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D4.3 - SECOND ANNUAL REPORT ON COMMUNICATION & OUTREACH ACTIVITIES

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Lead Author (Org)	Trust-IT Services
Contributing Author(s) (Org)	DELOITTE, EUROCITIES
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Executive Summary

During this second year of the Project, running from the 1st February 2017 until the 31st of January 2018, ICTFOOTPRINT.eu achieved a series of specific goals, actions and objectives, in compliance with the KPIs defined in previous reports.

This report describes how the consortium successfully matched each ICTFOOTPRINT.eu service to the appropriate set of stakeholders, thanks to customised, meaningful communications, with carefully-planned copy strategies, disseminated based on specific challenges. This year was one of consolidation both for the ICTFOOTPRINT.eu services and community, which is made up of a wide variety of stakeholders, influencers and multipliers, highly engaged in ICTFOOTPRINT.eu core topics. The communication and outreach activities on events, webinars, marketplace, SAT-S, success stories, and EAG are highlighted, amongst others.

With the consolidation of ICTFOOTPRINT.eu services and the launch of SAT-O in early 2018, the focus for the 3rd year is to make all community members into active users of ICTFOOTPRINT.eu tools, sharing their expertise. At the same time, as ICTFOOTPRINT.eu intends to actively contribute to ICT sustainability at the end of the funding, the months to come will be also be devoted not only to developing a policy action plan, with recommendations as to how ICT sectors can embrace faster sustainability, and a plan which demonstrates *how key stakeholders will be interested in re-using/adopting the ICTFOOTPRINT services*.

The document is split into specific sections, listing the results achieved during the second year of the project and providing a plan for the third-year timeframe:

- Section 1: brief description of ICTFOOTPRINT.eu services and stakeholders;
- Section 2: summary of the goals, action and communication on planned and achieved objectives during the year;
- Section 3: provides detailed information on how the project generated interest in each ICTFOOTPRINT.eu service, by using the communication and outreach activities implemented: including social media, events, newsletters, synergies, desktop research, customised messages;
- Section 4: describes the plans and communication activities foreseen for year 3, which communication activities will be performed to implement each service are described.

1 ICTFOOTPRINT.eu services & stakeholders







As described previously in “D3.1 Stakeholders Engagement Plan”, “D4.1 Dissemination, Communication, Marketing Strategy and Plan” and “D4.2 First Annual Report on ICTFOOTPRINT.eu Communication & Outreach Activities”, the project has many different stakeholders (see **Table 1**), the main ones of which are ICT-intensive SMEs and ICT suppliers. All ICTFOOTPRINT.eu services are developed considering the needs of these two groups. However, at the same time, the project also supports the needs of other stakeholders, such as Public Administrators, Standards Development Organisations (SDOs) and citizens, who can also favour its uptake and sustainability in some way.

Table 1 ICTFOOTPRINT.eu Stakeholders

ICTFOOTPRINT.eu Services by end Y2			
Stakeholder	Description	ICTFOOTPRINT.eu services	
 ICT Intensive SMEs	Organisations where ICT is at the heart of the various processes it carries out.	Marketplace (to find sellers), SAT-S (to become aware of the carbon footprint of the ICT service), webinars (for training and insight), success stories (for benchmarking), helpdesk (for customised support) & Map of ICT Methodologies (for awareness)	
 ICT Suppliers	Companies which deliver sustainable ICT products or services to business or public organisations	Marketplace (to find users and promote services), SAT-S (to become aware of the carbon footprint of the ICT services), webinars (to provide new insights and promote services), success stories (to promote clients' success stories).	
 Public Administrators	Government and non-profit institutions, possibly interested in shaping future ICT policies to reduce carbon footprint	Marketplace (to find users and promote sustainable policies & public procurement), webinars (for insight and policy promotion), success stories (for benchmarking & to promote city success stories), helpdesk (for customised support) & Map of ICT Methodologies (for awareness reasons)	
 SDO	Promoting carbon footprint methodologies to potential adopters, to foster their implementation	Webinars (to promote methodologies), success stories (to promote their clients' success stories) & Map of ICT Methodologies (to promote methodologies)	
 Citizens	Provide information on the topics of interest	All services suitable to their specific needs	

By end of Y2, ICTFOOTPRINT.eu has at community disposal many tools, briefly described in **Table 2**.

Table 2 ICTFOOTPRINT.eu Services available by end Y2

ICTFOOTPRINT.eu Services by end Y2			
Service	Description	Goal	
 Self-Assessment Tool for ICT Services	A useful, free, quick and easy-to-use tool to help stakeholders make informed decisions on the calculation of the carbon footprint of ICT services. Beta version available March and fully-fledged version in September 2017.	Raise awareness on the potential impacts and main environmental hotspots of digital services.	
 Online sustainable Marketplace	The business space where sustainable ICT providers meet buyer's requests. It connects sellers of sustainable ICT services, with buyers who submit requests to reduce the carbon footprint of their ICT.	Support the growth of a low carbon footprint ICT market, by helping green suppliers find highly engaged users, and vice-versa.	
 Webinars for insights and training	Webinars for Information, Training & Support, with reputable & experienced speakers from the project's stakeholders.	Demystify the complexity of adopting green ICT procedures and increase awareness of the inherent benefits and competitive advantages	
 Success Stories on sustainable ICT	Online catalogue showcasing existing success stories of sustainable ICT practices implemented by companies and local authorities.	Demonstrate with real examples how peers easily obtained cost savings and became greener thanks to sustainable ICT.	
 Map of ICT Methodologies	Single point with sustainable ICT methodologies identified, with downloadable fact-sheets, with a simplified and understandable summary of their content.	Ease understanding of the purpose and implementation of ICT methodology, to encourage user-adoption	
 Online multilingual helpdesk	Interactive support to optimise the user experience and continuously improve the content of the ICTFOOTPRINT.eu website and related services. It also has a FAQ section and technical glossary.	Customised support to stakeholders requiring assistance in their ICT sustainability strategy	

2 Goals, actions, communication objectives & KPIs

As indicated in “Deliverable 4.2 – First Annual Report on Communication & Outreach”, ICTFOOTPRINT.eu defined goals and related communication objectives, to address stakeholder needs. **Table 3** provides an update on of the results achieved during year 2. **Figure 2** provides a quick overview of the main results achieved by ICTFOOTPRINT.eu so far.

Table 3 Specific objectives, related actions, KPIs and Year 2 achievements

Action	Audience	Communication Objectives	Expected Impact by the end of the project	Achieved so far Y2
ICTFOOTPRINT.eu platform with 3 releases, increasing level of service provided (1 st release M5 / 2 nd release M11 / 3 rd release M23 / Final Release M24)	SMEs	Promote services and tools for SMEs to access ICT methodologies , with technical guidelines on the latest methodologies and metrics defined by different standard organisations	500 SMEs accessed the ICT methodologies (10% of the 5.000 contacts from the ICTFOOTPRINT.eu database)	+25 new users of SAT-S +550 new page views and +350 unique views on SAT-S page
		Promote a dedicated area for SMEs to showcase applicability of the latest ICT methodologies implemented	800 view/month rate on the web platform	An average of over 1.500 views/month
	Public Administrators	Engage with public administrations (local, regional, national and international) and energy-awareness policy makers.	Engage 20 public administrators	Green IT Amsterdam part of EAG Engaging with Nantes municipality (France) to become a webinar speaker Active participation at key EU events with +3.000 participants, including public administrators among the audience (SMARTGREENS 2018, EUROCITIES' Environment Forum, Sustainable Energy Week)
Help desk online translated in 5 languages (English, French, German, Italian, Spanish) (1 st release M3, 2 nd release M6) and FAQs	SMEs	Promote online multilingual help desk. Produce a FAQs manual.	90% of requests successfully answered	All 5 requests successfully answered (all in English) +1.300 new webpage views (an increase of 60% compared to Year 1)
List of “Best Practices” from end-users available on the website (1 st year – 50, 2 nd year – 100, 3 rd year – 200)	SMEs	Showcase efforts on adoption of ICT energy efficiency best practices in European SMEs, highlighting benefits and facilitating exchange of experience among SMEs to report on the benefits and costs in adopting specific methodologies.	1000 total views on “Best Practices”	+280 new unique views on the “Success Stories” page (an increase of 56% compared to year 1) Success Stories section organised by stakeholders
Documentation from SDOs on 4 ICT methodologies at the end of the project	Service Providers	Technical guidelines on the latest methodologies & metrics defined by standards organisations, to facilitate their use & implementation in service providers' offers	100 total views on documentation	+850 new views on the ICT Methodologies Map page (growth of 75% compared to previous were year?)

Action	Audience	Communication Objectives	Expected Impact by the end of the project	Achieved so far Y2
ICTFOOTPRINT.eu Marketplace On-line meeting point for demand and supply side available for end users. (M5)	SME	To gather SMEs needs & requirements and provide easy access to a catalogue of service providers.	100 SMEs registered in the marketplace	2 Buyers registered on the marketplace so far
	Service Providers	Promote Marketplace where suppliers with sustainable ICT services can showcase their products and services to engaged SMEs and Public Administrations.	20 ICT Service Suppliers registered in the marketplace	21 sustainable suppliers registered on the Online Marketplace
	Public Administration	Promote Marketplace where Public Administrators can propose green opportunities for ICT-intensive organisations to present in their territory	Engage 20 public administrators	Engaging with Nantes municipality (France) to become a webinar speaker
Interface and liaise with the relevant standards bodies (SDOs).	Create synergies with SDOs	Engage with SDOs for energy-efficiency and carbon footprint methodologies, to assess potential synergies with the project.	Engage with 5 SDOs until the end of the project.	Actively engaged with 2 new SDOs (ETSI, GHG Protocol).
ICTFOOTPRINT.eu Profile database	All Stakeholders	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 the business sustainability of ICTFOOTPRINT.eu	1 st Year 1,000 records, 2 nd Year 2,500 records, 3 rd Year 5,000 records Note: 2% of European SMEs (+400,000)	Profiled database records already count +3.000 community member contacts
Incentives for SMEs to adopt green practices	Service Providers	Engage with (national and international) certification authorities to support the initiative and create incentives for SMEs to adopt green practices.	Engage with 2 certification authorities	ICIM identified as a potential certification authority for the marketplace
ICTFOOTPRINT.eu sustainable business model.	All Stakeholders	Promote a sustainable business model, with no direct cost applied to access methodologies and receive assistance	800 views/month rate on the web platform	An average of over 1.500 views/month
Selection of 20 members to join the ICTFOOTPRINT.eu External Advisory Board	All Stakeholders	Promote the EAG, whose members must represent all ICTFOOTPRINT.eu stakeholders	200 total views on EAG page on the website	Reached +200 new page views and +150 new unique page views on the EAG page in tier 2.

Continuous monitoring of the key performance indicators and overall communication and marketing performance was made thanks to Flash Reports. This enabled identification of any deviations from KPIs in the early states, allowing adjustments to be created and contingency plans implemented.

Figure 1 ICTFOOTPRINT.eu flash report

Trust-IT Services Ltd Communicating ICT to markets					
ICTFOOTPRINT.eu - Community & KPIs					
	End of Year three	mar-17			Apr-17
			W14	W15	W16
					total 5th trim
COMMUNITY KPI					
Website content (News, Events, Infographic etc.)		1			1
Tweet sent (10 per week)	1450	848	1039	1177	1177
Twitter followers (including influential partners)	2150	291	340	365	368
Twitter Impressions		35,800	16,300	17,000	12,200
LinkedIn post (1 per week)	145	25	3	1	29
LinkedIn connections	2150	1056	1121	1143	1168
Others					
Webinar New contacts		32	0	0	32
Service Providers Marketplace		15	1	2	18
SMEs Engage Marketplace		2	0	0	2
Users self-assessment tool		0	0	0	0
Website registrations		22	1	27	1
Website newsletter		32	1	0	33
Youtube views		178	26	25	240
Youtube subscribers		0	0	0	4
SlideShare views		843	31	47	347
TOTAL COMMUNITY SOCIAL MEDIA FOLLOWERS	5000	1347			1536

