ICTFOOTPRINT.EU

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

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EUROCITIES

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An initiative of the European Commission

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Trust-IT Services Ltd
Communicating ICT to markets

Deloitte.
Deloitte Développement Durable

The ICTFOOTPRINT.eu initiative, in a nutshell

- Mission

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

- Partners

EUROCITIES

Trust-IT Services Ltd
Communicating ICT to markets

Deloitte.
Deloitte Sustainability

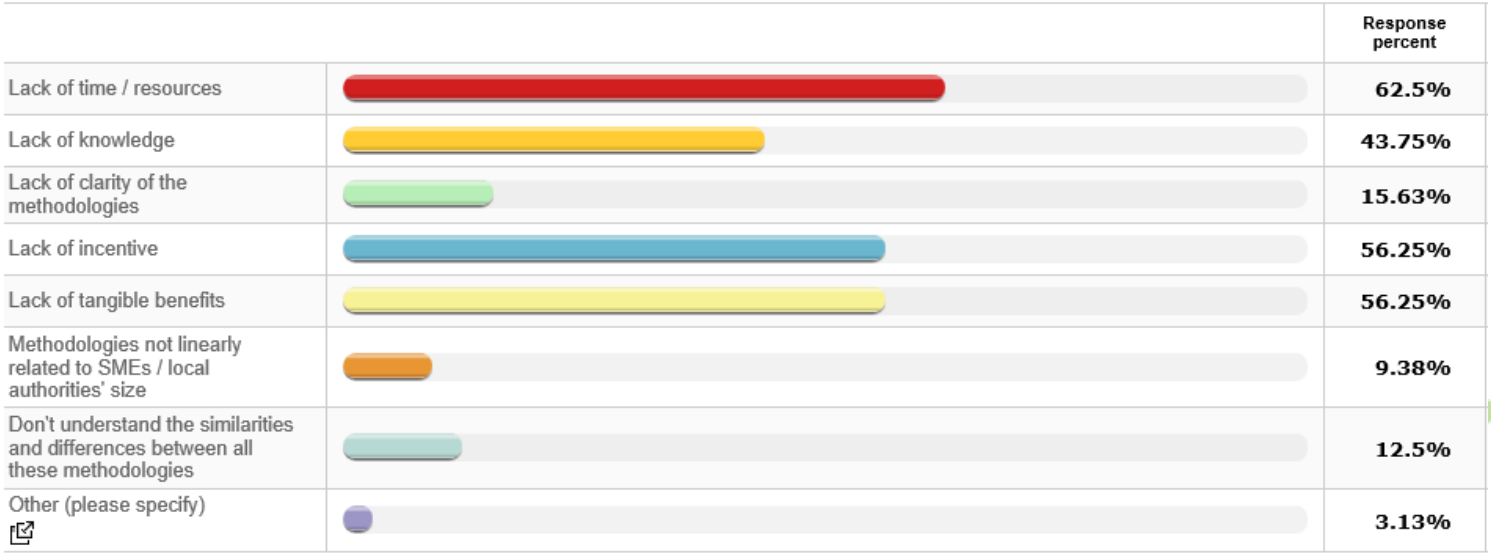
- Support from External Advisory Group –EAG

Context

- ICT sector accounts for around 7.7% of the energy consumption worldwide in 2011 and is expected to increase to 8.1% by 2020
- The use of ICT products has been increasing over the years, as replacement of products from other sectors. The contribution of the ICT sector to global environmental impacts (e.g. energy consumption) is gaining importance

4 challenges

for SMEs & local authorities to assess environmental footprint of a product / services



Results from "End-user requirements gathering and validation" meeting

Who?

International Experts striving for a greener economy.
Filiations: Deloitte Sustainability, ECOS, eG4U, EURECA Project, EUROCITIES, European Commission – DG CONNECT, European DIGITAL SME Alliance, Green IT Amsterdam, Hitachi, TechUK, Telecom Italia, The Green Grid, Trust-IT Services & University of East London

Where?

European Commission premises in Brussels (Belgium)

Outcomes?

50% of companies from survey are unfamiliar about ICT methodoligies related to energy efficiency, which impedes cost reductions and utilmately environmental impact.

