

# BEFORE STARTING

## HOUSEKEEPING

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- Turn on your system's sound to hear the streaming presentation
- Questions? Submit them into the question box!
- The webinar on Twitter @ICTFOOTRPRINTeu





# ICT FOOTPRINT EU

European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

## **Webinar:** How to ecodesign digital services? Focus on the GreenConcept project

In partnernship with:

Wednesday, 28<sup>th</sup> February 2018





# Speakers



Caroline Vateau

**Consultant**  
NEUTREO

**General Secretary**  
Alliance Green IT



Damien Prunel

**Ecodesign**  
**Consultant**

Bureau Veritas



Christophe Fernique

**Environmental Project**  
**Manager**

Occitanie Chamber of  
Commerce



Sebastien Bernis

**Founder & CEO**

BSWEB



Valentin Girard

**Engineer**

ELA INNOVATION



Silvana Muscella - Moderator  
**Founder & CEO**  
Trust-IT Services



# The ICTFOOTPRINT.eu initiative, in a nutshell

## Mission

Become “THE” consolidated effort that, at European level, raises awareness on metrics, methodologies & best practices in measuring the energy and environmental efficiency of the ICT-sector, to facilitate their broad deployment & uptake.

## Partners



## Stakeholders



ICT Intensive SME



Standard Development Organisations



Cities & Public Administration



ICT Suppliers

Helping you choose your Low Carbon & Energy Efficiency in ICT



# ICTFOOTPRINT.eu Results so far



**+4.000 Community Members**



**21 ICT Sustainable Suppliers** from 8 different countries



**13 Advisory Group members** from 7 different countries



**5 languages helpdesk** (ENG, FR, DE, IT, ES)



**1 Paper published** in Scientific Event proceedings



**1 user-friendly Self-Assessment Tool**  
**(SAT-O release March 2018)**



**41 Success Stories** on Green ICT



**Map of ICT Standards** with 20 factsheets



**8 webinars** with 23 different speakers & +400 registrations



**Active Presence** in 12 ICT & energy-aware events, plus visibility in 5 events

***Consolidated community of +4.000 through an effective marketplace, dynamic Map of ICT Standards and communication & dissemination actions***

# Main Outputs for our stakeholders



**ictfootprint.eu**



## Marketplace

**Buyer:** Find sustainable ICT suppliers & publish ICT sustainable needs.  
**Seller:** publish ICT sustainable services or procurements & search for clients.



## Webinars

Know more on sustainable ICT: get practical guides from a highly qualified experts in the Sustainable ICT sector and learn how to apply them in your organisation.



## Help Desk In 5 languages

Get support about how to decrease your carbon footprint & implement ICT energy efficiency standards with Online Assistance (EN, FR, ES, DE, IT).



## Success Stories

Best practices in Sustainable ICT. Search how players like you got energy savings & carbon footprint reduction. Or even showcase your success story!



## SAT-S & SAT-O

Measure your own carbon footprint and start learning how to become sustainable thanks to ICT standards & methodologies (**SAT-O available March 2018**).



## Map of ICT Methodologies

20 downloadable fact-sheets of ICT methodologies & standards, understand & measure your ICT goods, services organisations & cities' carbon footprint.

# Join us and get energy savings by choosing low carbon ICT

# A Low Carbon ICT engaged community



Social Media followers, Newsletter subscribers,  
Webinars registrations, Marketplace sellers &  
buyers, Journalists, Synergies

★ + 4.900 members ★  
**ICTFOOTPRINT.eu COMMUNITY**

## ICTFOOTPRINT.eu Community 1.900 members



**SMEs 53%**



**Large Enterprises 12%**



**Public Administration 5%**



**NPO 24%**



**SDO 0,6%**



**Media 2,20%**



**Academia & Research Centre 3,3%**

## Amongst the connections that count (multipliers/influencers)



## 8 webinars with reputable speakers



## 21 sustainable ICT sellers





# Get to action! Become Green ICT!

## Why?

- **Learn** about tools and products on the market in Europe today that are providing Green ICT products
- **Gain** a whole new understanding of why Green ICT should become your priority & how it can be affordable for SMEs;
- **Develop** your organisation's Green ICT assessment during the hands-on session with **ICTFOOTPRINT.eu SAT-O**

## Who?

ICT intensive SMEs | Researchers | Policy Makers | Funding agencies | Public administrations | Large Organisations



