and get a good asset for their “green engagement” (“my clients are using low-carbon footprint solutions”).
2	<b>Reputation driven</b>	End users of the marketplace can establish a voluntary agreement to only use services of suppliers certified on ICTFOOTPRINT.eu to show their clients that they are looking for a more sustainable supply chain and to improve their brand image.
3	<b>Energy saving driven</b>	End users are able to identify which components/aspects of their ICT goods and services are a priority to be improved from a sustainability point of view. Technical solutions might be implemented and lead to cost savings on the mid/long term.
4	<b>Procurement driven</b>	Recruit SMEs and organisations in the “green-procurement” circles, confiding in their interest of improving their green-aware reputation. These “green-procurement” circles will be advertised on the web page to show the members predominant role and active engagement towards an environmental-friendly ICT <sup>5</sup> .
5	<b>Reward driven</b>	An “ICTFOOTPRINT.eu aware” certificate to the end users, with a ranking based on their carbon footprint. Every month ICTFOOTPRINT.eu will select a SME which demonstrates how reduced the carbon and energy footprint after implementing technical improvement solutions (see mechanism 3). These SMEs will be labelled as a success story, to be disseminated.
6	<b>Incentive driven</b>	Engage local governments and authorities that have in place incentives for green aware to use the platform for their procurement procedures. With a form of exclusive criteria, only end users that reported the carbon and energy footprint of their products or at organisation level, on the platform and certified on are considered. The main motivation for local administrations is to promote their interest toward green services and give a competitive advantage to companies certifying their carbon and energy footprint. Engage local governments and authorities to reduce the taxes and charges to ICTFOOTPRINT.eu certified end users as an indication of measurement of their carbon footprint with the ICT methodological framework.
7	<b>Insurance driven</b>	End users (SMEs or large organisations) that have committed and adopted energy efficient methodologies might receive a reduced premium on insurance services. The insurance companies can benefit from a reduced level of risk and be part of the ICTFOOTPRINT.eu ecosystem, while suppliers’ motivation is to provide services that can directly impact the environment.

### 5.3 ICTFOOTPRINT.eu Social Networks

ICTFOOTPRINT.eu has set up different social network accounts in order to reach stakeholders (special focus on SMEs) and a wider audience by daily sharing progress and updates of the project (marketplace, methodologies, best practices, webinars etc) and showcasing benefits of energy efficiency and low carbon footprint procedures. ICTFOOTPRINT.eu will leverage on the following social networks:

- Twitter: <https://twitter.com/ICTFOOTPRINTeu> the Key social network. It will be used to provide brief real time updates about the project, news about carbon footprint and energy

<sup>5</sup> International Telecommunication Union (ITU) and European Telecommunications Network Operators' association (ETNO). “Guidance on green ICT Procurement”. 2013

efficiency, with pictures and infographics. ICTFOOTPRINT.eu created its own hashtag #ICTFOOTPRINTeu,

- LinkedIn: <https://be.linkedin.com/in/ictfootprinteu> the key professional network. It will be used to identify and bring on board representatives from key audiences targeted. The account will send target messages to key stakeholders at relevant events.
- SlideShare: <http://www.slideshare.net/ICTFOOTPRINTEU> will be used to upload public powerpoints that will be created during the project lifespan.
- Youtube: <https://www.youtube.com/channel/UC40Hhpr8jqlRRQcSEyGnYdg> will be used to upload interviews with relevant stakeholders, 12 webinars and other audiovisual material about the project. It will be used to inform different audiences in terms of **awareness, understanding and adoption.**

The figure 4 shows the current ICTFOOTPRINT.eu Twitter account and LinkedIn page.



Figure 4 – ICTFOOTPRINT.eu Twitter and LinkedIn accounts

The continuous online presence through social networks will inform, reach and guide stakeholders and all posts will be in British English

Concerning Twitter, ICTFOOTPRINT.eu will use specific hashtags and handles to target different stakeholders and addresses specific themes related with energy efficiency and carbon footprint:

Table 17 – ICTFOOTPRINT.eu audience handles and relevant hashtags

SME ICT Intensive	Suppliers	Public Administration	Standardisation Bodies	Others
@veniamworks @VERGE365 @ingenico @Verifone @Verifone @Talkdesk #businessmodel #marketplace #startups #SMEs #entrepreneurs #SMEs	@orange @Huawe @Vodafone @Fairphone @IBMSmartCities #IBMSmartCities	@SmartCityBrussel @SmartCity4Italy @futurecitiescat @SmartCity4Italy @futurecitiescat @GreenITams @BerlinPartner @EUROCITIESstreet	@ETSI STANDARDS @ITU @ghgprotocol @ISOstandards #ISO14040 #ISO14044 #GHG Protocol #GHG #BSI #ITUdata #ADEME #AFNOR #LifeCycleAssessment #LCA #ProductEnvironmentalFootprint #environmentalFootPrint	@techUK @ECOS Standards @thecarbontrust @DigiCatapult @GDCharter #GreenEnergy #wastemanagement #carbon #footprint #CO2 #sustainability #sustainability #efficiency #environmental #SocialInnovation #netfutures16 #energyefficiency

The KPI for project's social media are presented in Table 18.



Table 18 – KPIs for ICTFOOTPRINT.eu social media channels

Social Media Channel		KPI				Activity
		Year 1	Year 2	Year 3	End of project	
Twitter	Tweets sent	480	480	490	1450	10 tweets / week
LinkedIn	LinkedIn Posts	48	96	49	145	1 post/ week
	LinkedIn Connections	400	1100	1050	2150	Not applicable
Youtube	Videos uploaded	2	2	2	6	2 videos/year

The KPIs that will be monitored to measure the social media's impact are:

- Twitter: number of followers, number of impressions, top tweet and audience profile.
- LinkedIn: number of followers/contacts/groups, top post and audience profile.
- YouTube: number of visualizations and top video.
- Slideshare: number of visualizations and top PowerPoint visualised.