January 2018

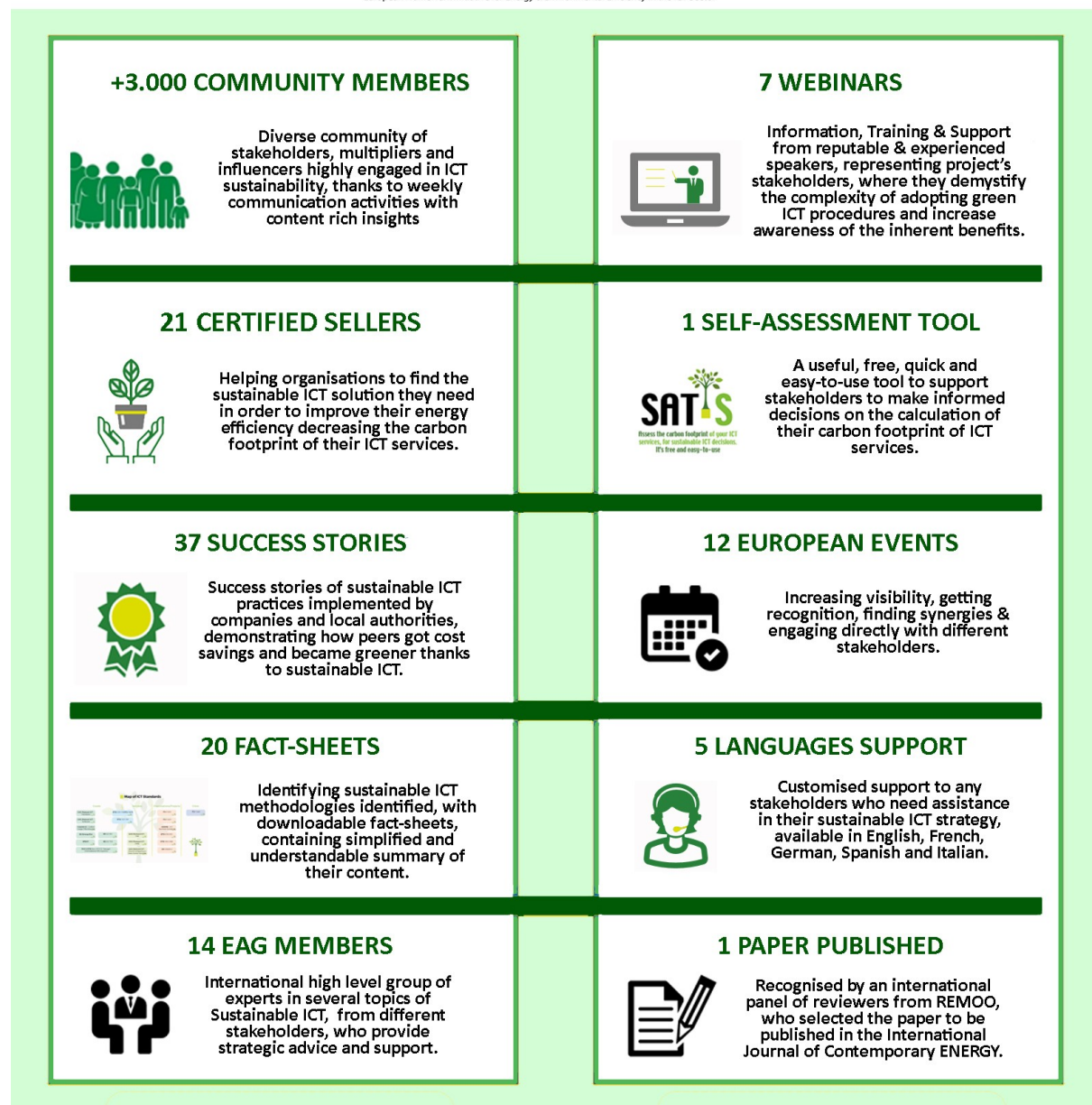


Figure 2 ICTFOOTPRINT.eu in numbers at M24 (January 2018)

3 Communication Strategy & Achieved impact – Year 2

Year 2 of ICTFOOTPRINT.eu saw the release of the final version of the tools from year 1 (e.g. marketplace) and the launch of new ones, such as the Self-Assessment for ICT Services, known as SAT-S.

During this second period, the project promoted the tools to targeted audiences, with the purpose of announcing their release and recruiting users. In addition, the intensive research was also performed to find exciting success stories on sustainable ICT and develop an effective engagement strategy to recruit the most exceptional sustainable ICT experts to share their insights and expertise in the many webinars organised this year. Thanks to this effort, additional members joined the EAG.

This time was also appropriate to start promoting the tools to project stakeholders. ICTFOOTPRINT participated actively in key European events, to reach specific user communities, promote tools and gain direct feedback. This active engagement performed during the year enabled the consortium to gain insights on the future paths to be taken and which topics to focus on.

The result of these efforts combined, allowed the creation of a truly sustainable ICT community, composed of users, influencers and multipliers, highly interested in the topic who diligently followed the work carried out by ICTFOOTPRINT.eu.

This chapter explains the work developed during Year 2, in the context of ICTFOOTPRINT.eu WP4 “Communication & Outreach”, and the impact achieved.

3.1 Generating interest in ICTFOOTPRINT.eu Services

Having set the basis of ICTFOOTPRINT.eu, with most of the ICTFOOTPRINT.eu services developed, the time came to generate interest on these tools to help industry and public administrators lower the carbon footprint of their ICT. The project did not exclude SDOs or “Green” Service Providers, by supporting them in promoting their standards and services, respectively.

The following sections describe the communication strategy implemented for each service and the impact achieved.

3.1.1 SAT-S

SAT-S¹ is a free and simplified Self-Assessment Tool for ICT Services. SAT-S allows you to estimate the **carbon and energy footprint** of web-based digital services, such as those involving end-user devices and transmission networks to data centres. This has its own dedicated page on the ICTFOOTPRINT.eu website, highlighted in the homepage inviting users to try the tool.



Figure 3 SAT-S Banner in ICTFOOTPRINT.eu homepage

The tool was developed with private and public ICT organisations in mind (**Large, Small & Medium Enterprises**) and **Public Administrators**, that wanted to understand better the carbon footprint of their ICT services.

The main values are that this is “quick to use”, “personalised”, “understandable” and “pragmatic”. By completing the SAT-S, in just 5 min, the user obtains a personalised report showing the approximate climate change and primary energy footprint of the ICT service assessed over one year, with actions

¹ SAT-S webpage: <https://ictfootprint.eu/en/self-assessment-tool>

to improve your ICT environmental impact. The tool is innovative in terms of the outputs it provides to the user and the technical expertise implemented to develop it.

Thanks to the communication strategy implemented, the SAT-S webpage has obtained over 600 views and 25 organisations accessed the carbon footprint of their ICT services.



START NOW AND DOWNLOAD YOUR REPORT, FOR FREE

What is SAT-S?

SAT-S is a free and simplified Self-Assessment Tool for ICT Services. SAT-S allows you to estimate the carbon and energy footprint of web-based digital services, such as the ones involving end-user devices and transmission networks to data centers.

Who should use SAT-S?

ICT private and public organisations (Large, Small & Medium Enterprises) and Public Administrators, that want to better understand the carbon footprint of their ICT services.

Why should I use SAT-S?

To get a personalised report, with a light reading style, that shows the approximate climate change and primary energy footprint of the ICT service you assessed over one year. The report also suggests actions to improve your ICT environmental impact.

How long does it take to use SAT-S?



In only 5 minutes, you will get a personalised report and useful insights about your ICT service.

What kind of services can I assess?

Standard Web browsing, Music and Video Streaming, Video conferencing, Webinars and other types of ICT Services.

How can I use SAT-S?

- STEP 1 – Start your SAT-S by clicking here: <http://sat-s.ictfootprint.eu/Pages/Home.aspx>
- STEP 2 – Share with us some light info about your organisation, so we can better understand your profile
- STEP 3 – Choose the ICT service you want to assess and describe the usage within your organisation.
- STEP 4 – Download your take-away. Read your Customised Report. Understand the primary energy consumption and climate impact of using the service you selected, for one year.
- STEP 5 – Take actions to reduce your environmental impact.

START NOW AND DOWNLOAD YOUR REPORT, FOR FREE

Figure 4 SAT-S homepage

3.1.1.1 ***SAT-S first public presentations for user-feedback***

It was crucial to create interest around the first release of SAT-S, and gain feedback from targeted users. The **beta version of SAT-S was launched in March 2017** and, to raise interest in the tool and take advantage of the loyal followers of the ICTFOOTPRINT.eu webinars, the **tool had a dedicated presentation on the 4th webinar “Calculation Tools & ICT Insights on energy saving: SAT-S, Save@Work, Greenspector²”, in February**. The purpose, scope and principles of the tool were introduced, and attendees were invited to join ICTFOOTPRINT.eu social media channels in order not to miss updates. The webinar had 60 registrations and, as of today, its page has achieved almost 200-page views.

With the launch of the SAT-S beta version in March, the event selected by ICTFOOTPRINT.eu to first introduce SAT-S to potential users was the **World Sustainable Energy Days event³** (WSED – Wels, Austria), with an audience of sustainable energy professionals, from industry to NPOs and policy makers. The tool was promoted with through a specially-designed **Poster⁴** (see page 38). The **first real tests of SAT-S were made with some WSED attendees**, allowing to valuable feedback to be collected from a user-perspective that contributed in improving the tool. Furthermore, the SAT-S webpage had 49 visits during the days of the event. The dissemination activities at the event and the support of social media, encouraged attendees to view ICTFOOTPRINT.eu poster.



Figure 5 User trying SAT-S & attendees checking poster at WSED

3.1.1.2 ***Promoting the SAT-S to wide group of stakeholders***

After its first introduction, SAT-S was improved and consolidated over the following months, while it and promoted to potential community members.

Over the following months, ICTFOOTPRINT.eu continued to promote SAT-S at different European events (**Table 4**), with varying themes and audiences, to maximise outreach to distinct communities of users.

Table 4 Promotion of SAT-S & other ICTFOOTPRINT.eu services at European Key events

ICTFOOTPRINT.eu Services by end Y2				
Event	Where/When	Stakeholders	Audience	Activity
SMARTGREENS	Porto (Portugal) – April 2017	Public Administrators and citizens (Academia and researchers)	Researchers, designers, developers and practitioners from Smart Cities and Green ICT practitioners	Café booth and a 20min presentation of ICTFOOTPRINT.eu services
Alliance Green IT symposium	Paris (France) – April 2017	ICT-Intensive SMEs and ICT suppliers	Members of the AGIT association	20min presentation of ICTFOOTPRINT.eu services
REMOO the 7th International ENERGY Conference & Workshop	Venice (Italy) – May 2017	Citizens, Large Organisations, Academia and researchers	Experts, researchers, professionals and investors in the energy field	Presentation of a SAT-S paper, later approved for publication in the Journal of Contemporary Energy
Sustainable Energy Week 2017	Brussels (Belgium) – June 2017	Public Administrators, ICT-intensive SMEs, ICT suppliers and citizens (media, public policy makers, NPOs)	Public authorities, energy agencies, industry associations, businesses, civil society organisations and the media	Dedicated presentation of SAT-S at "Data Centres (21st June) Nearly Zero Energy Consumption" session Active role on "Raise awareness on the energy consumption of ICT devices" Networking session

² Webpage: <https://ictfootprint.eu/en/webinar/calculation-tools-ict-insights-energy-saving-sat-s-savework-greenspector>

³ Piece of news: <https://ictfootprint.eu/en/news/setting-objectives-greener-planet-ictfootprinteu-world-sustainable-energy-days>

⁴ Source: <https://ictfootprint.eu/en/file/895/download?token=-Z18HR3o>

ICTFOOTPRINT.eu Services by end Y2				
EnviroInfo	Luxembourg (Luxembourg) – September 2017	ICT intensive SMEs, ICT suppliers and citizens (other organizations)	Industry, research and education experts interested on environmental protection and its IT-support	Presentation of ICTFOOTPRINT.eu services at “Education and Training on Green IT” session
Smart Energy World Summit	Lisbon (Portugal) – October 2017	Public Administrators, ICT intensive SMEs and ICT suppliers	Experts and service providers of smart energy management	Café booth introducing ICTFOOTPRINT.eu main services
EUROCITIES' Environment Forum (EEF)	Essen (Germany) – October 2017	Public Administrators and citizens (public policy makers)	Public Administrators from EUROCITIES and Essen city managers	Speed-networking session dedicated to green ICT, and ICTFOOTPRINT.eu, as the main project to illustrate the issue to cities' delegates.

From this list, SAT-S was in the spotlight at a number of events and had wide exposure to target audiences.

Gaining recognition from researchers and public policy makers

At REMOO, the 7th International ENERGY Conference & Workshop event⁵, ICTFOOTPRINT.eu had a 20 minute presentation on “Online Self-Assessment - Tool for Energy & Environmental Efficiency in the ICT Sector”, based on a scientific paper (see Abstract in page 39) jointly submitted by authors from Trust-IT Services and Deloitte Sustainability. The abstract was included in the “Book of Abstracts”, distributed to over 130 event participants.



Figure 6 Laura Baracchi from ICTFOOTPRINT.eu presenting the Paper at REMOO

The paper's relevancy was recognised by an international panel of reviewers from REMOO, who selected it for publication in the [International Journal of Contemporary ENERGY](#). The readers of this publication comprise researchers, scientists, engineers, technology developers, strategy planners, policy makers, energy regulators, lawyers and academic professionals. The journal is an active interface between theory, science and practice serving both researches and practising professionals.

GOING BEYOND THE STAKEHOLDER COMMUNITY

Albeit academia is one of the stakeholders of the project, ICTFOOTPRINT.eu work was acknowledged by researchers, a sign that the project stands out in its sector.



Figure 7 ICTFOOTPRINT.eu presentation at EUSEW 2017

In addition, ICTFOOTPRINT.eu was invited by the European Commission to join a panel on sustainable ICT, called “Data centres — nearly zero energy consumption⁶”, which took place at the EU Sustainable Energy Week⁷. The session was dedicated to debating and sharing insights on how to increase data centre energy efficiency, to reduce their demand to operate under proper conditions and sourcing the energy required to operate from on-site or nearby renewable sources. The ICTFOOTPRINT.eu presentation had a special focus on SAT-S, introducing the tool to Public Administrators, ICT intensive SMEs and ICT suppliers.

⁵ Piece of news: <https://ictfootprint.eu/en/news/understand-energy-you-consume-ict-ictfootprinteu-remoo>

⁶ Panel webpage: <http://eusew.eu/data-centres-%E2%80%94-nearly-zero-energy-consumption>

⁷ Piece of news: <https://ictfootprint.eu/en/ictfootprinteu-sustainable-energy-week-0>

The ICFOOTPRINT.eu online community had a relevant growth (e.g. 12 new likes on Twitter), and the project engaged with relevant experts that shortly joined the project (e.g. Derek Webster who became an EAG member).