**REGISTRATION IS FREE & OPEN TO ALL!**

<https://ictfootprint.eu/en/registration-hands-sat-o-workshop-amsterdam-ictfootprinteu>





European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

## Ecodesign of digital services

Caroline VATEAU, Alliance Green IT / NEUTREO  
Damien PRUNEL, LCIE Bureau Veritas

Wednesday, 28<sup>th</sup> February 2018

# New models leads to new questions

## Digital transition

- ✓ A major change in the companies evolution
- ✓ All the activities are concerned
- ✓ Emergence of new business model and products



Trust

Accessibility

Governance

Ressources

Localisation

Waste

Ethic

Responsability

Involvement

Energy

Training

Communication





# Digital transition

Major disrupter...

... and all the others



IOT, Pilotage, Interface, Plateforme, Site-web, CRM, Administratif, Gestion, Process-Métier, Analyse, Smart-Appliance, Equipements-Connectés, Outils-collaboratifs, Mesure, Support-client, Suivi, Communication, Visualisation, Diffusion, ERP, Logiciel

# Environmental impacts of the digital economy



**>40** metals in a computer<sup>1</sup>

Web = **2x** France<sup>3</sup>



**13%** of France electrical consumption<sup>2</sup>



**3000L** of water per web user<sup>4</sup>

**2-4%** of worldwide GHG emissions<sup>5</sup>



**70%** of WEE end in illegal traffic



1. (UNEP 2013) – 2. (Rapport TIC et Développement Durable GEDD) – 3. GreenIT.fr – 4. GreenIT.fr - 5. Gartner Group – 6. Interpol



# Global response to a global concern

**Needs to develop sustainable digital services  
+ All the stages of the equipments lifecycle are  
involved**

**To be efficient:**

**Needs to develop a global approach « service  
oriented »**

**=> Ecodesign of digital services**



# Green IT and sustainable IT

Optimization of the  
IT system of an  
organization  
(Green IT)

Sustainable design  
of digital services

Reduction of  
environmental  
impacts through  
digital solutions  
(IT 4 Green)

**3 complementary approaches**

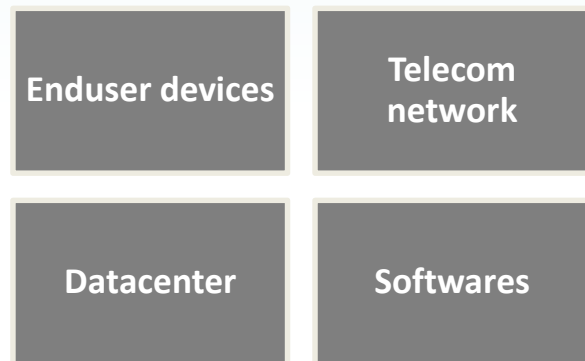


# Ecodesign of digital services

## Keys:

- Definition of fonction and fonctional unit
- Consider all the stages of the service lifecycle
- Assessment of the environmental impacts (LCA)
- Consider the 3 parts of the physical architecture
- Communication with interested parts
- Environmental improvement without polution transfert

## Digital services = association of



# Benefits

- 👍 **Reduction of the environmental impacts**
- 👍 **Improvement of the enduser experience**
- 👍 **Cost reduction (capex/opex)**
- 👍 **Innovation & development of new sustainable standards**
- 👍 **Communication on the environmental impacts**
- 👍 **Communication with all the part of the value chain**





# The results related to GreenConcept

## 50 Improvement actions

Reduction of environmental impacts from **80% to -900%** related to

Business model

Communication

Devices

Network

Datacenter

Software



# *Thank you for your attention*

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European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

# **How to ecodesign digital services? Focus on the GreenConcept project**

Christophe FERNIQUE – CCI Hérault

Wednesday, 28<sup>th</sup> February 2018



# OCCITANIE REGION & DIGITAL

- 10,000 digital businesses generating 50,000 direct jobs.

- 2 metropolises, Montpellier & Toulouse, labeled FrenchTech.



