

Green IT: A New Industry Shockwave

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IT's Carbon Contribution

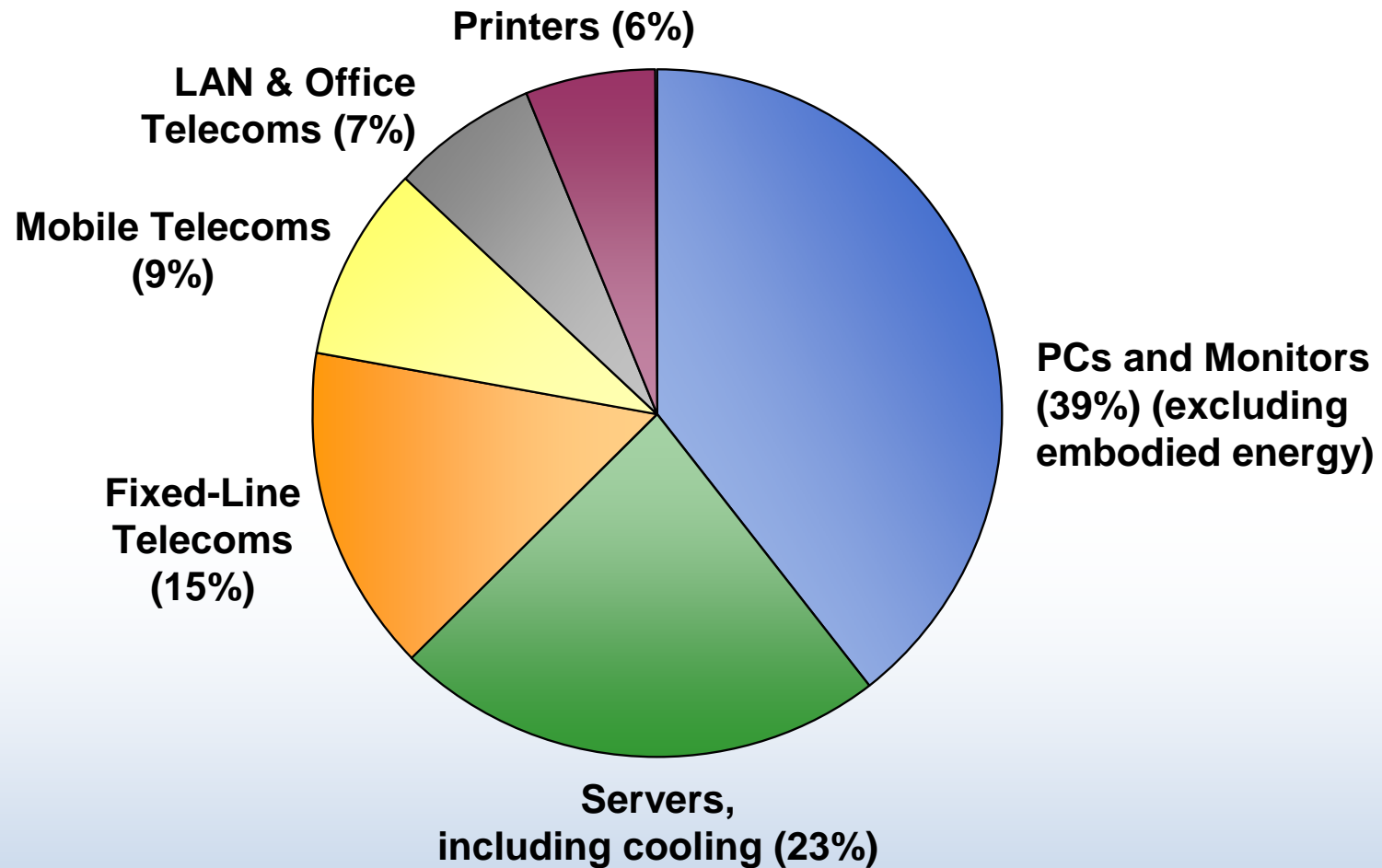
The Bad News: ICT Accounts for Approximately...