Training and information provided to the ICTFOOTPRINT.eu online community

During the ICTFOOTPRINT.eu 6th webinar, called New GHG ICT Sector Guidance, SAT-S Ready to Use & Data Centres Standards⁸, the consolidated version of SAT-S was presented, guiding users on utilization of the tool and explaining the expected applications.

Social media messages were published and a newsletter⁹ was launched (see **Figure 18**) to all community members, achieving an open rate of 15,86% and click rate of 5,37%. These messages had call-to-actions for users to try the tool and get their customised report.



Figure 8 Tweet (left) and Newsletter top section (right) promoting SAT-S

3.1.1.3 Plans for the future

As described in chapter 4.1.1, ICTFOOTPRINT.eu is currently working on an extension of the SAT-S: SAT-O, a Self-Assessment Tool for Organizations, allowing them to calculate their overall ICT carbon footprint due to the digital services provided & used by the organisations. SAT-O, to be launched later, in early 2018, will be an evolution of SAT-S, including more complex calculations in the engine, without compromising the simplicity of the user interface. Dedicated communication & training efforts are also being prepared.

3.1.2 Success Stories

Success Stories¹⁰ help ICT players see how their peers have achieved low carbon footprint results and competitive advantages and namely cost reduction. ICTFOOTPRINT.eu has pulled out a catalogue of use-cases in sustainable ICT, organised by stakeholders' profile (Large Enterprises, SMEs, Cities and Public Administrators, Academia and Research Center, other) to make it easier to find peers with low carbon in ICT.

For the moment, the catalogue has published 37 stories published (see Table 5), with 29 new ones from Year 2 (row 9 to 37). Almost 54% of the stories are from industry (14 Large Enterprises and 7 SMEs), with stories from cities representing almost 19% (7 stories) and Academia/Research Centre 24% (9 stories).

⁸ Webinar page: <https://ictfootprint.eu/en/webinar/new-ghg-ict-sector-guidance-sat-s-ready-use-data-centres-standards>

⁹ Newsletter promoting SAT-S:

[http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=46&guid=\\$guid&source=\\$source&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=46&guid=$guid&source=$source&lang=en)

¹⁰ Success Stories webpage: <https://ictfootprint.eu/en/success-stories/>

Compared to the previous year, webpages of success stories had an increased viewage of 248% (from 329 to 817 visits) in terms of page views and 229% regarding unique visitors (from 223 to 511 visitors), a clear sign that this is a popular content from the website.

Table 5 Success Stories available at ICTFOOTPRINT.eu website in Year 2

	Institution	Country	Stakeholder
1	China Southern Power Grid	China	Public Company
2	Malmö city	Sweden	City /Public Administration
3	Linköping city	Sweden	City /Public Administration
4	Lexmark	USA	Large Enterprise
5	Walhalla	Spain	SME
6	BMW Group	Germany	Large Enterprise
7	EARLHAM Institute	UK	Academia/Research
8	Verne Global	Iceland	SME
9	HM Land Registry	UK	City /Public Administration
10	Capgemini	UK	Large Enterprise
11	Deutsche Telekom	Germany	Large Enterprise
12	Equinix	UK	Large Enterprise
13	FCO Services	UK	City /Public Administration
14	Logicalis	UK	Large Enterprise
15	Politecnico di Milano	Italy	Academia/Research Centre
16	PuzzlePhone	Finland	SME
17	ATMAN	Poland	Large Enterprise
18	Fairphone	The Netherlands	SME
19	Jerlaure	France	SME
20	Microsoft	Ireland	Large Enterprise
21	Life.augmented	Switzerland	Large Enterprise
22	Holylake Holy Trinity Primary School	UK	Academia/Research Centre
23	Bedford Drive Primary School	UK	Academia/Research Centre
24	The Business Academy	UK	Academia/Research Centre
25	St Jerome's Catholic Primary School	UK	Academia/Research Centre
26	Digital3RD	UK	SME
27	Beaulieu College	South Africa	Academia/Research Centre
28	University of Coimbra	Portugal	Academia/Research Centre
29	Postbank	Germany	Large Enterprise
30	Sun Microsystems Oracle	USA	Large Enterprise
31	Altron	Czech Republic	SME
32	Telia Sonera	Sweden	Large Enterprise
33	EDF	France	Large Enterprise
34	KPN	The Netherlands	Large Enterprise
35	Goethe University Frankfurt	Germany	Academia/Research Centre
36	Federal Ministry of the Interior	Germany	City /Public Administration
37	Centre of Registers Information Systems	Estonia	City /Public Administration

Stories were carefully selected, publishing only those of relevant actions taken by companies and public organisations, to demonstrate the feasibility and benefits of measuring and improving their ICT footprint by adopting diverse strategies: switching ICT equipment into more energy efficient ones, ICT products with lower carbon lifecycle assessments, public procurement calls amongst others.

3.1.2.1 Collecting & Identifying Sustainable ICT Success Stories

Identifying best practices and success stories in ICT is a challenging exercise. The ICT sector, despite becoming more aware of the importance and competitive advantages to be obtained from green ICT, clearly lacks information on the benefits and policy instruments to facilitate usage. This fact makes market engagement a difficult process.

ICTFOOTPRINT.eu consortium leverage their network, by engaging stakeholders to submit their own stories. Some



Figure 9 Success Stories available in ICTFOOTPRINT.eu

stories were suggested by EAG members, while others were indicated through ICTFOOTPRINT.eu webinar participants, and others collected at events.

Even so, ICTFOOTPRINT.eu performed intensive desktop research, to find stories that would be suitable to be included in this catalogue of excellency. For the moment, the project has identified 20 stories with the potential to be approved by the project partners.

Strategy to promote and collect stories

A continuous newsletter campaign assumed 2 different approaches to promote and collect stores. A dedicated newsletter¹¹ was launched with a call-to-action to all community members to submit success stories on Green ICT of which they were aware, indicating the benefits they could get by becoming visible on the ICTFOOTPRINT.eu platform.

Four newsletters (newsletter 1¹², newsletter 2¹³, newsletter 3¹⁴, newsletter 4¹⁵) invited users to check the new stories published in the catalogue, with distinct copy strategies (see **Figure 10**): indicating the number of new stories, inviting stories from different stakeholder categories to be viewed or a story from a specific organisation, and asking to verify how a certain organisation achieved high monetary savings thanks to energy efficiency.



Figure 10 Success Stories copy strategies implemented in ICTFOOTPRINT.eu newsletters

A piece of news was also published on both the website¹⁶ and LinkedIn¹⁷, with a clear call-to-action inviting users to submit their stories. Plus, specific success stories were also published on LinkedIn, in to raise awareness among community members and trigger interest in these stories. The same strategy was applied on Twitter as well (see **Figure 12**)

¹¹ Newsletter [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=28&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=28&guid=$guid$&source=$source$&lang=en)

¹² Newsletter 1: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=23&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=23&guid=$guid$&source=$source$&lang=en)

¹³ Newsletter 2: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=34&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=34&guid=$guid$&source=$source$&lang=en)

¹⁴ Newsletter 3: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=46&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=46&guid=$guid$&source=$source$&lang=en)

¹⁵ Newsletter 4: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=49&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=49&guid=$guid$&source=$source$&lang=en)

¹⁶ Webpage: <https://ictfootprint.eu/en/news/submit-your-success-story-sustainable-ict-gain-visibility-wide-international-community>

¹⁷ LinkedIn post: <https://www.linkedin.com/pulse/submit-your-success-story-sustainable-ict-gain-visibility-eu/>



Figure 11 Tweets promoting Success Stories

3.1.3 Webinars

Webinars provide training and support on sustainable ICT, demystifying the complexity of adopting green ICT procedures and increase awareness of the inherent benefits and competitive advantages.

ICTFOOTPRINT.eu pulled out 4 exciting webinars (Table 6), with reputable speakers covering a wide diversity of rich topics (Table 7 Purpose of having certain webinar speakers). These webinars reached an above percentage of viewing, a clear signal that they are getting community's attention, not only from Europe (see Table 8 ICTFOOTPRINT.eu webinars organised during Y2 Statistics).

Table 6 ICTFOOTPRINT.eu webinars organised during Y2

N°	Title	Date	Duration	Speakers	Targeted Audience
4	Calculation Tools & ICT Insights on energy saving: SAT-S, Save@Work, GreenSpector	23-02-2017	60min	<ul style="list-style-type: none"> Thomas Corvaisier (Trust-IT Services) Frédéric Croisson (Deloitte Sustainability) Karen Robinson (save@work) 	SMEs and Public Administration/Cities
5	Solutions for Energy Management & Life Cycle Assessment (LCA) in ICT field	27-04-2017	60min	<ul style="list-style-type: none"> Jean-Marc Alberola (ETSI) Fadri Casty & Tereza Léková (ecoinvent) Berina Delalic (multEE) 	SMEs, Public Administration/Cities and SDOs
6	New GHG ICT Sector Guidance, SAT-S Ready to Use & Data Centres Standards	27-06-2017	60min	<ul style="list-style-type: none"> Alex Bardell (Sustainability for London) Silvana Muscella (Trust-IT Services) Andie Stephens (Carbon Trust) 	SMEs, Public Administration/Cities and SDOs
7	Low Carbon ICT: Green Rating Investment Tool, Carbon Fee Report & Data Centers	21-11-2017	60min	<ul style="list-style-type: none"> Jakub Bartnicki (Trust EOC South & Bureau Veritas) Adina Braha-Honciuc (Microsoft) Derek Webster (Data Center Consultancy Andget & former YAHOO EMEA Head of Data Center Development & former EUDCA Board member) 	SMEs and Public Administration/Cities

Table 7 Purpose of having certain webinar speakers

Speakers Categories	
Type	Reason
SDOs	<ul style="list-style-type: none"> Share insights on ICT standards/methodologies, to make them more understandable to an audience without a strong technical background.
SMEs	<ul style="list-style-type: none"> Showcase how their sustainable ICT services helped their clients to decrease levels of carbon footprint in ICT Demonstrate success stories with new insights on how to become sustainable in ICT
Large Organisations	<ul style="list-style-type: none"> Demonstrate their organisations' strategies and initiatives towards low carbon footprint in ICT
Cities	<ul style="list-style-type: none"> Showcase sustainable public procurement policies and other practices are increasing sustainability in their local communities or promoting sustainable behaviours in their local communities.
NPO	<ul style="list-style-type: none"> NPO or EC-funded projects who focus on sustainability and demonstrate tools and behaviours

Speakers Categories	
	that support low carbon footprint mindset

Table 8 ICTFOOTPRINT.eu webinars organised during Y2 Statistics

Title	N° Registrations	N° Video views	N° page views	N° unique page views
Calculation Tools & ICT Insights on energy saving: SAT-S, Save@Work, GreenSpector	60	128	182	123
Solutions for Energy Management & Life Cycle Assessment (LCA) in ICT field	66	162	151	94
New GHG ICT Sector Guidance, SAT-S Ready to Use & Data Centres Standards	41	87	82	58
Low Carbon ICT: Green Rating Investment Tool, Carbon Fee Report & Data Centers	55	90	105	63

So far, ICTFOOTPRINT.eu webinars have had over 350 registrations, with over 1.000 views of webinar videos. Furthermore, the webinar pages already reached 2.600-page views, over 25% of which are not actually from Europe.

Webinar speakers were carefully selected, as the project aimed to have representatives of different types of organisations, covering different fields of sustainability in ICT.

3.1.3.1 Engaging with Webinar speakers

Considering all 7 webinars organised so far, around 21% were from SDOs (e.g. ETSI), while SMEs (e.g. GREENSPECTOR) also had the same representative percentage. Around 26% were from Large Organisations (e.g. Microsoft) and NPO (e.g. EURECA and Sustainability for London), with a lower share of cities & public administration. A priority for the next period is to have speakers from the public administration sector.

ICTFOOTPRINT.eu put a strategy in place to engage with potential speakers and ensure that the project would have experts on board with content appreciated by project community members.

To engage with **NPOs and EC-funded projects**, ICTFOOTPRINT.eu conducted desktop research of all on-going EC-funded projects (e.g. EURECA, multEE, save@work, Trust EPC South) related to sustainability and energy efficiency topics and contacted them one by one to discuss potential synergies.

Regarding **SDOs**, ICTFOOTPRINT.eu counted on the support of members of the EAG group, affiliated to these organisations (former member Lance Ruetimann “The Green Grid”, Andie Stephens “Carbon Trust and GHG Protocol”). In addition, the consortium also contacted some organisations, to invite them to join the webinars (ITU-T and ETSI).

ICTFOOTPRINT.eu also invited some **large organisations** who have adopted relevant strategies to decrease the carbon footprint in ICT. These organisations were identified thanks to periodic desktop research on the latest news of “green IT” practices and contacted directly to propose win-win synergies between both entities.

SMEs are mostly members of the ICTFOOTPRINT.eu



Figure 12 Top section of ICTFOOTPRINT.eu newsletter promoting webinar

marketplace. After being accepted to the marketplace, they are invited to promote their low carbon footprint services to the community, by explaining the service itself and showcasing sustainable success stories from their clients.

3.1.3.2 Promoting webinars to online community

As soon as the **webinar page** has all the information regarding the topics and who will be the speakers, an intensive dissemination campaign is put in place.