Launch of **marketplace** in summer 2016, which will connect the demand and supply side, where players interested in adopting low carbon footprint solutions can match their requirements with solutions available from suppliers

Webinars to facilitate the adoption of a common framework driven by ICTFOOTPRINT.eu

Online services available in December 2016, for free, helping users raise awareness in ICT energy efficiency

ICTFOOTPRINT.eu main goals for next 3 years

Create an **LCE* Support Framework Platform**

Informs end-users of the existence of the methodologies available & supports them in lowering barriers to entry

Raise **awareness**

educate and empower (prospective) SMEs (and all other end-users) with actions and showcases, as well as informative material to **promote green strategies**

Create an **aggregated community**

for solution providers and consumers in the field of energy and environmental efficiency in the ICT sector, with a **marketplace** of opportunities

Design user-oriented, online implementation of **footprinting methodologies**

Develop and implement a **sustainable business model** and leave a **lasting legacy**.

Interface and liaise with the relevant standards bodies (**SDOs**)

Develop a web platform with a **"Service Area"**

targeting SMEs to help assess carbon and energy footprint and share experiences

** Low-Carbon Economy*

ICTFOOTPRINT.eu Stakeholders

Public Administration

Governmental & non-profit institutions interested in shaping policies on carbon footprint reduction methodologies, which want to propose green solutions to ICT-intensive organisations in their territory.

ICT Intensive Small Medium Enterprises

SMEs for which ICT is at the foundation of the various processes the organisation carries out its activities. Do not know where to start nor have the adequate time or resources to pursue energy-efficient products and services.0