2%

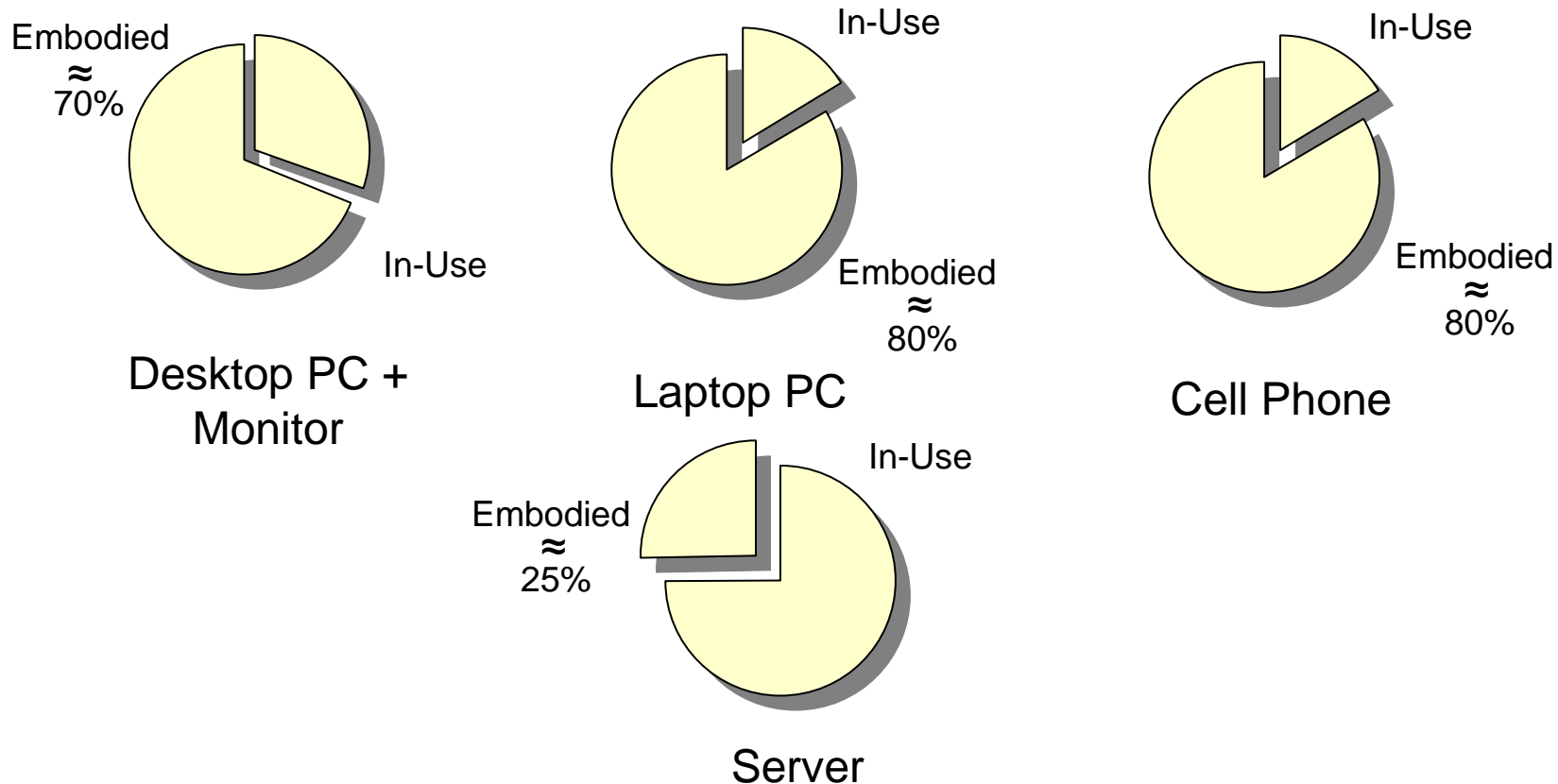
...of Global CO₂ Emissions.