A **newsletter** is sent to all ICTFOOTPRINT.eu community members, with 2 iterations. The 1st one uses the newsletter template (see **Figure 12**) and it is sent 1 week before the webinar. The 2nd newsletter is sent the day before the webinar, in the form of a “personal email” and a call-to-action to register for the webinar taking place the following day. This strategy, combined with a copy strategy, allows a peak of subscription to also be obtained on the 2nd iteration of the newsletter.

As a follow-up action after the webinar, an email is sent to all webinar attendees with the link for both the webinar video and webinar report.

Regarding promotion activities using **social media channels**, a **LinkedIn post**¹⁸ is published with information on the next webinar, followed by a 2nd one¹⁹ with the most important insights from the webinar, extracted from the webinar report. On Twitter, tweets promote the webinar with a link either for the webinar page or the registration form. Live-tweeting is also done during the webinar, allowing real-time engagement with the audience. After the webinar, as soon as the report is published, tweets are published inviting the audience to download the file.



Figure 13 Tweets promoting webinars: inviting users to register (left), live tweeting (centre) and invite users to download the webinar report (right).

Participation at events also provided the opportunity to promote webinars taking place soon.

3.1.4 Marketplace Update

This is the business space where sustainable ICT providers meet buyer's requests. It supports the growth of a low carbon footprint ICT market, by helping green suppliers find highly-engaged users, and vice-versa.

During this year the consortium focussed on making the marketplace more user friendly and intuitive, by improving the interface for both non-registered and registered users. A recruitment campaign was also put in practice, achieving 6 new registered sellers compared to M12. More applications were received by more potential sellers, but the consortium approved only those clear to contribute to decreasing carbon footprint.

Besides recruiting users to populate the marketplace, ICTFOOTPRINT.eu promoted the sustainable sellers who are already registered. This activity had two goals: to promote the marketplace itself and

¹⁸ LinkedIn post example: <https://www.linkedin.com/pulse/low-carbon-ict-green-rating-investment-tool-fee-report-eu/>

¹⁹ LinkedIn post example: <https://www.linkedin.com/pulse/low-carbon-ict-green-rating-investment-tool-fee-report-eu-1/>

support the growth of the low carbon footprint ICT market. With this in mind, social media activities were performed. Pieces of news were published as LinkedIn posts²⁰, promoting the sellers from the marketplace and dedicated tweets were launched promoting a specific seller (**Figure 14 Tweets promoting certified sellers from ICTFOOTPRINT.eu marketplace**).



Figure 14 Tweets promoting certified sellers from ICTFOOTPRINT.eu marketplace

Participation at events also provided opportunity to promote the marketplace, not only for potential sellers but also for users who can submit their ICT low carbon requests and find the right support for their needs. Thanks to dissemination efforts, the marketplace section of the website saw an increase of page views of around 65% since M12. Future marketplace developments are described in chapter 4.1.2.

3.1.5 New EAG members

During this year, the EAG onboarded 5 new active members (see **Table 9 ICTFOOTPRINT.eu EAG new members - Year 2**), bringing the total count to 14.

Table 9 ICTFOOTPRINT.eu EAG new members - Year 2

N°	Name	Institution	Role	Country	Info
1	Mark Acton	CBRE Data Centre Solutions	Critical Services Director	UK	Mark has over 25 years' experience in the IT industry and has specialised in the field of Data Centre Operations for over 20 years, concentrating on the delivery of business-critical services from highly reliable, world class Data Centres.
2	Roel Castelein	The Green Grid	EMEA Marketing Chair	Belgium	Roel worked as Corporate Strategist at Microsoft, Autodesk & EMC ² on GoToMarket transformations & global Sales & Marketing operations. Roel volunteers as The Green Grid's EMEA Marketing Chair for the last 5 years.
3	Thomas Corvaisier	GREENSPECTOR	CEO	France	Thomas has been a Green IT and carbon accounting consultant for years. He's now leading the first editor specialized in software eco-design.
4	Steve Horn	Data Centre Alliance	Founder & CEO	UK	Despite have an engineering back ground, Steve has spent the last 20 years in the IT Industry. Steve co-founded Colofinder; a consultancy practice which provides independent data centre search and selection guidance to end user looking for the right providers and services to meet their business needs. Steve also co-found the Data Centre Alliance.
5	Derek Webster	Andget Limited	CEO	UK	Experience providing strategic road mapping for new Data Centre portfolio builds, pre-investment advisory or restructuring for investments and end users. Represented Foreign Direct Investors (FDI) in the Data Centre Country search and site select process

These members were recruited not only due to their expertise, but also as passionate and proactive individuals, whose networks and knowledge will contribute to ICTFOOTPRINT.eu's success.

²⁰ Example of a LinkedIn post promoting marketplace sellers: <https://www.linkedin.com/pulse/visit-our-growing-ictfootprinteu-marketplace-spotlight-eu-1/>

ICTFOOTPRINT.eu made acquaintance with **Derek Webster** during the EUSEW 2017²¹, event where the project was invited to join the panel “Data centres — nearly zero energy consumption”. Thanks to the networking activities performed at the event, ICTFOOTPRINT.eu was able to meet and engage with Derek, who became a speaker on the 7th webinar sharing insight on the sustainability in datacentres, including not only the ICT components but also the importance of building and geographic location where the data centre is located.

On the other hand, ICTFOOTPRINT.eu also recruited members who had been actively involved in the project, as was the case of **Roel Castelein** who had been actively engaging with ICTFOOTPRINT.eu in social media and previously joined the “End-user requirements gathering & validation” meeting in Brussels in Year 1.

Thomas Corvaisier is the CEO of GREENSPECTOR, an exciting SME working on innovation in the green ICT sector thanks to eco-design procedures. Due to his expertise, relevancy of work developed at GREENSPECTOR (which is a certified seller in ICTFOOTPRINT.eu marketplace), Thomas joined the EAG and actively contributed to the 4th webinar.

Finally, **Steve Horn and Marck Acton** were indicated by Rabih Bashrouh, coordinator of the EURECA project, who was one of the webinar speakers, thanks to a synergy established between both projects.

During 2017, the EAG members from year 1 have been contributing to the project, such as Andie Stephens who joined the 6th webinar as a speaker to present the just-launched ICT Sector Guidance for the GHG Protocol Product Standard.

In December 2017, ICTFOOTPRINT.eu organised a meeting call with EAG members, not only to report on progress to date, but also provide feedback on the 1st review results and discuss how EAG could support the project in the upcoming months.

3.1.6 Stakeholders Strategy to Onboard them

Stakeholder engagement forms a key part of ICTFOOTPRINT.eu, since it provides opportunities to further align the project's activities with societal needs and expectations, helping to drive long-term sustainability and shareholder value.

ICTFOOTPRINT.eu has defined different tactics on how to approach each type of stakeholder:





- Engage: engagement activities for stakeholders with whom engagement is mandatory.
- Communicate: communication activities with stakeholders with a high willingness to engage
- Inform: information activities for stakeholders who seek information only instead of a conversation

Table 10 describes the different tactics implemented to engage with ICTFOOTPRINT.eu stakeholders. Engagement activities consist of all efforts where ICTFOOTPRINT.eu had a direct dialogue with a representative of that stakeholder community, while communication ones' regard generalised communication efforts to stimulate stakeholder interest.

Table 10 ICTFOOTPRINT.eu Stakeholder Strategy

ICTFOOTPRINT.eu Stakeholder Strategy Y1 and Y2				
Stakeholder		Objectives	Tactics	Format
	ICT Intensive SMEs	Support SMEs in achieving a low carbon footprint, by providing easy to understand info, on how to implement “green” procedures, indicating the payback and incentives as well	Engage	<ul style="list-style-type: none"> • Social Media channels (Twitter and LinkedIn) promoting project activities and latest pieces of news on green ICT • Events, to showcase the project and how it helps SMEs in their sustainability path • Synergies with relevant NPOs, SDOs and other organisations in low carbon footprint. • Invitations to join EAG, to provide knowledge about

²¹ Piece of news about ICTFOOTPRINT.eu participation at EUSEW: <https://ictfootprint.eu/en/ictfootprinteu-sustainable-energy-week-0>

ICTFOOTPRINT.eu Stakeholder Strategy Y1 and Y2				
		provided by public administrators.		ICT companies. • Survey to better picture what are the challenges hindering the adoption of low carbon footprint procedures
			Communicate	<ul style="list-style-type: none"> • Newsletters with the latest content on green ICT and project activities • Map of ICT Methodologies with fact-sheets • Webinar with practical insights & training in green IT. • Success stories on green ICT • Pieces of news published on the project website
	ICT Suppliers	Give the floor to these organisations and support them in becoming an enabler of ICT adoption, fostering business innovation, while improving energy efficiency levels in Europe!	Engage	<ul style="list-style-type: none"> • Social Media channels (Twitter and LinkedIn) promoting services from certified marketplace sellers and inviting potential companies to apply and become sellers too. • Invitations to join the EAG, to provide knowledge of ICT companies. • Events, identify potential certified sellers and invite them to join the marketplace
			Communicate	<ul style="list-style-type: none"> • Pieces of news/press releases promoting services from certified sellers in the website. • Webinars to showcase ICT suppliers' sustainable services and success stories from their clients. • Success Stories from certified marketplace clients • Newsletters inviting them to join the marketplace
	Public Administrators	Spread the word about sustainable procurement and policies from their municipalities	Engage	<ul style="list-style-type: none"> • Social Media channels (Twitter and LinkedIn) promoting latest news on smart cities, focusing on low carbon ICT. • Events, identify sustainable procurement policies and promote project services • Invitations to join the EAG, to provide knowledge about ICT companies.
			Communicate	<ul style="list-style-type: none"> • Pieces of news/press releases on how public organisations decreased levels of energy consumption in their ICT. • Webinars to showcase success stories on low carbon footprint municipalities • Newsletters inviting them to join the marketplace, showcase sustainable procurements and share updates on the project's initiatives • Success Stories from low carbon ICT cities • Map of ICT Methodologies with fact-sheets
	SDO	Showcase SDO methodologies and gain a role on the Policy Action Plan Strategy Report	Engage	<ul style="list-style-type: none"> • Customised Emails to SDOs to provide feedback on Map of ICT Methodologies and promote them in dedicated webinars. • Invitations to join EAG, to provide knowledge about ICT companies.
			Communicate	<ul style="list-style-type: none"> • Map of ICT Methodologies with fact-sheets in simple language for a non-expert reader, in order to increase the chances of being adopted by new users • Webinars to showcase methodologies and explain how to implement them and obtain benefits. • Social Media channels (Twitter and LinkedIn) to promote a SDO expert who became a webinar speaker.
	Citizens	Provide information on green ICT to those curious	Inform	<ul style="list-style-type: none"> • Social Media channels (Twitter and LinkedIn) promoting latest news on green IT

Aiming to maximise project visibility close to European players from the energy sector, the project published a **2-page article** (see Annex 3: ICTFOOTPRINT.eu article at European Energy Innovation Magazine in the “**European Energy Innovation Magazine**”²² (EEI). The outreach of this publication on the printed magazine, magazine website and social media, goes to 20,000 readers from Industry,

²² European Energy Magazine website: <http://www.europeanenergyinnovation.eu/>

the European Parliament, the European Commission, and to Research Institutes and Universities throughout Europe.

In chapter 0, detailed information is available on the communication strategy for Year 3, which has the main goal of transforming community members into active users of ICTFOOTPRINT.eu services.

3.1.6.1 Establishing strategic synergies

Synergies provide a great opportunity for distinct organisations with a common goal to capitalise their networks and expertise and perform joint win-win activities.

During year 2, ICTFOOTPRINT.eu established multiple synergies (see **Table 11**) to exploit the project communication outreach to wide communities of stakeholders.

Table 11 Synergies established with organisations

Organisation	Type	Synergies / Potential Synergies
ETSI	SDO	<ul style="list-style-type: none"> Joined a webinar as a speaker to introduce ETSI global KPI DCEM Provided feedback on the content available on Map of ICT Methodologies
GHG Protocol	SDO	<ul style="list-style-type: none"> Supported one of ICTFOOTPRINT.eu webinars, where the GHG Protocol Product Standard was presented
IEA	Public Sector	<ul style="list-style-type: none"> IEA invited ICTFOOTPRINT.eu to join IEA Workshop on "Digitalisation and Energy", gaining new insights as to how digitalisation helps to reduce energy consumed.
ITU-T	SDO	<ul style="list-style-type: none"> Joined a webinar as a speaker to showcase sustainable ICT ITU-T methodologies.
Microsoft	Large Organisations	<ul style="list-style-type: none"> Joined a webinar as a speaker to showcase Microsoft Carbon Fee report
Scavenge	H2020 project	<ul style="list-style-type: none"> ICTFOOTPRINT.eu published a piece of news about the project and share insights on eco-friendly and sustainable 5G networks, depending on how the SCAVENGE research work pans out.
Start2Act	H2020 project	<ul style="list-style-type: none"> ICTFOOTPRINT.eu published a piece of news about the project and will share more info in the near future about their Handbook helping SMEs to become energy efficient
Sustainability for London	NPO	<ul style="list-style-type: none"> Joined a webinar as a speaker to share insight on Data Centre standards, reviewing them in relation to energy efficiency and sustainability
The Green Grid	SDO	<ul style="list-style-type: none"> Joined a webinar as a speaker and showcased European EN 50600 Series of Standards
Vmware	Large Organisations	<ul style="list-style-type: none"> Joined a webinar as a speaker and shared insight as to how VMWare works, whilst minimising its ICT corporate footprint, described in VMware's Global Impact Report 2015 - Force for Good.