### 5.3.1 Achievements to date

Since ICTFOOTPRINT.eu started, the project has carried continuous communications on social networks, creating collaterals and creating media campaigns. The figure 19 and 20 shows a sample of the outcomes achieved so far.

Table 19 – Engagement results of ICTFOOTPRINT.eu social networks in 2<sup>nd</sup> May 2016

Social Media Channel	Engagement Result
Twitter	Tweets sent
	Followers
LinkedIn	Original posts
	Connections
YouTube	Videos uploaded

Table 20 – Examples of ICTFOOTPRINT.eu social media communication activities

Social Media Channel	Performed communication actions (Examples)	Target Audience	Engagement Result
Twitter	<a href="https://twitter.com/ICTFOOTPRINTeu/status/725262039292239872">https://twitter.com/ICTFOOTPRINTeu/status/725262039292239872</a>	SMEs	1.062 Impressions + 9 engagements + 4 retweets + 3 clicks + 1 favourite
	Examples of Followers	Relevant Followers: Centre of Excellence in Information and Communication Technologies, European Commission Directorate-General for Environment, Data Center News, European Energy Innovation Magazine, paleBLUEdot, European Data Center Association, Green IT Amsterdam, Global e-Sustainability Initiative (GeSI) European IT Observatory, StartupChallenges Green Digital Charter, European Environmental Citizens Organisation for Standardisation (ECOS)	
LinkedIn	<a href="https://www.linkedin.com/pulse/your-energy-efficiency-ict-follow-ictfootprinteu-ict-footprint-eu?trk=mp-reader-card">https://www.linkedin.com/pulse/your-energy-efficiency-ict-follow-ictfootprinteu-ict-footprint-eu?trk=mp-reader-card</a>	General Audience	85 views + 3 likes + 1 comment
	<a href="https://www.linkedin.com/pulse/key-experts-together-improve-eu-smes-calculating-ict-energy-eu?trk=prof-post">https://www.linkedin.com/pulse/key-experts-together-improve-eu-smes-calculating-ict-energy-eu?trk=prof-post</a>	All Stakeholders	31 views + 2 likes
	<a href="https://www.linkedin.com/pulse/meeting-18th-may-how-smes-can-improve-energy-efficiency-eu?trk=mp-reader-card">https://www.linkedin.com/pulse/meeting-18th-may-how-smes-can-improve-energy-efficiency-eu?trk=mp-reader-card</a>	SMEs	34 views + 2 likes
	Example of Post	<a href="http://www.linkedin.com/hp/update/6130693676361408513">www.linkedin.com/hp/update/6130693676361408513</a>	General Audience
Examples of Connections	Relevant Connections: Michael V. Mathres (Co-Founder & Director, World Climate), Karen Boers (Co-founder & Managing Director @ Startups.be, Board member & CEO @ European Startup Network), Sebastiano Toffaletti (Secretary General at EU SME Association), Lance Rütimann (Vice President at The Green Grid)		

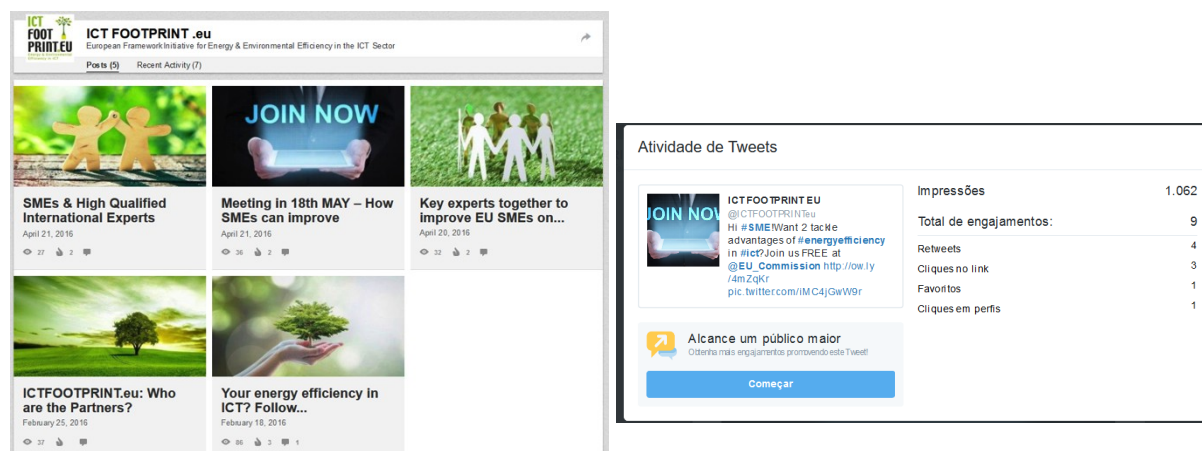


Figure 5 - ICTFOOTPRINT.eu LinkedIn posts and Tweet engagement description

## 5.4 ICTFOOTPRINT.eu Newsletters

ICTFOOTPRINT.eu will use newsletters to promote its events, the main milestones achieved by the project, as well as to disseminate news and insights on carbon footprint and success stories. Two types of newsletters will be delivered to different stakeholders:

- 1) **Yearly Newsletter:** a three-publication edition, one each year, will gather and present an overview of the activities and results achieved through the support tools (“Market watch, best practice report and voice of the users” series: D2.2, D2.3, D2.5).
- 2) **Quarterly Newsletter:** a graphically designed newsletter produced from M6 onwards published at least quarterly in project’s second and third year. It will offer key insights from the project and cover hot topics and trends with increasing focus on ICTFOOTPRINT.eu outputs and services.