ICT's Global Carbon Dioxide Emissions



The Little Energy Secret



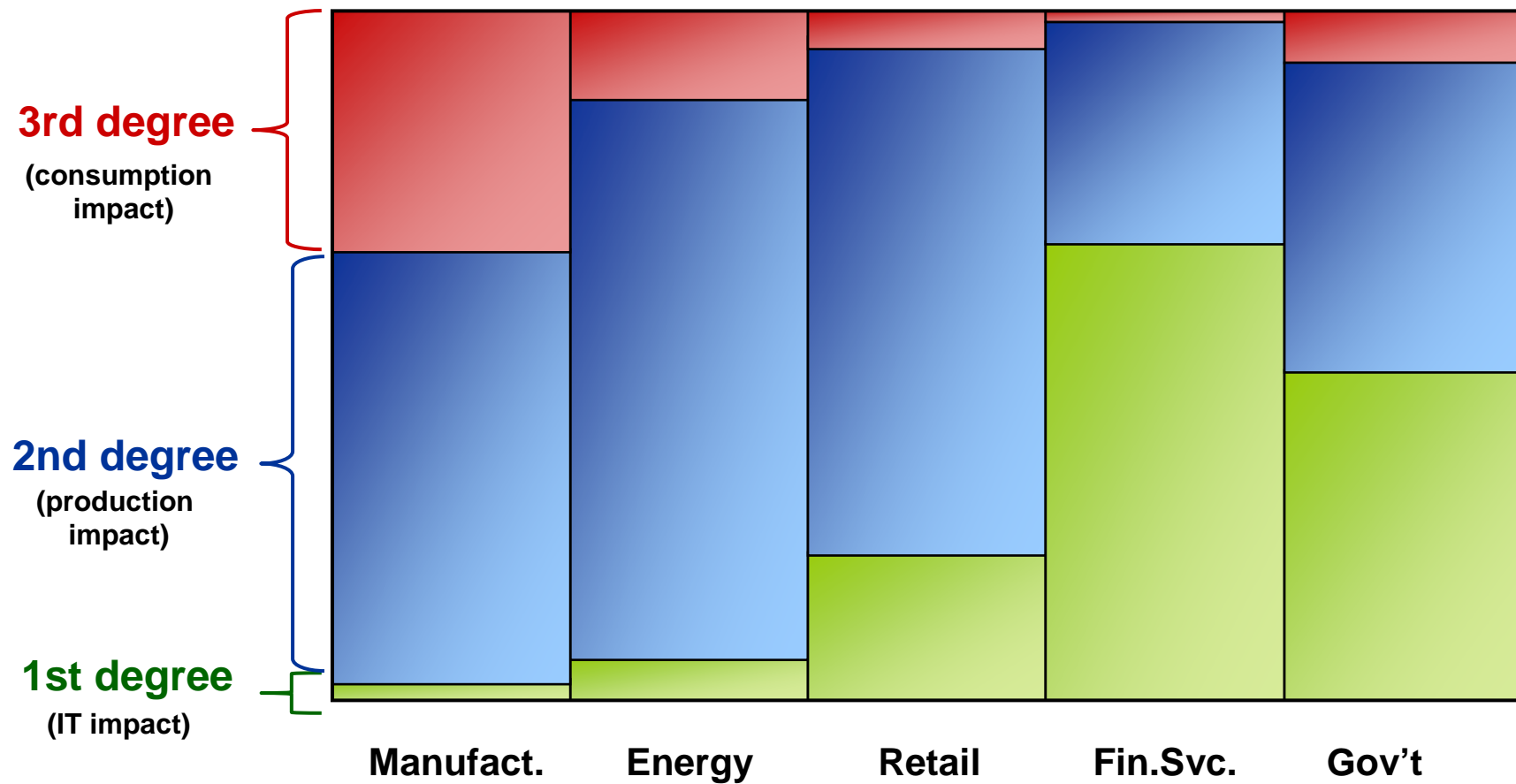
IT hardware vendors don't know the full life cycle energy needs of their products. And they aren't optimising them. Several handset vendors do know and are optimising, and have made substantial improvements as a result.

NB: These are approximations. Further analysis must be done, but the orders of magnitude are "good enough."

Actions

1. Define a Policy and Strategy for First Degree Effects
2. Start Measuring and Analyzing
3. Switch Off Clients When Not in Use
4. Challenge 24x7 Availability Assumptions
5. Reduce IT, Cooling and Power Loads in the Data Center
6. Green Printers and Printing
7. Green Procurement
8. Assess Vendor Environmental Credibility
9. Establish Asset Disposition Policy
10. Green the Staff
11. Start Addressing the Second and Third Degree Impact

Three Degrees of Environmental Impact



Recommendations — It Starts With Measuring

Reduce

- ✓ Consume fewer servers, printers and so forth by increasing utilization — virtualize
- ✓ Stop over-provisioning; improve capacity planning
- ✓ Turn equipment off, turn power management on
- ✓ Print less

Reuse

- ✓ Extend the life of assets by reusing within the enterprise and externally.
- ✓ Use recycled paper

Recycle

- ✓ Ensure and validate the correct disposition of ALL electronic equipment
- ✓ Analyze all waste
- ✓ Buy recyclable products

Remember

- ✓ It is not just about the first degree

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