During this year, ICTFOOTPRINT.eu consolidated partnerships with many of the most relevant SDOs in the sustainable ICT landscape (ITU-T, ETSI and GHG Protocol), who not only supported the project to create a more accurate Map of ICT Methodologies, but also introduced their standards with an accessible language for non-ICT experts.

Plus, ICTFOOTPRINT.eu also caught the attention of some the biggest ICT market players (Microsoft and Vmware), whose expertise gave new perspectives to smaller ICT organisations on how they could start implementing low carbon footprint procedures.

Distinct NPO and H2020 projects also joined efforts with ICTFOOTPRINT.eu, in order to promote the latest exciting developments on ICT sustainability (Start2Act, Scavenge, Sustainability for London).

3.1.6.2 Directly reaching stakeholders at key European Events

With most of the ICTFOOTPRINT.eu services available, year 2 was the right time to increase project participation at different European events (see **Table 12** and **Figure 15**) to reach diverse stakeholders in the sustainability and energy efficiency sectors.

Table 12 ICTFOOTPRINT.eu events during year 2

Event	Topics	Type of Attendees	N° Attendees	When Where	Activities
World Sustainable	Sustainable	Sustainable Energy Community:	700	March 2017	Poster

Event	Topics	Type of Attendees	N° Attendees	When Where	Activities
Energy Days	Energy	large organisations, NPOs, H2020, municipalities, SMEs		Wels-Austria	presentation & Café Booth
SMARTGREENS	Smart Cities and Green ICT systems	Researchers, designers, developers and practitioners interested in the advances and applications in the field of Smart Cities, Green Information and Communication Technologies, Sustainability, Energy Aware Systems and Technologies.	80	April 2017 Porto-Portugal	20min presentation & Café booth
Alliance Green IT symposium	GreenIT	AGIT members	30	April 2017 Paris-France	20min presentation
REMOO. The 7th International ENERGY Conference & Workshop	Mmulti- and cross-disciplinary field of energy	Public authorities, energy agencies, industry associations, businesses, civil society organisations and the media	140	May 2017 Venice-Italy	Presentation on SAT-S paper
Sustainable Energy Week 2017	Environnemen tal information and communicatio n technologies	Industry, researchers and academia, public policy makers.	3.000	June 2017 Brussels-Belgium	Presentation on a panel & networking session
EnviroInfo	Environnemen tal information and communicatio n technologies	Industry, research and education professionals	150	September 2017 Luxembourg-Luxembourg	20min presentation
GtICT Summit 2017	Energy efficiency, carbon footprint and life cycle management of ICT itself.	Researchers, ICT practitioners and its vertical application sectors, equipment and technology providers, the ICT standardization community, and with public policy decision makers	60	October 2017 Paris-France	Table Host, with opportunity to present project points of view about topic discussed
Smart Energy World Summit	Energy Industry	Industry from Energy management sector and policy makers	90	October 2017 Lisbon-Portugal	Café booth
EUROCITIES' Environment Forum	Sustainable cities	Public Policy Makers and Municipalities	50	October 2017 Essen-Germany	Speed-networking session on Green ICT

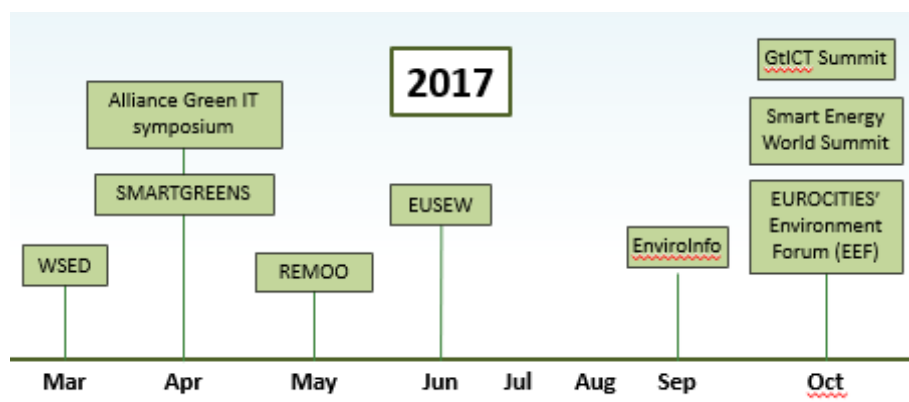


Figure 15 ICTFOOTPRINT.eu presence on external events during Y2

The criteria used to select joint events were the type and size of audience, kind of dissemination activity to put in practice and its potential impact, costs and main theme of the event. ICTFOOTPRINT.eu opted for a diverse selection of activities (see **Figure 16 ICTFOOTPRINT.eu**

dissemination activities at events), such as poster presentation (WSED - **Figure 16 ICTFOOTPRINT.eu dissemination activities at events** left image), networking session (EUSEW and EEF), dedicated presentations (SMARTGREENS, AGIT Symposium, EUSEW, EnviroInfo - **Figure 16 ICTFOOTPRINT.eu dissemination activities at events** center image), paper submissions (REMOO), café booth (WSED, SMARTGREENS, Smart Energy World Summit - **Figure 16 ICTFOOTPRINT.eu dissemination activities at events** right image) and table host (GtICT).



Figure 16 ICTFOOTPRINT.eu dissemination activities at events

Participation at these events had several goals. Besides introducing the project to new individuals and promote its services, these events were great opportunities to expand the ICTFOOTPRINT.eu network and raise awareness on the importance of becoming sustainable in ICT. This way, ICTFOOTPRINT.eu became an active ambassador of low carbon footprint in ICT.

To support dissemination efforts at these events, a brand-new roll-up banner²³ was designed to support engagement activities in the field, providing first level information about ICTFOOTPRINT.eu stakeholders and services (see Annex 4: ICTFOOTPRINT.eu roll-up banner). Plus, flyers were distributed and sustainable ICT gadgets (recycled notepads and trees) were offered to event participants. The café booth concept proved once more a great ice-breaking strategy to approach event participants.

Different events to reach distinct audiences and goals

Thanks to the fact that the ICTFOOTPRINT.eu consortium partners are located in different countries, the project was able to join several events in various countries.

Engagement with **cities and public administrators** was achieved at many events: World Sustainable Energy Days (WSED), SMARTGREENS, EUSEW 2017, GtICT Summit and EURO CITIES' Environment Forum (EEF). Along with introducing the project to event participants, ICTFOOTPRINT.eu increased awareness on the fact that sustainability is also obtained by reducing carbon footprint in ICT. Cities shall can not only adopt sustainable ICT practices but also support its citizens in this quest. This can be done through green public procurement calls and/or providing tax reductions. Besides this, the project established synergies with new organisations, such as the International Energy Agency (IEA) which supports public governments in incorporating balanced energy policies.

The contact with **SMEs and Large Enterprises** took place in WSED, AGIT Symposium, EUSEW, EnviroInfo and the Smart Energy Summit. Goals were to identify organisations whose "green practices" could be included in the marketplace and/or presented in a webinar and promote ICTFOOTPRINT.eu services to those who want to improve their ICT sustainability. In fact, examples of impact achieved thanks to participating in these events were the reception of application to join the marketplace, identification of new success stories and gaining new insights on the latest innovations in green ICT.

²³ Roll up banner: <https://ictfootprint.eu/en/file/960/download?token=01hZFXM1>

Researchers were also contacted by ICTFOOTPRINT.eu by joining events such as SMARTGREENS and REMOO. In fact, the work behind the development of SAT-O caught the interest of this community from a technical point of view. Putting distinct ICT methodologies in practice and implementing them in a simple, easy-to-use tool is not a common occurrence. The publication of the paper in the REMOO Journal is a proof of the pertinence of the tool. More information is available on this in chapter 3.1.1.2.

In Particular, ICTFOOTPRINT.eu had **close contact to key players who are highly involved in green and low carbon footprint in ICT**. The project joined the Symposium event by AGIT, a French organisation of ICT actors who want to make ICT greener. This activity allowed ICTFOOTPRINT.eu to identify success stories, potential suppliers for the marketplace and become aware of new developments in green ICT, such as eco-design of digital services. Soon, AGIT will be a speaker in a ICTFOOTPRINT.eu webinar.

Thanks to newsletter efforts and participation at SMARTGREENS, the project networked with the Green ICT Initiative from IEEE, whose mission is build a holistic approach to sustainability in ICT by incorporation of green metrics throughout IEEE technical domains. ICTFOOTPRINT.eu was invited to join Green through the ICT Summit (GtICT), an event that gathered together the most passionate players in sustainable ICT, not only to discuss opportunities where ICT can be used as a tool to improve environmental and societal functions, but also the energy efficiency sector, carbon footprint and life cycle assessment. ICTFOOTPRINT.eu identified new players in the field and was able to actively contribute to the discussions, which will be considered for the “Green ICT Vision for the Future” declaration that Green ICT Initiative is preparing.

A common result achieved in all these events was the increase in the website’s visitors and social media followers. More detailed information on the impact is described in **Table 13**.

In general, the project was able to communicate its services to stakeholders. The challenge for the next period will be to engage with them and turn them into active end-users of the ICTFOOTPRINT.eu tools (read chapter 4.1).

Event	Activity Performed	Take-aways / Impact
World Sustainable Energy Days	<ul style="list-style-type: none"> ICTFOOTPRINT.eu poster presentation, with special focus on SAT-S and Map of ICT Standards ICTFOOTPRINT.eu café booth. 	<ul style="list-style-type: none"> Received 3 suppliers' applications to join the marketplace First real tests with SAT-S Increase of 46 Twitter followers Established a synergy with International Energy Agency – IEA (invitation to join their workshop April 2017). Potential Synergies with Philips, Copenhagen Centre on Energy Efficiency Identification of contacts to engage on social media
SMARTGREENS	<ul style="list-style-type: none"> ICTFOOTPRINT.eu 20min presentation ICTFOOTPRINT.eu café booth. 	<ul style="list-style-type: none"> Established synergy with IEEE Green ICT initiative and potential synergy IRISA. Possibility to organise, along with SMARTGREENS, a bigger dedicated session regarding EU projects. Identification of potential relevant papers about sustainability in ICT Identification of contacts to engage on social media
Alliance Green IT symposium	<ul style="list-style-type: none"> ICTFOOTPRINT.eu 20min presentation 	<ul style="list-style-type: none"> Established synergy with Green Alliance IT: <ul style="list-style-type: none"> Joining webinar as a speaker; Share success stories; New insights about eco-design applied to ICT services.
REMOO. The 7th International ENERGY Conference & Workshop	<ul style="list-style-type: none"> ICTFOOTPRINT.eu 20min paper presentation on SAT-S 	<ul style="list-style-type: none"> ICTFOOTPRINT.eu introduced to a research audience closely related with energy topics. Potential synergy with researcher from Aachen University Paper abstract published in the Book of Abstracts, distributed to all participants Paper published in Proceedings of the REMOO2017 conference Publication of paper on Journal of Contemporary Energy Identification of contacts to engage on social media
EUSEW 2017	<ul style="list-style-type: none"> Speaker at "Data Centres Nearly Zero Energy Consumption" panel session Green Digital Charter session at Networking village: "Raise awareness on the energy consumption of ICT devices" with scoring methodology. 	<ul style="list-style-type: none"> Established synergy with Derek Webster: webinar speaker and EAG member Potential synergy with Jaume Salom (Catalonia Institute for Energy Research) to promote www.renewit-tool.eu in our website and webinar Potential synergy with Isabella Maschio (European Commission) share insights on Code of Conduct for Data Centres Increase of 10 new Twitter followers Identification of contacts to engage on social media
EnvirolInfo	<ul style="list-style-type: none"> ICTFOOTPRINT.eu 20min presentation 	<ul style="list-style-type: none"> Engagement with experts in the field of green IT, mainly from universities (as the session was dealing with education on green IT). Identification of contacts to engage on social media
GtICT Summit 2017	<ul style="list-style-type: none"> Table Host, who presented the fruits of these 4 per table discussions. 	<ul style="list-style-type: none"> Increased awareness of ICTFOOTPRINT.eu to an international network of sustainable ICT professionals New contacts added for ICTFOOTPRINT.eu database, highly related to sustainable ICT Identification of contacts to engage on social media Consolidation of the synergy established with the IEEE Green ICT initiative
Smart Energy World Summit	<ul style="list-style-type: none"> ICTFOOTPRINT.eu café booth. 	<ul style="list-style-type: none"> Raise awareness on the project (no one was familiar with ICTFOOTPRINT.eu and had never thought specifically about how important role of ICT in energy efficiency and consumption is.) Potential synergy with Building Global Innovators, a network of start-ups in Portugal Identification of Tallinn Science Park Tecnopol, to be contacted later to discuss synergies Identification of papers in Portuguese about decreasing energy consumption in ICT Potential synergies with RNAE - Portuguese Environment and Energy Agencies Association) and Lisboa e-nova (Environment and Energy Agency in Lisbon) Identification of contacts to engage on social media
EUROCITIES' Environment Forum (EEF)	<ul style="list-style-type: none"> Organisation of Speed-networking' session dedicated to green ICT Two 30min roundtables, on what cities can do to become low-carbon in ICT and how ICTFOOTPRINT.eu can support them. 	<ul style="list-style-type: none"> Raised awareness about the importance of cities in becoming low carbon in ICT. Potential synergy with Copenhagen and Antwerp in maybe starting to improve their ICT sustainability.