Table 21 – KPIs for ICTFOOTPRINT.eu newsletters

Newsletters	Y1	Y2	Y3	End of project	Stakeholders
Yearly Newsletter	1	1	1	3	Consortium partners & Policy makers
Quarterly Newsletter	2	4	4	10	Community Database

The graphic newsletter will have an easy-to-digest format, in order to better communicate to the reference community, composed by SMEs, SDOs and all the platform users, delivering relevant project information like platform updates, events, results and all relevant ICTFOOTPRINT.eu news, in order to support awareness.

## 5.5 ICTFOOTPRINT.eu Press Releases and Media Channels

Press Releases will be delivered in conjunction with the main project milestones to ensure timely communication of the progress of the project. The table below gives an overview of the press and media channels on which ICTFOOTPRINT.eu will leverage on during the project lifetime to maximize its visibility.

The list is not exhaustive and targets may be added to or some removed over the lifetime of the project. At the same time, it is imperative to highlight that not all of these channels may be contacted,

they will be selected on a case-by-case basis according to the communication content. In addition, all the partners will exploit at their best also their own press offices and media channels in order to create the right visibility for the project outcomes.

Table 22 – ICTFOOTPRINT.eu potential media channels

Media Channels	Description
European Energy Review <a href="http://www.europeanenergyreview.eu/">http://www.europeanenergyreview.eu/</a>	Focus on energy politics and the European energy transition
European Energy Innovation <a href="http://www.europeanenergyinnovation.eu/Publications">http://www.europeanenergyinnovation.eu/Publications</a>	Blends information from European institutions, national administrations and the energy industry to highlight the significant energy challenges facing Europe today and the innovative technologies being deployed to meet them
New Energy <a href="http://www.newenergy.info/">http://www.newenergy.info/</a>	Magazine for renewable energy
Energy World Magazine <a href="http://www.energyworldmag.com/">http://www.energyworldmag.com/</a>	Energy News
Green Biz <a href="http://www.greenbiz.com/">http://www.greenbiz.com/</a>	News on the environment, climate change, renewable energy, clean tech, sustainability, CSR and Green issues
TechUK Europe <a href="http://www.techweekeurope.co.uk/">http://www.techweekeurope.co.uk/</a>	UK source for news, features and reviews of business technology
Business Cloud News <a href="http://www.businesscloudnews.com/">http://www.businesscloudnews.com/</a>	News on <b>Cloud</b> Computing, SaaS, PaaS, IaaS, Virtualization, Content Delivery Networks & Unified Communications
Digitalisation World <a href="https://digitalisationworld.com">https://digitalisationworld.com</a>	Focus on the technologies and business issues that impact on the data centre hub
Computer Weekly <a href="http://www.computerweekly.com">http://www.computerweekly.com</a>	Technology news
SME Insider <a href="http://www.smeinsider.com/">http://www.smeinsider.com/</a>	News and analysis portal focusing on all the things that UK small business owners and managers need to know
DataCenter Dynamics <a href="http://www.datacenterdynamics.com/">http://www.datacenterdynamics.com/</a>	Information for the global datacentre market
Cities in Transition <a href="https://citiesintransition.eu/">https://citiesintransition.eu/</a>	Social innovation in urban development
Carbon Brief <a href="http://www.carbonbrief.org">http://www.carbonbrief.org</a>	Developments in climate science, climate and energy policies
TechCrunch <a href="http://techcrunch.com/">http://techcrunch.com/</a>	Technology news, opinions, and analysis on tech companies from around the world

ICTFOOTPRINT.eu will release several press releases during the 36 months. They will be based mostly on projects milestones but more might be released according to the project development.

Table 23 – KPIs for ICTFOOTPRINT.eu Press Releases

Press Releases	Description	KPI		
		Year 1	Year 2	Year 3
<b>General</b>	General and relevant news about ICTFOOTPRINT.eu	1	0	0
<b>Website Service Releases</b>	The 4 releases of ICTFOOTPRINT.eu website	2	1	1
<b>18<sup>th</sup> May 2016 Meeting</b>	“End-user requirements gathering & validation” meeting with SMEs and EAG	1	0	0
<b>Webinars</b>	The first webinar.	1	0	0
<b>Deliverables D2.2, D2.3 &amp; D2.5</b>	Results on interpretation and selection of methodologies, plus market reports	1	1	1
<b>Final Event</b>	ICTFOOTPRINT.eu international final event	0	0	1

### 5.5.1 Achievements to date

Two Press Releases have been launched. The first one announced the launch of the ICTFOOTPRINT.eu project, whilst the second promoted the “End-user requirements gathering & validation” meeting, which will join SMEs with the EAG. All publications are regularly promoted on ICTFOOTPRINT.eu social networks.

Table 24 – ICTFOOTPRINT.eu launched newsletters

Press Release	Date	Result
"ICTFOOTPRINT.eu is the new European initiative for energy efficiency in ICT"	February 2016	<a href="http://www.greendigitalcharter.eu/your-energy-efficiency-in-ict-follow-ictfootprint-eu">http://www.greendigitalcharter.eu/your-energy-efficiency-in-ict-follow-ictfootprint-eu</a> <a href="https://digitalisationworld.com/article/47319/">https://digitalisationworld.com/article/47319/</a>
SMEs and High Qualified International Experts come together to improve energy efficiency in ICT sector	April 2016	<a href="http://www.eceee.org/events/calendar/2016/ICT-footprint-eu-workshop-18-may-2016">http://www.eceee.org/events/calendar/2016/ICT-footprint-eu-workshop-18-may-2016</a> <a href="http://gogreenbusiness.co.uk/blog/2016/04/new-european-project-on-sustainable-ict-get-involved-now/">http://gogreenbusiness.co.uk/blog/2016/04/new-european-project-on-sustainable-ict-get-involved-now/</a>

## 5.6 Events

Over the 36 months of project's duration, ICTFOOTPRINT.eu expects a cost-effective European-wide physical presence to 18 relevant events and plans the organisation of one ICTFOOTPRINT.eu international event.