- Presence of digital clusters, leading research clusters, incubators and accelerators

- 99% of companies have less than 50 employees





# Green IT in Occitanie

## Green IT initiatives

(The Green IT Day, 3 editions, 600 professionals)



Collective actions with on eco-design of products and energy savings in industry (500 companies supported)

2016: action #GreenConcept (ecodesign of digital services) laureate of the call for projects Economy Circular of the ADEME and the Occitanie Region

**(greenconcept)**  
éco-conception numérique

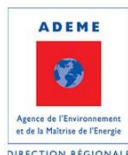
Organisé par



greenIT.fr



Financé par



# Regional Action (greenconcept)

éco-conception numérique

*The main target of #GreenConcept is to **help 30 small & medium company to implement the principles of ecodesign** into the development of their digital services*

- 3 sessions of 10 companies between 2017 and 2019
- Each company benefits from 7 days of individual support in digital eco-design + 3 collective workshops (pool of experts : Neutreo, GreenIt.fr, Codde-BureauVeritas)
- Minimal financial participation of companies thanks to the support of ADEME, the Occitanie region and the CCI Occitanie.
- Valorisation of results at national level and edition of a guide of good practices
- 1000 companies sensitized on digital eco-design during the 3 years of #GreenConcept action



# #GreenConcept project mapping



*Thank you for your attention*

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European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

## Ecodesign of digital service

Wednesday, 28<sup>th</sup> February 2018

Sebastien Bernis, CEO BSWEB



# BI : what we do



*Dynamiser la croissance  
de votre entreprise en  
dépassant vos  
concurrents !*

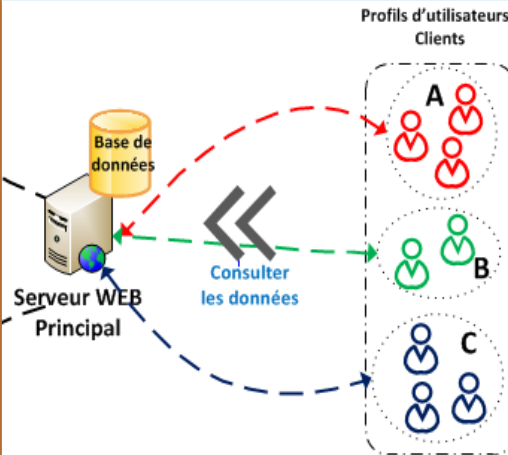
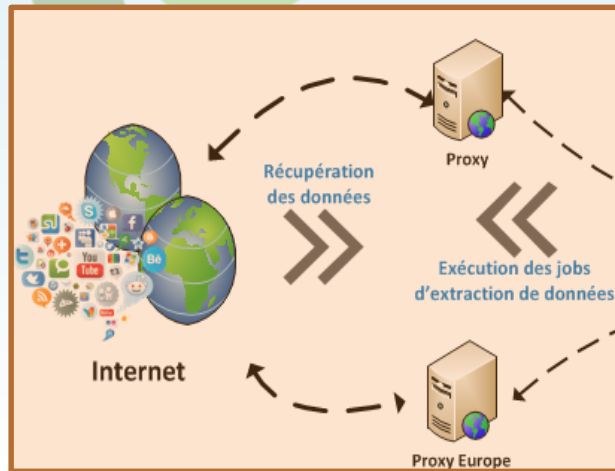
**BSWEB**  
BUSINESS SOLUTIONS

[www.bsweb.fr](http://www.bsweb.fr)