Table 13 ICTFOOTPRINT.eu activities performed, and impact achieved at events

4 Working towards making ICTFOOTPRINT.eu Sustainable

During the 36-months of its lifetime, ICTFOOTPRINT.eu has been focusing on providing tools, services and useful informative content to the ICT sector to enable it to become more sustainable, by increasing levels of energy efficiency and decreasing the amount of carbon footprint in its life-cycle assessments.

It is crucial to ensure that the legacy of ICTFOOTPRINT.eu lives on after the end of the funding period. All of the effort and challenging work carried out over the past 3 years shall be kept alive and actively contribute to improving sustainability in ICT. Setting the pillars for ICTFOOTPRINT.eu to stand on its own and become sustainable has always been the long-term goal of the project.

The ICTFOOTPRINT.eu consortium is defining a sustainable business model for the project's services and tools, by identifying how key stakeholders will remain interested in re-using/adopting ICTFOOTPRINT.eu services and resources. This exploitation plan will provide the essence as to how ICTFOOTPRINT.eu can really contribute to the European economy, by basing itself on multiple motivation schemes for end-users to join and use ICTFOOTPRINT.eu services. Effectively mobilising all the necessary members of the community, to create an ICTFOOTPRINT.eu ecosystem, is key to this. A preliminary version of the ICTFOOTPRINT.eu business model was first discussed in 2017 (see **Figure 17**) and the final ICTFOOTPRINT.eu sustainability and business plan is fully described in "D3.3: Exploitation plan & sustainability model".

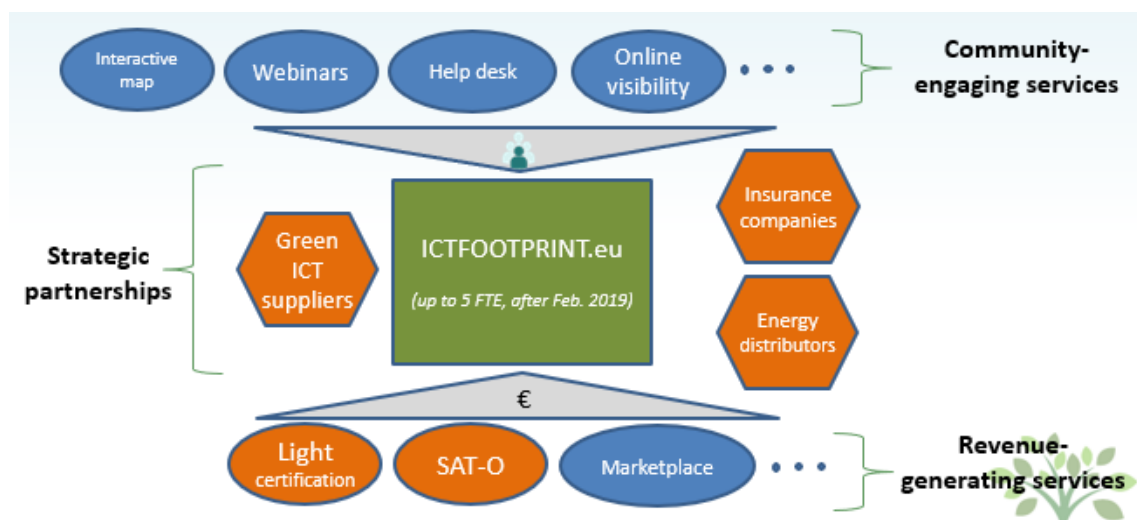


Figure 17 ICTFOOTPRINT.eu first synthesis view of to-be business model

In addition, the project intends to support the definition of a "Policy Action Plan", describing policy measures for ICT footprint for the EU. More information will be available on "D3.4: Policy Action Plan & ICTFOOTPRINT.eu sustainability roadmap", to be submitted by end of the project (M36).

The Communication strategy has played a decisive role on ICTFOOTPRINT.eu sustainability. Clear plans will be put in place to actively support end-user involvement in ICTFOOTPRINT.eu services, which will enable recommendations for the Policy Action Plan to be identified at the same time. The challenge of sustainability will be tackled with pragmatic, focused actions, described in the following chapter.

4.1 Communication Strategy for onboarding an active community

The communication strategy for the remaining months of ICTFOOTPRINT.eu will mainly focus on turning the project community into active end-users of project tools and services (new users of SAT-S & SAT-O, invigorate the Marketplace). ICTFOOTPRINT.eu will continue to widen its network of stakeholders and multipliers (e.g. through success stories and feedback of SAT-S and SAT-O usage)

to gather and collect input for the policy action plan and the sustainable business model under development.

4.1.1 Hands-on Event workshops to onboard SAT-O users: online & on-field quest of users

SAT-O is foreseen to be launched by M25 (February 2018). The tool will allow the calculation of the carbon footprint of an organisation. This is a more complete tool with respect to SAT-S, although it won't comprise the easy usage and interpretation of results.

ICTFOOTPRINT.eu plans to organise a series of free, half-day, hands-on training on the SAT-O, probably in the EU-members states, namely countries where consortium partners (Italy, Belgium and France) or EAG members are based. The goal is not only to provide training to SMEs and cities on how to use and interpret the results provided by the SAT-O, but also have panels of experts who will share insight and expertise on specific topics related to sustainability in ICT.

At the time of completion of this deliverable, two options are kept open:

- Option A: organise a stand-alone workshop, in partnership with third-party organisations
- Option B: organise a workshop at third-party events.

ICTFOOTPRINT.eu is exploring opportunities to organise these workshops in conjunction with organisations in sustainable ICT, located in different geographical areas. Organising these workshops in partnership with local organisations capitalises their network, maximises the dissemination outreach, ensures a significant participation of end-users, enriches the content provided at panels and maximises the final impact.

The value proposition for municipalities, ICT and non-ICT organisations to **join these hands-on workshops** are listed below. The copy strategy to be applied in all communication promoting the event will be based on each value proposition, slightly adapted according to the audience.

- 1) Be familiar with SAT-O, how to use it, and how to interpret the results from the self-assessment;
- 2) Understand why is it important for organisations to become green in ICT;
- 3) Sustainability in ICT: gain insight on to become low carbon in ICT and gain certification;
- 4) Find partners: network with experts who can give you support on their ICT sustainability quest.

A suggested draft agenda for these workshops is illustrated in **Table 14**

Table 14 ICTFOOTPRINT.eu hands-on workshops first draft agenda

Time	Topics
09:00 – 09:30	Registration & Welcome Coffee
09:30 – 09:50	Introduction: Silvana Muscella (Coordinator of ICTFOOTPRINT.eu) "Sustainability in ICT: why your organisations should care about this"
09:50 – 10:10	"The importance of ICT in energy efficiency within the DSM" Speaker TBC
10:10 – 10:40	Panel "How to become low carbon footprint in ICT" Speakers TBC
10:40 – 11:00	Q&A and open discussion
11:00 – 11:20	Networking coffee
11:20 – 11:40	Training Session "Calculate your organisation carbon footprint: Use SAT-O & get your self-assessment report" Frédéric Croisson, Deloitte
11:40 – 11:50	Q&A
11:50 – 12:10	Training Session "SAT-O report: interpretation and follow-up actions" Frédéric Croisson, Deloitte
12:10 – 12:20	Q&A
12:20 – 12:35	Wrap-up & conclusions
12:35	Networking lunch

The ICTFOOTPRINT.eu consortium is currently contacting organisations (see **Table 15**) to discuss delivering these workshops in partnership at their premises. During the following months, ICTFOOTPRINT.eu will also engage with other EU-funded projects and relevant international initiatives. More developments will occur in early 2018.

Table 15 Potential organisations identified for the hands-on workshops

Organisation	Country	Description	Co-located Event
AGIT	France	Association in sustainable ICT	AGIT Symposium
EUROCITIES	Belgium	Network of European Cities	Eurocities KSF
European Digital SME Alliance	Belgium	Network ICT SMEs in Europe	-
GeSI	Belgium	Sustainable world through responsible, ICT-enabled transformation	GeSI event
Green IT Amsterdam	The Netherlands	Energy transition possible with IT for the Amsterdam region	-
Green IT Global Collaboration Network	Switzerland	Sustainability of ICT operations and ICT applications	
TechUK	United Kingdom	International Training Centres	
CIFAL	Switzerland	Environmental sustainability, amongst other topics	
Carbon Trust	United Kingdom	Sustainable future through carbon reduction	

ICTFOOTPRINT.eu will use several communication channels to reach SMEs and cities, also considering that many media and specialised channels cater to larger organisations. A sample of the formats used is provided in the table below.

Table 16 Formats to promote SAT-O workshops and engage with end-users

Action	Description
Social Media	Twitter: tweets inviting potential attendees to join the workshop, using handles of speakers, industry associations, municipalities and multipliers. LinkedIn: LinkedIn posts describing the event, followed by messages posted in key groups
Newsletters	Launch of newsletters with call-to-actions to join the event, with a copy strategy to immediately grab the reader's attention
Press Releases	Dissemination of press releases to local media, industry associations, municipalities, followed by follow-up actions
Webinar	Promote the event in ICTFOOTPRINT.eu webinars
Events	Invite booth visitors /speaker session attendees to join SAT-O workshops that will be organised in the near term

The **impact analysis** of each one of these workshops will be based on the number of:

- 1) Participants, classified by stakeholder;
- 2) New submissions at SAT-O;
- 3) New followers on Twitter, Twitter impressions/interactions and new connections on LinkedIn;
- 4) New requests submitted by new buyers at ICTFOOTPRINT.eu marketplace and/or direct contacts to registered sellers;
- 5) Feedback collected from participants, which will contribute to improve the tool and support the definition of an ICTFOOTPRINT.eu sustainability plan and roadmap.

After the workshop, all participants will be contact by ICTFOOTPRINT.eu with call-to-actions to explore the services provided by the project and invite them to spread the word about ICTFOOTPRINT.eu within their networks.

Information on the impact achieved with these hands-on workshops will be describe in "D4.4 Third annual report on ICTFOOTPRINT communication & outreach activities", to be submitted by end of the project.

4.1.2 Turning the marketplace into a dynamic meeting point

Strategy for the coming months

The marketplace will become a central element of the ICTFOOTPRINT.eu Sustainable Business Model and a central pillar of the sustainability path. In the future, it will be one of the revenue-generating services.

Focus over the following months will be on onboarding effort, that is recruiting buyers/sellers and adding new features. Furthermore, the marketplace will also engage with **Certification Authorities** and **Insurance** companies. The first group consists of organisations that issue certifications on adoption of carbon footprint calculation methodologies by private organisations, while the second will be encouraged to provide a reduced premium on insurance services to organisations that have adopted energy efficiency and sustainable practices.

The already available RFI & RFQ (Request for Information / Quotation) functionalities will be complemented with seller-side **product display views**, to stimulate more product-specific offers & campaigns.

Promotion of the marketplace will be based on some motivational mechanisms for end-users to join the marketplace (see **Table 17**).

Table 17 Marketplace Motivational Mechanisms

Motivational Mechanisms	Description
Marketplace-driven	Involvement of independent certification authorities, to deliver specialised services to the end-users (e.g., certification schemes): <ul style="list-style-type: none"> Suppliers offer a discount to buyers that will calculate their carbon footprint. Go to the next step in green procurement. New business opportunities.
Reputation-driven	Marketplace buyers improve their brand image to clients by looking for a more sustainable supply chain.
Procurement-driven	Improve green-aware reputation thanks to recognition of Green-procurement organisations
Insurance-driven	ICTFOOTPRINT.eu members to get reduced premium on insurance services

The strategy to bring SMEs on board is to highlight how useful the marketplace is to find users for sustainable services (**from the seller perspective**) and how easy it is to find suppliers who can help companies improve their ICT sustainability (**from the buyer perspective**).

ICTFOOTPRINT.eu will engage extensively with SMEs. With 10 million SMEs in the EU, the sector can save €600 billion by 2020 just from lower levels of energy consumption. This represents a relevant competitive advantage for them.

Communication channels, tools and format

ICTFOOTPRINT.eu will tailor messages according to its target audience, using the most suitable communication channels and formats in a way to better recruit users (see **Table 18**).

Table 18 Formats to promote marketplace workshops and engage with end-users

Action	Description
Social Media	BUYER Twitter: general tweets introducing the marketplace, mentioning its value proposition, and specific tweets: <ul style="list-style-type: none"> Promoting specific services provided by sellers Promoting the benefits of adopting some of seller's services: costs, brand image, budget savings. Sharing success stories available on the website & mentioning that the buyer can obtain the same result. LinkedIn: LinkedIn posts promoting services provided by sellers and messages
	SELLER Twitter: tweets highlighting the potential of finding new users by joining the marketplace, mentioning the size of the ICTFOOTPRINT.eu community. LinkedIn: LinkedIn posts highlighting the benefits of joining the marketplace and messages published in ICT low carbon footprint groups, highlighting the benefits.
Newsletters	Launch of newsletters with call-to-actions to join the marketplace, with a copy strategy customised to recruit buyers and sellers.