### 5.6.1 ICTFOOTPRINT.eu Cafés

The ICTFOOTPRINT.eu cafés will have a relevant role in promoting ICTFOOTPRINT.eu services next to stakeholders in key events.

Table 25 – ICTFOOTPRINT.eu Cafés description

ICTFOOTPRINT.eu 18 Cafés motivation			
Present the real benefits of adopting a green strategy to targeted stakeholders			
Expected results	Target Events	Communication activities	
1. Enlarge the LCE community by adopting a clear and direct message 2. Reach and connect with all relevant multipliers and champions for briefings and side meetings 3. Educating and empowering small organisations and SMEs 4. Building the business network - especially SMEs and corporate decision makers 5. Joining the ICTFOOTPRINT.eu Marketplace and showcasing best practices 6. Adoption of the Web application framework tool and ICT carbon footprint calculation methodologies (ITU, GHG, ETSI, IEC)	ICT focused	Exhibition stands	
	High SMEs presence	Matchmaking services	
	High LCE community presence	Business meetings	
	Public Administration presence	Visibility on the event website, through the event hashtags and Twitter	

Table 26 – ICTFOOTPRINT.eu potential events to attend

18 Cafés events	Why (topics & participants)	N° Attendees	When	Where
<b>Innovative City 2015 – annual, June (France and in French)</b>	Highly-focused on sustainable, smart and connected cities. Support of local Chamber of Commerce and European Enterprise Network	3K+ attendees	16-17 June 2016	Nice (France)
<b>Internet of Things Event – annual</b>	Hosting hardware and software manufacturers, open source professionals, system integrators and service providers	-	7-8 June 2016	Eindhoven, Netherlands
<b>IoT TECHEXPO Central Europe 2016</b>	IT companies, Computer security, Telecoms, Software developers & providers, IoT, hardware manufacturer, start-ups	4K attendees 200 speakers 100 exhibitors	13-14 June 2016	Berlin, Germany
<b>Datacloud Europe – annual, June</b>	Cloud and IT centred. ICT enterprises and users, data centres companies	1,8K+ from 50 countries	8-9 June 2016	Monaco, Germany

18 Cafés events	Why (topics & participants)	N° Attendees	When	Where
<b>(location can vary)</b>				
<b>Industry of Things World – annual, September (location can vary)</b>	IoT experts representing 70% decision makers and 30% senior influencers	260 companies 1K+ decision makers 700+ experts	19-20 September 2016	Berlin, Germany
<b>CEBIT – annual, March</b>	Largest EU trade fair with 221.000 trade professionals, journalist and delegates, 1.500 CxOs, 3.300n firms, 350 start-ups	2K CIOs	20-24 March 2017	Hannover, Germany
<b>EUROCITIES</b>	ICT & smart cities.	500 attendees	16-18 November 2016	Milan, Italy
<b>World Efficiency</b>	World conference on alternative production and processes	20K professionals (56% from Europe)	17-19 October 2017	Paris, France
<b>IPEXPOEUROPE – annual, October</b>	IT highly focused event. It includes DevOpsEurope, Data Analytics, Network & Infrastructure, CyberSecurity and Cloud	300+ attendees 300+ exhibitors	5-6 October 2016	London, UK
<b>RWM Resource Efficiency and Waste Management Solutions – annual, September</b>	Best UK's attended event for recycling and waste management industry	13K attendees	13-15 September 2016	Birmingham, UK
<b>ICT 2016 – annual</b>	Event of telecommunications & ICT, Policy official conference	-	To be defined	To be defined
<b>Smart Greens 2017, annual</b>	Green ICT systems. SMEs and smart cities	-	23-24 April 2017	Porto, Portugal
<b>IEEE International Conference on Smart Grid Communications</b>	ICT for intelligent electricity network. Researchers, SMEs		6-9 November 2016	Sydney, Australia
<b>IEEE Smart Cities Conference ISC2 – annual, September (location can vary)</b>	Smart energy systems, smart government, Big data and open data	-	12-15 September 2016	Trento, Italy
<b>8<sup>th</sup> International Conference ICT Innovations 2016, annual</b>	Innovative fundamental and applied research in ICT. Academics and Industry presence	-	5-7 September 2016	Ohrid, Macedonia
<b>Cloud Expo Europe</b>	Cloud focused event	15K attendees 300 global expert speakers 400+ suppliers	15-16 March 2017	London, UK
<b>Internet of Things European Summit, annual</b>	IoT and ICT oriented.	-	To be defined	To be defined
<b>Connected Conference 2016, annual, France</b>	Highly ICT Industry focused	150+ CEOs 2,5K+ HW professionals 250+ Exhibitors	To be defined	To be defined

### 5.6.2 ICTFOOTPRINT.eu Final Event

The Final ICTFOOTPRINT.eu will disseminate both project work and results, and collect feedback/ input from targeted stakeholders and related activities/projects. The table 27 provides a more detailed description of the event.