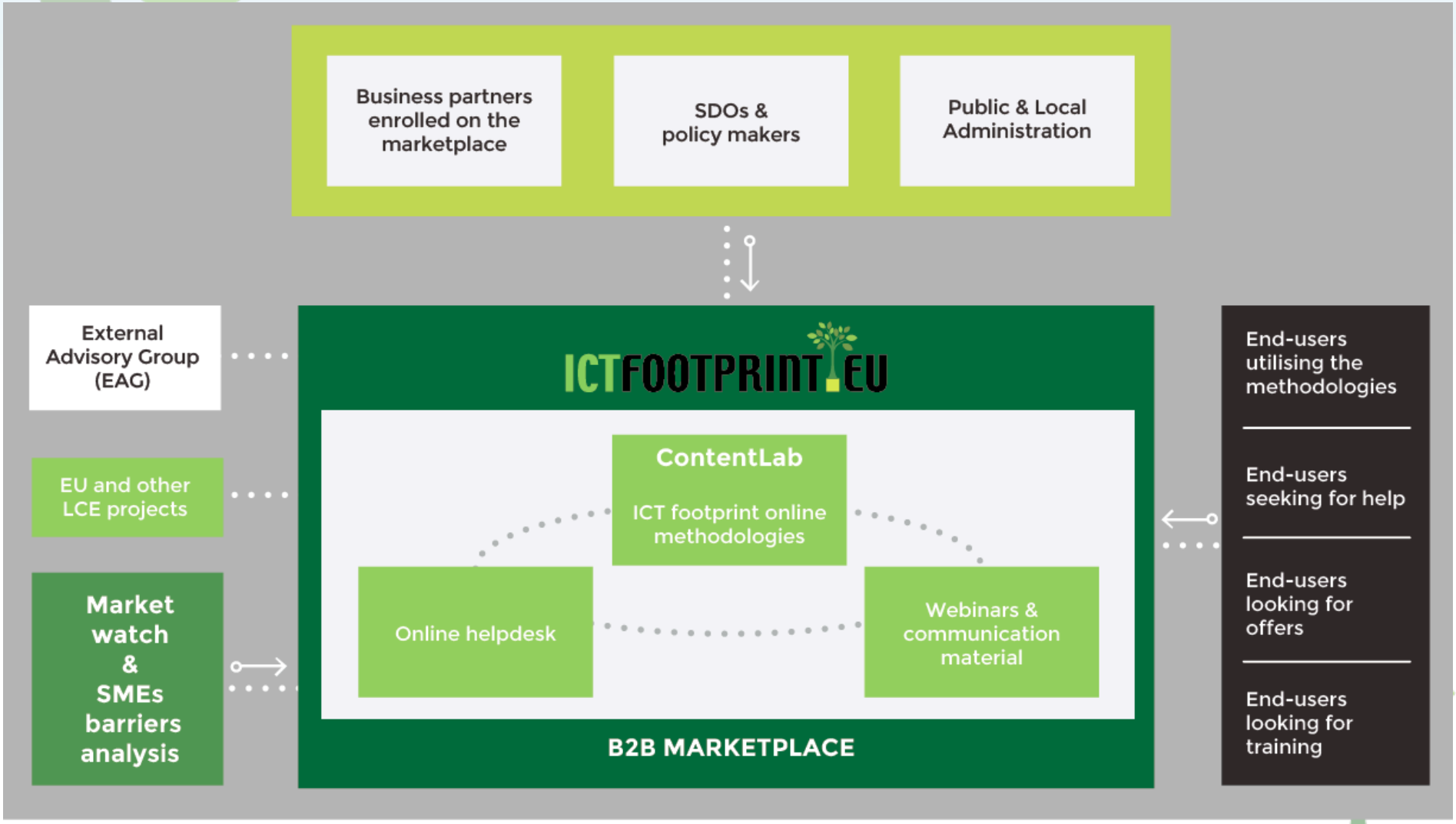
ICT Suppliers

Deliver energy efficiency ICT products & services to business or public organisations. They want to foster the usage of their solutions, searching for new business opportunities with organisations willing to adopt ICT carbon footprint methodologies.

Standard Development Organisations

Standard development organisations which created methodologies, metrics and standards regarding energy efficiency in ICT sector, with interest to promote them close to targeted audience and get feedback from practitioners.

The ICTFOOTPRINT.eu ecosystem



Main Services for Public Administrations & Cities

1 website – ictfootprint.eu

Marketplace	Platform for energy and resource efficient solutions. Facilitate real business opportunities among Cities and ICT suppliers. Window for Public Administration to promote green procurement policies concerning ICT energy efficiency and low carbon footprint solutions.
Self Assessment Centre	**ICT carbon and energy footprint calculation methodologies** that will support and guide Cities in adopting the ICT methodologies based on their profile indicated in the web application;
Help Desk	Online multilingual platform (ENG, FR, DE, ES, IT) to assist Cities in adopting a methodology & making decisions on how to reduce environmental impact & energy consumption.
Best Practices	Examples of how low-carbon footprint solutions can generate cost savings and represent competitive advantage for stakeholders, especially for SMEs and cities. Achieved results, how was it possible and commitments for the future.

How Cities may benefit from ICTFOOTPRINT.eu

As Public Administration

- Showcase Green procurement procedures & policies
- Support Policy Action Plan Strategy
- Feedback on implementation of ICT methodologies framework
- Give competitive advantages to local business industries, by placing incentives for green initiatives
- Go to the next step in their "green engagement" ("the municipality and my local industry is using low-carbon footprint solutions")

As Cities ICT consumers

- Measure city carbon footprint on **self-assessment tool**
- Find ICT "green" solution providers on the **marketplace.**
- Contact **helpdesk** for support regarding energy efficiency in ICT
- **Consult Success Stories** of EU cities which digitized successfully & have reduced their carbon footprint, increasing energy efficiency levels
- **Showcase success stories**

We aim to mobilise a large audience…
…and we have a promising start

600 contacts

Categories	Number	Categories	Number
Academia	6	NGO	21
Association	52	NPO	20
Citizen	81	Public Policy Maker	75
Large Enterprise	18	Research Centre	12
Independent Certification Authorities	1	SDO	5
Media	55	SME	278

- **138 followers**
- **272 tweets**
- **667 impressions (per day last 28 days)**

Audience Interests
77% Tech, 78% Tech News, 67% Business, 66% Scientific News, 60% Entrepreneurship, 54% Green solutions,

Relevant Followers: Centre of Excellence in Information and Communication Technologies, European Commission Directorate-General for Environment, European Energy Innovation Magazine, European Data Centre Association, Global e-Sustainability Initiative (GeSI) European IT Observatory, Startup Challenges, European Environmental Citizens Organisation for Standardisation (ECOS)

- **508 connections**
- **6 LinkedIn posts (385 views + 20 likes)**
- **154 profile views last 90 days**

- **Post readers: 62% ICT, 10% Environmetal Services**

Relevant Connections: Michael V. Mathres (Co-Founder & Director, World Climate), Karen Boers (Co-founder & Managing Director @ Startups.be, Board member & CEO @ European Startup Network)

- **Website**
- **Newsletters**

- **Interviews, Webinars**

Join our community

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Subscribe our Newsletter	contact@ictfootprint.eu
Follow us on Twitter	@ICTFOOTPRINTeu
Connect with us on LinkedIn	linkedin.com/in/ictfootprinteu
Check our presentations	slideshare.net/ICTFOOTPRINTEU
See our videos	https://www.youtube.com/channel/UC40Hhpr8jqlRRQcSEyGnYdg