Action	Description
Press Releases	Dissemination of press releases to local media, industry associations and municipalities, with follow-up actions
Webinar	Promote the marketplace in ICTFOOTPRINT.eu webinars
Events	Invite both buyers and sellers to join the marketplace
SAT-O workshops	Invite all participants to submit their ICT request (buyers) or apply to publish their services (seller)

ICTFOOTPRINT.eu identified networks of ICT and SME associations, who will be contacted directly over the following months, to invite them to join the marketplace (see **Table 19**)

Table 19 Associations to contact to promote ICTFOOTPRINT.eu marketplace

Association	Description	Profile
AGIT	Association that promotes Green IT and all related technologies that are environment friendly	Suppliers
Albanian ICT Association	Network of enterprises working to address the needs of the IT sector	Suppliers & Buyers
CloudWATCH2 concertation mailing list	Mailing list with over 250 contacts of ICT projects funded by the European Commission	Suppliers & Buyers
Compare ICT Cluster	A joint organization for ICT companies in the region. with a prominent position regarding ICT, when it comes to the number of companies and employees. Many of the major ICT companies in Sweden can be found here, as well as a lot of smaller, specialized, consultancies	Suppliers & Buyers
Danish ITC Industry Association (IT-Branchen)	Network of over 500 ICT companies, representing the largest independent association for the ICT business community in Denmark	Suppliers & Buyers
DIGITALEUROPE	Representing the digital technology industry in Europe: world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe.	Suppliers & Buyers
e-Estonia	Network of ICT companies, from e-governance, e-industry, intelligent transport systems, cyber security and the internet of things.	Suppliers & Buyers
Estonian ICT Cluster	Network of ICT enterprises, working together to increase the usability of ICT in other economic sectors of domestic and foreign markets	Suppliers & Buyers
European Cloud Alliance	Network of organisations from the entire cloud value chain	Suppliers & Buyers
European Data Centre Association (EUDCA)	Representing the interests of the European commercial data centre operator community, both politically and commercially.	Suppliers & Buyers
European Digital SME Alliance	European association of the ICT sector exclusively focused on representing the interests of SMEs. The members of the European Digital SME Alliance are national sectorial SME associations from different EU countries. The European Digital SME Alliance represents about 20.000 enterprises across Europe.	Suppliers & Buyers
Fachgruppe Green IT	The Green IT Special Interest Group (SIG) is a vibrant community of 40 dedicated ICT professionals, environmentalists and energy experts within the Swiss Computer Society (SI). They focus on improving the sustainability of ICT as well as supporting greater energy efficiency by leveraging ICT.	Suppliers
Green IT Amsterdam	Green IT Amsterdam consists of about 50 participants and partnering organizations, ranging from datacenter, smart IT, smart energy & research organizations. Green IT Amsterdam makes the energy transition possible with IT for the Amsterdam region.	Suppliers
ICT Cluster Bulgaria	Network of over 300 ICT SME from different segments of the ICT Industry	Suppliers & Buyers
ICT Technology Network Institute	Cluster of Slovenian ICT associations	Suppliers & Buyers
INFOBALT	A locally and internationally recognized representative of the Lithuanian ICT industry. The association has more than 140 members, including national and global businesses, universities, colleges and research institutions involved in ICT education, employing over 10,000 experienced ICT professionals, teachers and researchers	Suppliers & Buyers
Invest Braga	Network of entrepreneurs with a wide spectrum of innovative and technological fields	Suppliers & Buyers
Serbia ICT Cluster	Network of over 3.500 experienced IT professionals working in cluster member companies	Suppliers & Buyers
StartUp Lisboa	Start-up incubator that supports the creation of companies during their first years of activity	Suppliers & Buyers
Tallinn Science	A business environment with more than 200 technology-based companies.	Suppliers

Association	Description	Profile
park Tehnopol		& Buyers
TQ Amsterdam	TQ is a curated tech hub, which helps start-ups towards exponential growth by providing residents & members with the right community, events and facilities. This is a curated space for entrepreneurs, engineers, designers, product managers, and other creative minds working at different types of start-ups from all over the tech industry.	Suppliers & Buyers
UEAPME	Incorporates 67-member organisations from 34 countries consisting of national cross-sectorial SME federations, European branch federations and other associate members, which support the SME family. UEAPME represents about 12 million enterprises, which employ around 55 million people across Europe	Suppliers & Buyers
UKITA	Represents 95% of businesses in the UK Tech, IT and Digital sectors	Suppliers & Buyers

4.1.3 Engaging with ICT experts for holistic webinar approaches

The remaining ICTFOOTPRINT.eu webinars to be organised will benefit from the legacy of a loyal and highly engaged community, due to the richness of the content addressed by prestigious speakers.

Strategy for the following months

Five new webinars will be organised by the end of the funding period. The goal is to bring more people on board to attend the webinars, by continuing to select experts on low-carbon ICT.

Considering the topics addressed in the previous webinars, ICTFOOTPRINT.eu will work on bringing new topics and the latest updates and developments on green ICT to the table. The consortium carries out continuous exploratory research on fresh insights to be spotlighted in the ICTFOOTPRINT.eu webinars. This will avoid repetition and will ensure the audience's attention.

At the time of writing, ICTFOOTPRINT.eu has decided to hold a dedicated webinar on sustainable public procurement and the eco-design of digital services and has already engaged with potential speakers who have shown interest. More topics are also under discussion (see **Table 20**).

Table 20 Future ICTFOOTPRINT.eu webinars work in progress

Topic	Speakers
Ecodesign of digital service	<ul style="list-style-type: none"> Caroline Vateau, Neutreo/ Alliance Green IT: White paper on the ecodesign of digital services Christophe Fernique: The GreenConcept Operation led by CCI Occitanie 1 or 2 testimonies from expert or companies involved in GreenConcept for their feedback
Sustainable Public Procurement	<ul style="list-style-type: none"> Thierry Leboucq: Nantes Green Lab Simon Dupont: Green Elasticity for cloud Martin Dargent: DC scope from EasyVirt
Other topics being discussed	<ul style="list-style-type: none"> Steve Haskew from CircularComputing: sustainable ICT in all life cycle stages Charles Despins from IEEE Green ICT Initiative: goals and developments Mark Acton, from CBRE Data Centre Solutions: ICT sustainable certification Earl McCune, from Panasonic and IEEE: processor can be powered down or up such that it is only powered up when it is working – with no reduction in operating throughput. For data centres where the processor active time is around 30%, in principle this could save 70% of processor power draw.

A **holistic engagement** plan with these experts was drawn up during the second year, with the results to be capitalised in the 3rd. Engagement was based on recruiting speakers at events (Charles Despins, IEEE Green ICT Initiative), members of EAG (Marck Acton, CBRE Data Centre Solutions), social media engagement (Thierry Leboucq, Nantes Green Lab), marketplace (Steve Haskew, CircularComputing), partners network (Caroline Vateau, AGIT) and attendees from previous webinars.

The **value proposition** of these experts to become speakers in webinars will not only be to improve their reputation, but also promote the services/product/work developed by their organisations and therefore increasing brand awareness in a community highly interested in the topic. This will also improve the chances of finding end-users.

Communication channels, tools and format

ICTFOOTPRINT.eu will keep identifying relevant speakers to join future webinars through several engagement opportunities, described in **Table 21**. Speakers will be encouraged to make the presentations in simple language, so that attendees without technical expertise can follow.

Table 21 Engagement and recruitment of webinar speakers

Action	Description
Social Media	Social media research on identifying experts/organisations with innovative services or insights on green IT
Webinar	Invite attendees to contact ICTFOOTPRINT.eu to participate as speakers
Events	Analyse event agenda and engage with event participants to invite them join webinars
EAG	Invite EAG members to become speakers and/or suggest experts from their networks
Media	Read pieces of news on sustainable ICT and invite the individuals involved in the described initiative
Associations	Engage with networks of industry and green ICT
Standards	Dedicated e-mails will be sent to SDOs which have not yet joined the webinars as a speaker

The consortium identified potential events not only to showcase the project's services but also engage with relevant specialists on the topic. This engagement will be performed thanks to the organisation of ICTFOOTPRINT.eu café booths, poster exhibition or speaking sessions. Technical events have been included in the list, as the consortium is expecting to deliver a new scientific paper, focused on the technical development of the SAT-O (see **Table 22**).

Table 22 Potential Events to engage with new speakers

Event	Field	Audience	Where When
Low Carbon Cities	Green Cities	Public Administrators & Public-sector bodies	London, UK February 2018
Sustainability Summit	Sustainability	Business, finance & governance professionals, policy makers & researchers	London, UK March 2018
Conference on Smart Grid, Green IT Energy-aware technologies	Green communications & computing, energy efficiency	Researchers & Academia professionals	Nice, France May 2018
EUSEW	Sustainable energy policy issues	Industry, Public Administrators, Public Policy Makers, NPOs, research	Brussels, Belgium June 2018 TBC
BEHAVE	Low carbon technologies and energy efficiency	Researchers, policy makers and practitioners	Zurich, Switzerland, September 2018
ICSD International Conference on Sustainable Development	Sustainable Development	Scholars, teachers, and practitioners	Rome, Italy September 2018
Green Energy, Green Engineering and Technology	Green Energy, Green Engineering, and Technology	Researchers and Scientists, Training Institutes, Universities and Colleges Students, Companies, Business Entrepreneurs, Self-help group facilitators, Social workers, Teachers, Business delegates and Young researchers	Berlin, Germany September 2018

4.1.4 Maximising networking to enrich the online platform with sustainable ICT practical insights

ICTFOOTPRINT.eu community counts on a diverse and passionate group of individuals, interested in the work produced by the project. The project will exploit this network, by turning them from passive into active contributors. ICTFOOTPRINT.eu is aware that these members are likely to have valuable insights that deserve to be shared with the community.

Table 23 Possible ways for community members to provide sustainable ICT insights

Type of Stakeholders	Possible Activities
Marketplace Sellers	<ul style="list-style-type: none"> Provide articles describing how their services decrease the carbon footprint of ICT services, indicating the competitive advantages that users will gain Submit success stories from their clients who became more ICT sustainable thanks to their services Join SAT-O hands-on workshops as speakers in the panels
Green IT Associations	<ul style="list-style-type: none"> Share success stories from companies associated to their network Join webinars as speakers Share pieces of news or reviews about green it topics or latest updates about the work

Type of Stakeholders	Possible Activities
	<ul style="list-style-type: none"> developed by their organisations Join SAT-O hands-on workshops as speakers in the panels
Public Administrators	<ul style="list-style-type: none"> Showcase their sustainable public procurement through the marketplace or as a piece of news Share success stories from their municipalities or local organisations Join the webinar as a speaker Join SAT-O hands-on workshops as speakers in the panels
Academia/Research Centres	<ul style="list-style-type: none"> Share pieces of news, with an easy-language, about their research Join webinar as speakers
EAG	<ul style="list-style-type: none"> Join SAT-O hands-on workshops as speakers in the panels Share success stories on green IT they might be aware of Join webinar as a speaker
SMEs	<ul style="list-style-type: none"> Provide feedback on the challenges in becoming sustainable in ICT Join SAT-O hands-on workshops as speakers in the panels
H2020 projects	<ul style="list-style-type: none"> Provide articles and tutorials on tools and insights related to low carbon ICT Join webinars as speakers Join SAT-O hands-on workshops as speakers in the panels

4.1.5 Turning the online community into active members

The ICTFOOTPRINT.eu community now has over 3.000 members, surpassing the KPI of obtaining 2.500 members by end of year 2. The goal is to reach 5.000 members by end of the project. Besides opening the community to a wide diversity of stakeholders, multipliers and influencers, it is crucial to turn these members into active end-users of the tools and services.

Active end-users of ICTFOOTPRINT.eu tools and services are buyers and sellers in the marketplace, users of SAT-O and SAT-S, webinar attendees, users of the helpdesk and success story applications.

As described in chapter 4.1.1, hands-on workshops on **SAT-O** will be organised to encourage usage of the tool, supported by social media messages, newsletters, participation in events and the organisation of webinars. It is foreseen that this activity will be put into practice thanks to synergies with networks of ICT SMEs.

Population of the marketplace will be made possible through direct contact with associations and clusters of ICT SMEs, to join as both buyers and/or sellers. As usual, this activity will be supported by other communication efforts, such as newsletters and press releases. More information is available in chapter 4.1.2.

The **Webinar strategy** will consist of recruiting new speakers and increasing the number of attendees per edition. **Table 21 Engagement and recruitment of webinar speakers** provided in chapter 4.1.3, describes how ICTFOOTPRINT.eu will find the right experts to share their sustainable ICT insights.

Regarding the **collection of success stories** for the online catalogue, ICTFOOTPRINT.eu will continue to implement the activities described in chapter 3.1.2. These actions will be complemented by direct contacts with the SME associations listed in **Table 19**, inviting them to submit stories from their clients, or even their own ones.

New contacts collected at events, the SAT-O workshop and webinar attendees will be invited to submit their green ICT questions to the **helpdesk**. This will enable collection of more detailed feedback from end-users not only on ICTFOOTPRINT.eu services, but also the challenges faced in reducing the carbon footprint of ICT.

It should be mentioned that **all members that became active users by using a specific ICTFOOTPRINT.eu tool, will be invited to join/try the other services available from the project.**

Thanks to continuously populating the **ICTFOOTPRINT.eu community database**, which lists all members of the community, the project is able to send customised messages per stakeholder and category profile.

4.1.6 Final event to showcase the Policy Action Plan

The culmination of the ICTFOOTPRINT.eu work will take place at the final event, to be organised at the end of the project. This event will not only widely promote the main outcomes of the project,

benefits and legacy, but also demonstrate how the project supports SMEs, ICT Suppliers, cities and public administrators, in becoming low carbon in ICT.

The event will also identify future steps necessary for the ICT sector to embrace a speedier sustainable ICT approach, by showcasing the ICTFOOTPRINT.eu Policy Action Plan. The document will describe the policy measures for ICT footprint in all EU member states, considering the needs, challenges and opportunities related to ICT sustainability and carbon footprint. Additionally, the plan will include recommendations and a roadmap for the next 5 years.