Table 27 – ICTFOOTPRINT.eu final event description

ICTFOOTPRINT.eu Final Event motivation	
The event is more of a policy oriented event, organised ensuring the presence of high-level EC representatives and the other major stakeholders involved in the project, to announce the main project outcomes	
Expected results	Communication activities
<ul style="list-style-type: none"> <li>- Growth of LCE community</li> <li>- Reach +400,000 European SMEs</li> <li>- Disseminate ICTFOOTPRINT.eu core values to a larger audience</li> <li>- Create buzz and engagement over carbon footprint topics, delivered by ICTFOOTPRINT.eu reference platform, social and media channels, in order to reach as many public authorities (and citizens) as possible</li> </ul>	<ul style="list-style-type: none"> <li>- 1 ICTFOOTPRINT.eu stand-alone workshop</li> <li>- Flyers</li> <li>- Postcards</li> <li>- Presentation of project outcomes</li> <li>- Showcase the methodologies framework and the application cases as well as success stories</li> <li>- Social media set-up with specific communication and marketing activities, namely a specific hashtag which will be provided 2/3 months before the event.</li> </ul>
Example messages	<p><i>ICTFOOTPRINT.eu final event is coming: just low-energy accepted</i></p> <p><i>ICTFOOTPRINT.eu makes your city council aware of its carbon footprint!</i></p> <p><i>ICTFOOTPRINT.eu makes your business greener!</i></p>

### 5.7 ICTFOOTPRINT.eu Community Database

A communication and dissemination database has been set up to keep track of how the community is building and categorize relevant stakeholders. The number of verified and relevant contacts will be incremented thanks to web platform registration and newsletter subscriptions, contacts from social media networks, participations at events, partners' efforts and synergies and strategic collaborations. The database will be exploited by ICTFOOTPRINT.eu to create awareness and consolidate a loyal user base for ICTFOOTPRINT.eu online tool and marketplace.

Table 28 – ICTFOOTPRINT.eu Community Database KPIs

Community Database	KPI				Activity
	Year 1	Year 2	Year 3	End of project	
Number of contacts	1500	1500	2000	5000	30 contacts/week

#### 5.7.1 Achievements to date

At the moment ICTFOOTPRINT.eu Database has around 500 contacts from the following categories listed below.

Table 29 - ICTFOOTPRINT.eu Community Database to-date

Categories	Number	Categories	Number
Academia	6	NGO	21
Association	51	NPO	19
Citizen	74	Public Policy Maker	76
Large Enterprise	15	Research Centre	12
Independent Certification Authorities	1	SDO	5
Media	54	SME	156

## 5.8 ICTFOOTPRINT.eu Audio-visuals

Audio visual items will be created to raise awareness and understanding of the ICTFOOTPRINT.eu offer such as interviews from different stakeholders, presentation video, webinars, success stories and other relevant ones will be produced when necessary during the project lifespan.

Table 30 - ICTFOOTPRINT.eu audio-visual releases KPIs

Videos	Description	KPI		
		Year 1	Year 2	Year 3
Webinars	Inform target stakeholders about the project's outcomes and stimulate the adoption of the common framework proposed by the ICTFOOTPRINT.eu	3	6	3
Interviews	Interviews with an entity from different stakeholders	2	2	2
Presentation Video	Video introducing ICTFOOTPRINT.eu and its goals	1	0	0
Best Practices & Success Stories	Examples of how low-carbon footprint solutions can generate cost savings and represent competitive advantage for stakeholders, especially for SMEs	0	2	2

Webinars will provide training and will be created for educational purposes, reaching a boarder audience on the ICT methodology uptake.

## 5.9 ICTFOOTPRINT.eu Success Stories

In order to outreach the ICTFOOTPRINT.eu best methodologies and application and to raise awareness over the carbon footprint subject, a series of success stories are collected and published on the web platform. The success stories will be packaged in a journalistic style and will be available in a timely manner.

The success stories will be collected on the web platform, by asking to end-users (SMEs) and ICT service providers to outreach the carbon footprint reduction approach they applied or provide thanks to the ICTFOOTPRINT.eu calculation methodologies.

In order to engage end-users and to obtain more success stories, the web platform will promote an "ICTFOOTPRINT.eu aware" certificate initiative to the end-users: the initiative will rank the end-users based on their carbon footprint and select a monthly SME which demonstrates how it has reduced the carbon and energy footprint with the technical improvement solutions provided by ICTFOOTPRINT.eu. The monthly reward will generate a correspondent success story, published on the web platform and all the relevant communication channels.

Table 31 - ICTFOOTPRINT.eu Success Stories KPIs

Description	Communication objective	KPIs				Stakeholders
		YEAR 1	YEAR 2	YEAR 3	End of project	
Success Stories & Best Practices	Deliver and outreach project's best practices to reference community (ICT industry, SDOs, policy makers) in order to foster engagement and awareness	50	50	100	200	ICT industry, SDOs, Public Policy Makers and Citizens

## 5.10 ICTFOOTPRINT.eu Deliverables

ICTFOOTPRINT.eu deliverables will be available on the web platform, with full access to the public ones, while the confidential ones will have available their publishable summary. The consortia will extract the most important content from these deliverables and publish specific news pieces or social media activities. These reports list project's objectives and successes, not only to stakeholders but also to a general audience. In table 32 the ICTFOOTPRINT.eu deliverables are listed to be produced during the project lifespan.

Table 32 - ICTFOOTPRINT.eu Deliverables

Deliverable Number	Deliverable Title	Dissemination level	Due Date (in months)
D1.1	Quality assurance & Risk Management Plan	Confidential, only for members of the consortium (including the Commission Services)	2
D1.2	Interim activity Report	Confidential, only for members of the consortium (including the Commission Services)	12
D1.3	First activity Report and Financial Report	Confidential, only for members of the consortium (including the Commission Services)	18
D1.4	Final activity Report and Financial Report	Confidential, only for members of the consortium (including the Commission Services)	36
D2.1	Results of the interpretation and selection of the methodologies	Public	9
D2.2	First Market watch, best practice report, SDOs update & voice of the users	Public	12
D2.3	Second Market watch, best practice report, SDOs update & voice of the users	Public	24
D2.4	Impact assessment report	Public	35
D2.5	Third Market watch, best practice report, SDOs update & voice of the users	Public	36
D3.1	Stakeholders Engagement Plan	Public	5
D3.2	Recommendations and uptake by SMEs	Public	18
D3.3	Exploitation plan & sustainability model	Confidential, only for members of the consortium (including the Commission Services)	24
D3.4	Policy Action Plan & ICTFOOTPRINT.eu sustainability roadmap	Public	36
D4.1	Dissemination, communication & marketing strategy and plan	Public	4
D4.2	First annual report on ICTFOOTPRINT communication & outreach activities	Public	12
D4.3	Second annual report on ICTFOOTPRINT communication & outreach activities	Public	24
D4.4	Third annual report on ICTFOOTPRINT communication & outreach activities	Public	36

### 5.11 ICTFOOTPRINT.eu Communication Materials

ICTFOOTPRINT.eu will produce communication materials during the project to increase the opportunities for dissemination and communication. Promotional material includes fliers, pop-up banners and posters which will be distributed at events in which ICTFOOTPRINT.eu is presented.