Agence de communication digitale  
Spécialisée en veille concurrentielle

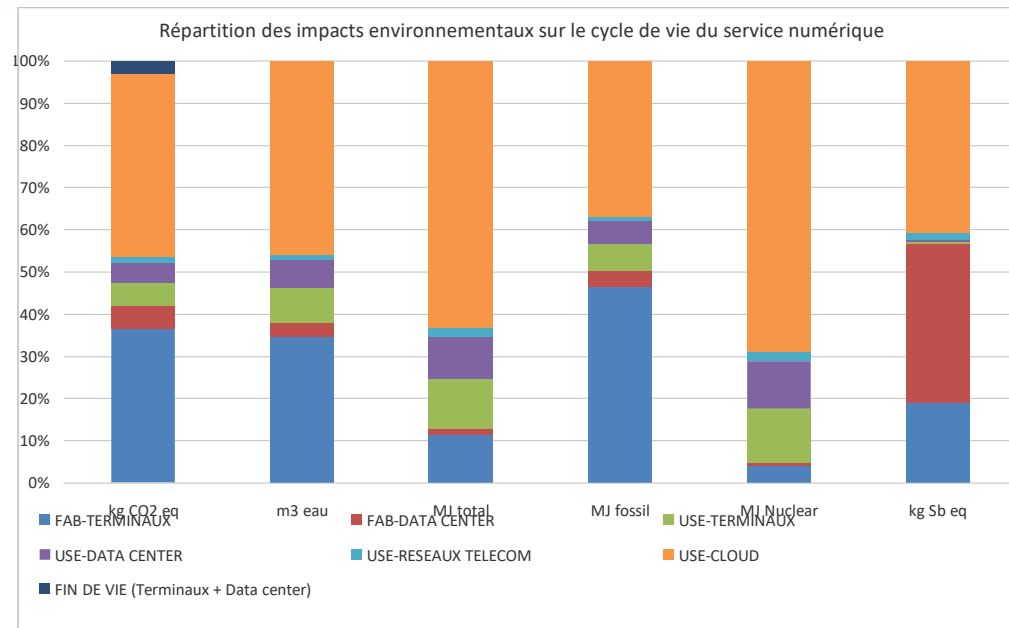
🌱 We provide Business Intelligence from Big Data Information that we extract with bots from the Internet

# What we had to improve



Greenconcept evaluation were significant !

Cloud use is >50% of our environment impact



# What we did and what planet won !

	Requests (html, jpg, ajax,...)	Gbytes (downloaded)	Troughput (Bytes/s)	Clients' needs
2018 (up to feb, 7)	225.931 <b>-76%</b>	13.294 <b>-78%</b>	6.008 <b>-50%</b>	20 <b>+300%</b>
2017	8.625.721 <b>+9%</b>	541.185 <b>+13%</b>	12.125 <b>-42%</b>	5 <b>+150%</b>
2016	7.887.079 <b>+24%</b>	480.616 <b>+107%</b>	21.064 <b>+51%</b>	2 <b>+100%</b>
2015	6.382.251	232.375	13.940	1



# *Thank you for your attention*

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European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