The final event will ensure the presence of major stakeholders involved in the project and presence of high-level EC representatives. Date and location of the event to be defined during 2018.

4.2 Development of an ICTFOOTPRINT.eu Sustainability Plan

ICTFOOTPRINT.eu is working on a business model for project's services and tools after the projects reaches its conclusion. The plan will demonstrate how key stakeholders will be interested in re-using/adopting the ICTFOOTPRINT services and the related resources for developing new businesses.

The business model will base itself on multiple motivation schema, to effectively mobilise an ICTFOOTPRINT.eu ecosystem. The sustainability will come from animating the marketplace and SAT-O, while no direct cost might not be applied to access methodologies and receive assistance on them. The plan will include the costs of offering the implemented services and the sources of revenues, which will ensure an effective sustainability.

Each project partner will demonstrate how their organisations will contribute to ICTFOOTPRINT.eu services. The individual plans feed the overall project exploitation plan providing a concrete flavour of how ICTFOOTPRINT can really contribute to the European economy. Deliverable "D3.3: Exploitation plan & sustainability model" describes in detail ICTFOOTPRINT.eu Sustainability Plan.

5 Conclusions

ICTFOOTPRINT.eu consolidated not only the tools developed during Year 1 and Year 2, but also its visibility and relevance in the sustainable ICT landscape. The ICTFOOTPRINT.eu website saw a marked increase in interest. Compared to Year 1, the second year of the project grew by 43% in website impressions and 109% in terms of single visitors, being the most popular sections the Map of ICT Methodologies, Success Stories and Helpdesk. It is therefore without doubt that interest from the online community has increased this year, due to the consolidation of services and a careful marketing plan, continuously implemented and controlled.

The project was able to create a diverse community of stakeholders, with over 3.000 members, including multipliers and influencers, thanks to weekly communication activities with content rich insights and the delivery of highly valued services. The project collected new success stories in sustainable ICT, recruited new sellers for the marketplace and users for the SAT-S, launched new webinars with a continuing growth in interest given the reputable speakers from different fields, updated the Map of ICT Methodologies and increased its presence at key European events, which maximised project visibility and enabled direct contact with stakeholders.

ICTFOOTPRINT.eu webinars attracted great interest from the ICT community, expanding outside Europe, by addressing hot topics in green ICT, with reputable speakers from well-known organisations. Several SDO institutions, large enterprises, SMEs and EU-funded projects enthusiastically joined these webinars as speakers. This triggered interest from other experts, who have already contacted ICTFOOTPRINT.eu showing interest to become speakers as well. Furthermore, the new success stories collected, became one of the most popular sections of the website. While being aware that collection of these stories is a demanding task, more use cases will continue to be collected.

The interactive Map of ICT Methodologies, widely appreciated by the community, was updated with updated information, thanks to the feedback collected from SDO professionals and members of the ICTFOOTPRINT.eu External Advisory Group. This activity ensured that stakeholders could easily find in one single place all existing methodologies for green ICT, with updated fact-sheets providing simple information, easy to understand even for people without a specific technical background.

The ICTFOOTPRINT.eu marketplace increased its catalogue of certified suppliers, by approving new sellers who clearly demonstrated how their services support the improvement of sustainability in the ICT sector. The project will continue to work during year 3 to increase the number of members in the marketplace, both on the seller and buyer side, turning this into an active and central element towards the development of a low carbon ICT market.

The development of SAT-S caught interest of both industry and the research community. As well as the organisations which used the SAT-S and obtained first insights of the carbon footprint of their ICT services, the research community recognized the novelty of the tool, by selecting the SAT-S scientific paper to be published in a widely-recognized international scientific magazine on Energy. The experience and know-how built on the development of the SAT-S will contribute positively to the development of SAT-O, an enhanced version of the tool which will allow the calculation of the overall ICT carbon footprint of organisations.

By keeping abreast of the latest topics and key players, ICTFOOTPRINT.eu recruited new EAG members, who provide valuable input on topics relevant to the field, but not yet addressed by the project. This was achieved by directly engaging with experts at several European events and establishing synergies with passionate and skilful experts.

For the next and final year, the main challenge of ICTFOOTPRINT.eu will be to transform its community members into active end-users of the SAT-O. A series of hands-on SAT-O workshops are being prepared, followed by presence at key European events in new geographical areas to promote the SAT-O. Looking at the longer term, the implementation of a sustainable business plan and delivery of a Policy Action plan will ensure that the ICTFOOTPRINT.eu legacy remains alive after the end of funding, by continuing to support the ICT sector improving its energy efficiency and decreasing its environmental impact.

6 Annexes

Annex 1: ICTFOOTPRINT.eu Poster

European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector
www.ictfootprint.eu

The reference platform for promoting the adoption of carbon footprint calculation methodologies in the ICT Sector

WANT TO KNOW HOW TO BE MORE SUSTAINABLE IN ICT?

SELF-ASSESSMENT TOOL FOR ICT SERVICES (SAT-S)
Calculate the Carbon footprint of your ICT services
Useful, free, quick, easy-to-use

- » **Discover** the potential impact of your ICT devices & activities and the main hotspots in terms of GHG emissions and primary energy consumption
- » **Learn more** about methodological principles of quantitative environmental evaluation methods and standards
- » **Make informed decisions** about how to make your ICT services sustainable & energy efficient

In Europe: **10%** of all Energy used
4% of all Carbon emissions

ONLY FROM ICT SECTOR

ICT can save **€600 billion** by 2020 thanks to energy efficiency

WANT TO KNOW MORE ABOUT CARBON FOOTPRINT IN ICT?

MAP of ICT STANDARDS AND GUIDELINES

ABOUT US

A Growing Community

+1.000 Community Members (& growing)

14 ICT Sustainable Suppliers

10 Advisory Group Members

10 Successful Synergies

4 Webinars released (+8 on the way)

5 Languages Helpdesk (EN, FR, DE, IT, ES)

BECOME SUSTAINABLE CHOOSE LOW CARBON ICT
www.ictfootprint.eu/user/register

See how we can help you become ICT sustainable. Watch our video

www.ictfootprint.eu

contact@ictfootprint.eu

[@ictfootprinteu](https://twitter.com/ictfootprinteu)

[linkedin.com/in/ictfootprinteu/](https://www.linkedin.com/company/ictfootprinteu/)

[youtube.com/channel/UC40Hpr8JqlRRQcSEyGnYdg](https://www.youtube.com/channel/UC40Hpr8JqlRRQcSEyGnYdg)

Who Are we?

Trust-IT Services
Communicating ICT to markets

Deloitte Sustainability

EURO CITIES

European Commission

ICTFOOTPRINT.eu has received funding from the European Commission's Horizon 2020 research and innovation programme under the Grant Agreement no 690911.

Annex 2: ICTFOOTPRINT.eu Paper for REMOO Conference

International Conference & Workshop REMOO-2017
ENERGY FOR TOMORROW
10–12 May 2017, VENICE / ITALY

REMOO 2017

ICTFOOTPRINT.eu's Self-Assessment Tool for energy & environmental efficiency in the ICT sector

Laura BARACCHI, Claudio CASANOVI, Paolo LOMBARDI, Silvana MUSCELLA, Alessandro PETROCELLI
Trust-IT Services
Chase Green House, 42, Chase Side, Enfield, Middlesex EN2 6NF, United Kingdom

Frédéric CROISSON
Deloitte Sustainability
185 avenue Charles de Gaulle, 92200 Neuilly, France

Abstract

ICT is probably one of our most powerful and flexible tools for addressing today's great challenges: global warming and exhaustion of resources. However, ICT itself is a considerable source of carbon emissions in the environment, due to e-waste, electricity to power electronic devices, and in particular because of the huge amount of energy needed to keep data centres and the underlying infrastructure up and running. With progressive digitisation of society and business moving to the cloud the ICT environmental footprint is growing dramatically. Researchers and Industry have defined new standards and best practices for ICT sustainability and energy efficiency. Be that as it may, changes must be adopted on a large scale for achieving substantial impact. An estimate of 10 million SMEs in Europe is ICT-intensive. In the quest of raising awareness on ICT's environmental sustainability, and democratising the access to standard footprint calculation methodologies, ICTFOOTPRINT.eu has developed an easy-to-use online Self-Assessment Tool for ICT Services (branded SAT-S) to help SMEs measure the carbon footprint of ICT services, providing them with basic knowledge to raise awareness on environmental footprint methodologies, start addressing the problem and make informed decisions leading to a greener ICT. SAT-S is deliberately simple, and performs simplified evaluation based on life-cycle assessment (LCA) principles and limited to two indicators: GHG emissions and primary energy consumption, following the main methodological principles and rules, as provided by existing standards and methodological guidelines specific to the ICT sector (ITU-T, GHG, etc.). This paper reports on the choices made for the development of the SAT-S tool from the methodological, algorithmic and usability perspectives. Moreover, the paper provides an updated analysis of the ICT methodologies selected in the context of analysing energy efficiency in ICT organisations, ICT products, ICT Goods and ICT Services.



Figure 1

ICTFOOTPRINT.eu Self-Assessment Tool logo

Keywords: carbon footprint in ICT; self-assessment methodologies for SMEs; ICT sustainability; energy efficiency; standards; LCA.

Topic: 09. Energy Management | **Identification number:** 09.143

Annex 3: ICTFOOTPRINT.eu article at European Energy Innovation Magazine



How green can we make IT?

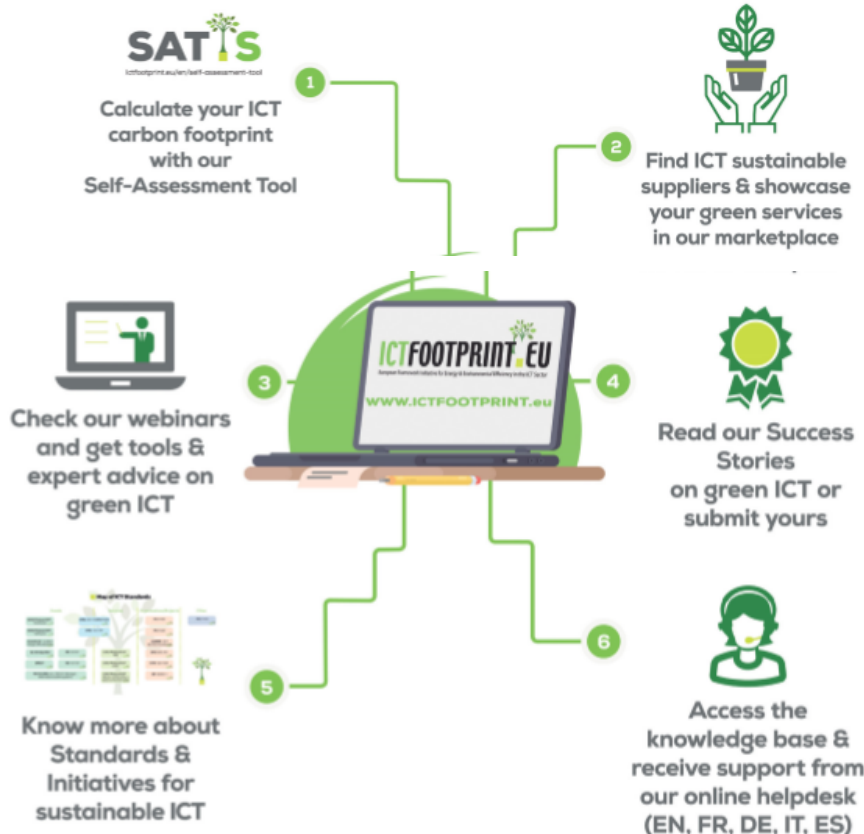
ICTFOOTPRINT.eu - The first marketplace to showcase European ICT excellence in energy efficiency

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

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

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

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



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



For ICT-intensive
Small & Large
Enterprises



For Cities
& Public
Administration



For
SDOs



For ICT
Suppliers



Everyone else
interested in
Sustainable ICT

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

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

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

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

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

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

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

ICTFOOTPRINT.eu helps you becoming energy efficient in ICT ●

Project Partners:

Trust-IT Services Ltd UK, Deloitte Sustainability,
FR & EUROCITIES, BE.

Project Coordinator:

Silvana Muscella s.muscella@trust-itservices.com

Contact details:

Web: <https://ictfootprint.eu/>
Email: contact@ictfootprint.eu
Twitter: <https://twitter.com/ICTFOOTPRINTeu>
LinkedIn: <https://www.linkedin.com/in/ictfootprinteu/>

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Annex 4: ICTFOOTPRINT.eu roll-up banner

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

www.ictfootprint.eu

**THE REFERENCE PLATFORM FOR
PROMOTING THE ADOPTION OF
CARBON FOOTPRINT CALCULATION
METHODOLOGIES IN THE ICT SECTOR**

WE HELP YOU BECOMING GREENER IN ICT

- For ICT-intensive Small & Large Enterprises
- For Cities & Public Administration
- For SDOs
- For ICT Suppliers
- Everyone else interested in Sustainable ICT

OUR SERVICES FOR YOU

1. Calculate your ICT carbon footprint with our Self-Assessment Tool
2. Find ICT sustainable suppliers & showcase your green services in our marketplace
3. Check our webinars and get tools & expert advice on green ICT
4. Read our Success Stories on green ICT or submit yours
5. Know more about Standards & Initiatives for sustainable ICT
6. Access the knowledge base & receive support from our online helpdesk (EN, FR, DE, IT, ES)

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