Table 33 - ICTFOOTPRINT.eu communication materials KPI

Communication Material	Description	KPI		
		Year 1	Year 2	Year 3
Flyer/Postcards	Promote, at relevant events, the services and early achievements according to each stakeholder, with images, quotes and key figures	1	2	1
Infographics	Capturing trends and showcasing the value proposition of ICTFOOTPRINT.eu to ICT sector	1	1	1
White papers	With key information from each webinar	3	6	3
Posters / Pop up Banners	To showcase the interim results and give visibility to ICTFOOTPRINT.eu main message	1	1	1
Templates	Set of standard presentations on ICTFOOTPRINT.eu offers	As required		
Marketplace templates	Showcase of SMEs needs and Suppliers offers to be available on the online marketplace	2	0	0
Media Kit	Package available online with several communication materials so each partner can use to promote ICTFOOTPRINT.eu within their institutes and at specific events and media channels	Updated with new communication materials		

## 6 ICTFOOTPRINT.eu Synergies

ICTFOOTPRINT.eu will seek for as many contributions from researchers and organizations as possible. Being the European initiative in its field, it will leverage on the ambition of organisations and initiatives to acquire visibility in this context to secure synergistic collaborations that are contributing to ICTFOOTPRINT.eu's goals.

All project Partners will contribute to this effort in all possible ways, including, for instance, participating to webinars and other events in the field. The ultimate objective is to create synergy among industry, policy makers, researchers and the ICTFOOTPRINT.eu project.

ICTFOOTPRINT.eu will build on an already consolidated network of SMEs, strong links to the energy sector and city leaders. It will focus on European Union funded projects also related with energy efficiency in the ICT sector (see table 34)

Table 34 – Organisations ICTFOOTPRINT.eu should liaise with

Synergies	
<b>BUILD UP</b>	Supports EU Member States in implementing the Energy Performance of Buildings Directive (EPBD). It is intended to reap the benefits of Europe's collective intelligence on energy reduction in buildings for all relevant audiences. It will bring together new practitioners and professional associations while motivating them to exchange best working practices and knowledge and to transfer tools and resources.
<b>CITikeys</b>	Aims to develop and validate, with the aid of cities, key performance indicators and data collection procedures for the common and transparent monitoring as well as the comparability of smart city solutions across European cities.
<b>Covenant of Mayors</b>	The Covenant of Mayors is a unique bottom-up movement that succeeded in mobilising a great number of local and regional authorities to develop action plans and direct investments towards climate change mitigation measures. It endorses and supports the efforts deployed by local authorities in the implementation of sustainable energy policies
<b>EIP SCC</b>	The European Innovation Partnership on Smart Cities and Communities (EIP-SCC) brings together cities, industry and citizens to improve urban life through more sustainable integrated solutions. EUROCIITIES leads one of the six action clusters (AC - Business Models, Finance and Procurement tools) which has two priorities: (1) create new integrated business models with innovative local partnerships (Local Ecosystem) and adapted procurement and (2) create a European market for innovation that opens up investments. EUROCIITIES will use the AC to promote the outcomes and models of ICTfootprint.eu.
<b>European Digital SME Alliance</b>	Association which represents Europe's ICT sector and is the largest network of ICT SMEs in Europe. It provides a voice for ICT SMEs in the policy and business areas and is a joint effort of 28 national and regional SME association from EU member states and neighbouring countries.
<b>Green IT Amsterdam</b>	Foundation which makes the energy transition possible with IT for the Amsterdam region, by showcasing innovative IT solutions for increasing energy efficiency and decreasing carbon emissions. Green IT Amsterdam is connected to around 40 leading organizations on sustainable IT infrastructures in various sectors including IT, engineering and energy. This network is complemented by establishing active alliances with other key partners from regional, national and international public and networking organizations with expertise in specific application areas
<b>Green Digital Charter &amp; GuiDanCe</b>	GuiDanCe <i>project</i> will help EUROCIITIES to support and guide the Green Digital Charter. It will strengthen the engagement of Green Digital Charter (GDC) signatory cities to create a club of cities that work together towards their GDC commitments, improve existing GDC tools and services and their impact to signatory cities and promote GDC signatory cities' activities in and outside the EU.