## Environmental efficiency in ELA Innovation

Wednesday, 28<sup>th</sup> February 2018

GIRARD Valentin, ELA INNOVATION



# ELA Innovation context

## RFID Technology

### Tag RFID



COIN **ID**

*Tag RFID Active étanche*

*Diamètre 36 mm - Epaisseur : 10 mm  
ou Version carte COIN ID OEM*

### Sensors RFID



### Reader RFID



SCIEL READER **R**

*Lecteur RFID avec relais intégré*

*RS232, RS485, RS422, USB  
Protocole Wiegand / Data Clock*

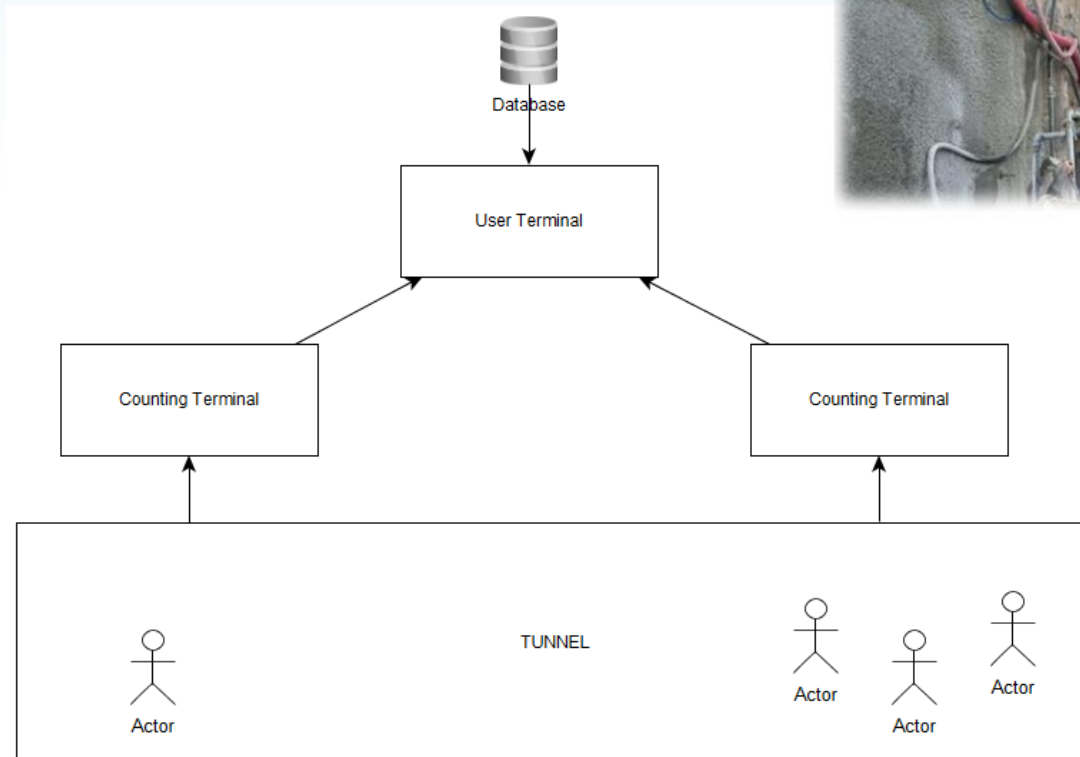


# ELOC Mobility Project

Counting of workers

Security

Location





# Result of analysis

● The worst ecological equipments



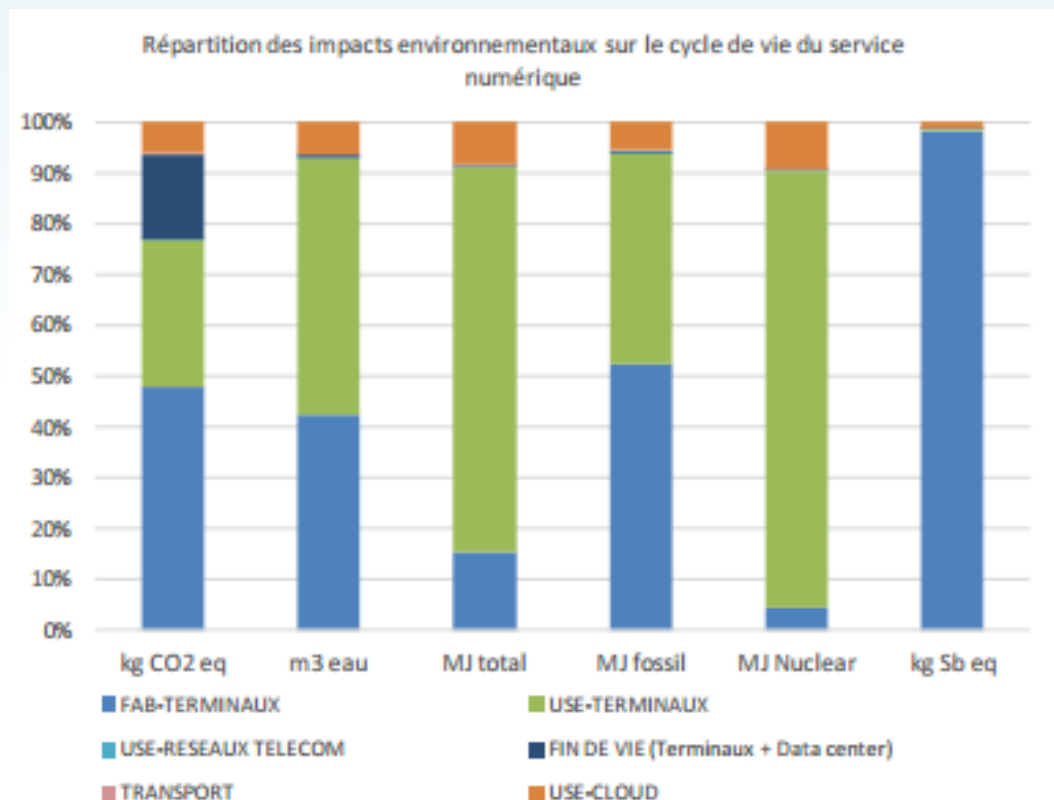
● Terminal use



● Terminal Fabrication



● Cloud use



# Improvements



End-of-life management of terminals	=	4% improvment
Reconditioning of terminals	=	40% improvment
Changing the display terminal	=	30% improvment
...	=	xx% improvment
<hr/>		
All actions taken together	=	74% improvment



# *Thank you for your attention*

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# THANK YOU!

## STAY TUNED FOR REGULAR UPDATES

the future is *sustainable*!

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