Synergies	
<b>OPTICITIES</b>	Optimise Citizen Mobility and Freight Management in Urban Environments. The project will develop and test interoperable ITS solutions in six different cities in order to provide urban citizens with the best possible journey conditions and to optimize urban logistics operations. OPTICITIES gathers 25 partners from across Europe (6 cities, service providers, car industry, research laboratories and major European networks) and will strive to pave the way towards smart urban mobility.
<b>Product Environmental Footprint Pilot</b>	The JRC-IES technical guidelines provide requirements on how to calculate a PEF or an OEF, as well as on how to create product or sector-specific methodological rules called Product Environmental Footprint (PEF) Category Rules (PEFCRs) or Organisation Environmental Footprint (OEF) Sector Rules (OEF SRs) to be used for comparisons between products or between organisations.  A second round of three-year pilots on category/sectorial rules was launched in 2013 to test the implementation of the environmental footprint methods with the participation of volunteering stakeholders on IT equipment (magnetic disk units, server computers, switching equipment)  <a href="http://ec.europa.eu/environment/eusssd/smgp/pdf/Fiche_IT.pdf">http://ec.europa.eu/environment/eusssd/smgp/pdf/Fiche_IT.pdf</a>
<b>Sharing Cities</b>	SHARING CITIES lighthouse programme aims to be a proving ground for better, common designs for smart cities which fosters international collaboration between industry and cities resulting in affordable solutions. The project will further offer a framework for citizen engagement and collaboration at local level, strengthening trust between cities and citizens. Three lighthouse cities (London, Lisbon, Milan) will work closely with three fellow cities (Bordeaux, Burgas, Warsaw) in order to deliver solutions and innovative business models to SHARING CITIES opportunities for scaling up in more than 100 cities worldwide.
<b>The Green Grid</b>	As a non-profit industry consortium of end-users, policy-makers, technology providers, facility architects, and utility companies collaborating to improve the resource efficiency of data centres. It has at the moment more than 170 member companies, with wide networks and influential power. In 2015 it had within its board members like Cisco Systems, Dell, Hewlett-Packard, IBM and Intel.
<b>Tech UK</b>	Represents ICT companies in UK. With over 900 companies as members, is committed to help members to grow, by developing markets, relationships and networks, reducing business costs and risks

Finally, synergies will be sought for by ICTFOOTPRINT.eu by establishing concertation linkages with other EC-funded initiatives related to the low-carbon economy (see the table below for a preliminary list of EC-funded projects).

Table 35 – Synergies with EC-funded projects

Synergies with EU funded Projects	
<b>All4Green</b> <a href="http://www.all4green-project.eu/">http://www.all4green-project.eu/</a>	Active collaboration in data centre ecosystem to reduce energy consumption and GHG emissions
<b>CoolEmAll</b> <a href="http://www.coolmall.eu">http://www.coolmall.eu</a>	Platform for optimising the design and operation of modular configurable IT infrastructures and facilities with resource-efficient cooling
<b>EURECA</b> <a href="http://www.eureca-project.eu/">http://www.eureca-project.eu/</a>	Tackles the lack of knowledge and awareness on how to identify and procure environmentally sound and sustainable data centres. The ultimate goal is to enable procurement teams to choose environmentally sound buying options whilst producing true and robust cost-benefit visibility to enable successful triggering of tenders
<b>FIT4Green</b> <a href="http://www.fit4green.eu/">http://www.fit4green.eu/</a>	Federated IT for a sustainable environmental impact
<b>GAMES</b> <a href="http://www.green-datacenters.eu/">http://www.green-datacenters.eu/</a>	Green Active Management of Energy in IT Service centres
<b>ICT21ee</b> <a href="http://www.ict21ee.eu">http://www.ict21ee.eu</a>	Thematic network is to promote and achieve a reasoned use of Information and Communication Technologies (ICT) to enable enhanced energy

### Synergies with EU funded Projects

	efficiency in the multiple functions which constitute the complexity of urban areas – at home, in the workplace and in transport
<p><b>ISES</b> <a href="http://ises.eu-project.info/">http://ises.eu-project.info/</a></p>	Develops ICT building blocks to integrate, complement and empower existing tools for design and operation management to a Virtual Energy Lab. This will allow evaluating, simulating and optimizing the energy efficiency of products for built facilities and facility components in variations of real life scenarios.
<p><b>Smartspace</b> <a href="http://www.smartspace.eu/">http://www.smartspace.eu/</a></p>	Enable public authorities in Europe significantly to improve their management of energy in the buildings they occupy
<p><b>SME Tools</b></p>	This project funded by DG ENV aims at providing information on their environmental performance (translate PEFCRs or OEFSTRs into a software). The tools are shaped around 4 pilot cases: OEFSTR Retail and PEFCR T-shirt from the 1st wave, and another 2 to be chosen from the 2nd wave of pilots. The tools will have to be accessible to non-experts, be simple and attractive to use (data gathering templates, description of processes, and assessment of data quality). A prototype version is available to date. No decision has been taken on the future of the tools – this will also depend on the future policy, which will only be discussed after the end of the pilot phase.

ICTFOOTPRINT.eu approach for establishing synergies with EC funded projects will basically consist in contacting each of these project and start creating multiple win-win relationships.

## 7 ICTFOOTPRINT.eu Overall Roadmap

Tables 36 gives an overview of all communication activities foreseen to be implemented till the end of the project.

Table 36 - ICTFOOTPRINT.eu annual roadmap

		Months 1-12	Months 13-24	Months 25-36	Communication Objectives (KPIs)
Deliverables		Quality assurance and Risk management plan Interim activity Report Technical content production (Content Lab) Helpdesk first & second level activated 1st Market watch, best practices & User Services Impact assessment of the platform at EU level 1st Dissemination, comm & marketing strategy plan  1st annual report on communication & outreach activities Go-live ICTFOOTPRINT.eu web platform+ first instantiations in 5 languages+ 2nd release	<b>Marketplace, Helpdesk, Methodologies</b> Recommendations and uptake by SMEs  Exploitation plan & sustainability model 1st Activity Report and Financial Report 2nd Market Watch  2nd annual report on communication & outreach activities web platform 3rd release	Impact assessment Report Sustainable business model ICTFOOTPRINT.eu reduction action plan Final Activity Report 3rd Market Watch ICTFOOTPRINT.eu sustainability roadmap Policy Action Plan & Sustainability Roadmap  3rd annual report on communication & outreach activities web platform 4th release	<b>Marketplace</b> with 20 active users  <b>Helpdesk</b>  <b>Methodologies</b> with 4 ICT methodologies documentations provided by SDOs  final ICTFOOTPRINT.eu web platform
	Communication & Dissemination activities		First Café event (M4) + 5 Webinars started (M6)+ 3	6 Café events 5 Webinars	6 Café event 3 Webinars
		<b>Social Media activity</b>			10 tweets/week+ 1 linkedin/week
		Market watch & best practices selection	Best practices on-line	Best practices and methodologies	Best practices on carbon footprint collected and publicly available
		1 yearly Newsletter+ 2 graphic newsletters	1 yearly Newsletter+ 4 graphic newsletters	1 yearly Newsletter+ 4 graphic newsletters	13 Newsletters 8 press releases, 12 white papers
		<b>Press releases, white papers, media channels activities</b>			100 attendees at the final event
		<b>Continuously monitor the communication effectiveness</b>			<b>5000 profiles on DB</b>
Final Outcomes		Go-live ICTFOOTPRINT.eu web platform+ first instantiations in 5 languages	web platform third release	web platform fourth release	Final ICTFOOTPRINT.eu web platform
		Become "the" reference platform for carbon footprint methodologies and standards with a <b>Marketplace</b> , a <b>Helpdesk</b> and <b>Methodologies</b> sections Create an <b>aggregated community</b> in the carbon footprint field Offer <b>online user-oriented solutions</b> in the carbon footprint field  Engage with <b>public administrators</b> and <b>SDOs</b> and create a positive path for application			500 registered users on the platform 20 EAG members 400K engaged SMEs  5 SDOs and 20 public administrators engaged

## 7.1 ICTFOOTPRINT.eu Roadmap for Year 1

Tables 37 and 38 list all communication activities foreseen to be implemented until the end of the first year of the project, which might need some changes according to the evolution of the project.

Table 37 - ICTFOOTPRINT.eu monthly road map year 1 (part1)

Action	Main Activities	June M5				JULY M6				August M7				September M8					
		SMEs	Supp	PA	SDO	SMEs	Supp	PA	SDO	SMEs	Supp	PA	SDO	SMEs	Supp	PA	SDO		
Website	Success stories /Best practices	x	x	x	x														
	Basic Level Service																		
	market place	x	x																
	helpdesk	x	x	x	x														
	Webinars					x	x	x	x							x	x	x	x
	News	x	x																
	Events																		
Deliverables	x	x	x	x															
Audiovisuals	Webinars					x	x	x	x							x	x	x	x
	Interviews	x				x													
	Presentation video																		
	Best practices and success stories																		
Press & Media Campaigns	General																		
	Website Releases	x	x	x															
	Webinar					x	x	x	x										
Newsletters	Deliverables D2.2, D2.3, D2.5																		
	Yearly Newsletters					x	x	x	x										
Social Media activities	Tweets sent	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	LinkedIn Posts	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Youtube					x	x	x	x						x	x	x	x	
Communication materials	flyers/postcards									x	x	x	x						
	infographics													x	x	x	x		
	White papers					x	x	x	x					x	x	x	x		
	Posters / Pop up Banners									x	x	x	x						
	Templates	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Market templates	x	x																
	MediaKit	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Events	cafes																		
Community database		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	

Table 38 - ICTFOOTPRINT.eu monthly road map year 1 (part2)

Action	Main Activities	October M9				November M10				December M11				January M12			
		SMEs	Supp	PA	SDO	SMEs	Supp	PA	SDO	SMEs	Supp	PA	SDO	SMEs	Supp	PA	SDO
Website	Success stories /Best practices																
	Basic Level Service market place helpdesk									x	x						
	Webinars					x	x	x	x					x	x	x	x
	News									x	x	x	x				
	Events	x	x	x		x	x	x						x	x		
	Deliverables	x	x	x	x									x	x	x	x
	Audiovisuals	Webinars					x	x	x	x					x	x	x
Interviews																	
Presentation video		x	x	x	x												
Best practices and success stories														x	x	x	x
Press & Media Campaigns	General																
	Website Releases									x	x	x					
	Webinar													x	x	x	x
Newsletters	Deliverables D2.2, D2.3, D2.5													x	x		x
	Yearly Newsletters	x	x	x	x									x	x	x	x
Social Media activities	Tweets sent	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	LinkedIn Posts	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Youtube					x	x	x	x					x	x	x	x
Communication materials	flyers/postcards																
	infographics																
	White papers					x	x	x	x					x	x	x	x
	Posters / Pop up Banners																
	Templates	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Market templates																
	MediaKit	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Events	cafes	x	x			x	x						x	x			
Community database		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	

## 8 Conclusions and next steps

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The initial communication and marketing strategy for the ICTFOOTPRINT.eu has been set, with its goals and specific actions to be carried out. As such, this document constitutes the reference plan to which all partners – with the different level of effort foreseen by the ICTFOOTPRINT.eu work plan – commit to contribute.

Some of the key elements established by the present document are:

- ICTFOOTPRINT.eu's shall develop a vibrant community of low-carbon-footprint-aware organisations, influencers, and individuals. This will be achieved with the core services and values that the ICTFOOTPRINT.eu platform will actively communicate, including the methodologies for ICT footprint calculation, the B2B ICTFOOTPRINT.eu marketplace, and the online helpdesk available to all European organisations.
- Each Partner of the ICTFOOTPRINT.eu Consortium will leverage on their valuable network of clients, affiliates, and business contacts to contribute to effective implementation of the plan described in the present document.
- The marketing & communication strategy defined in this deliverable will be reflected in future editions: 1st, 2nd and 3rd annual reports on ICTFOOTPRINT.eu communication & outreach activities.
- The impacts of ICTFOOTPRINT.eu communication activities will be monitored continuously, by means of a set of measurable KPIs, which have been indicated in the present document.
- The ICTFOOTPRINT.eu Dissemination, Communication & Marketing Strategy and Plan is effectively a "Living document", which will be adapted according to the evolving context in which ICTFOOTPRINT.eu is positioned.



## 9 References

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