

The Definition of green ICT CSR (corporate social responsibility) is CHANGING.
Both dumping and manufacturing are changing- brand image, country image "DIRTY IT"
eco-design, purchasing and delivery = CO2 increases.

ITU-T SG5 Results for the first ICT life cycle assesment methodology. Whats next?

Trends:

We are saving, copying and storing far, far too much data.

Pictures, images, video files, CCTV, DNA, fingerprints etc consume significant storage and energy

Applications- take out what you don't need running, duplication

Financial Savings:

Downsize equipment- 1 PC to 1 staff member MAJOR SAVINGS for both equipment purchasing, rental and ongoing maintenance charges.

Laptop consumes 1/4 power of a desktop AND reduced raw material consumption

What is GREEN ICT CSR in 2010?





GREENPEACE

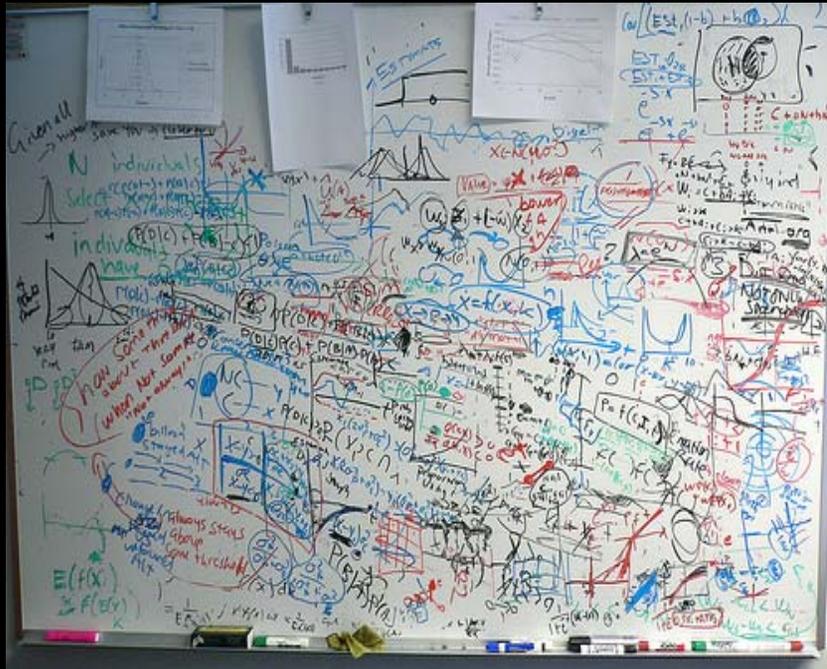
Whats next for UK 2010?

CIO Advanced Green ICT Workbook

Steps for CIOs: PCs, telephony, mobile phones, printers, paper, ink cartridges, servers, data centres code of conduct, paper, ink cartridges, renewable energy, packaging etc.

Greening Gvt ICT Strategy Refresh

Currently underway



UK GOV ICT Spend 14 billion pounds (p/a)

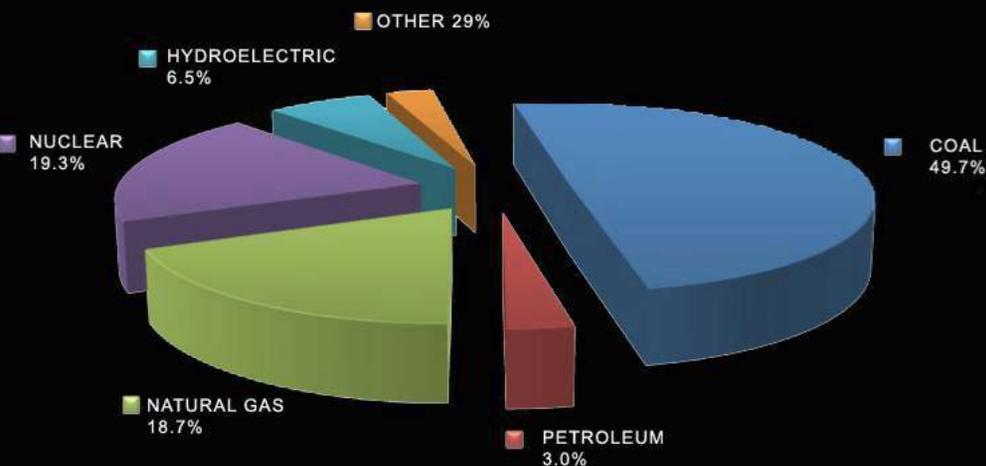
- Greening Government ICT Strategy
- GREEN ICT CO2 Scorecard created w/Gartner
- 18 CIO targets Key objectives set
- 110 CIO Green ICT Roadmaps completed

80% of the actions are being tackled by
60% of CIOs...in year one!



Why should a CIO ask about energy? The Energy Problem: Fuels used to generate electricity

Source: Edison Electric Institute, September 2008



- Natural gas prices increased 300% since 1999
- Coal spot market prices increased 100% since 2003
- Oil prices for electric generators increased 50% from 2003 to 2005
- Nuclear uranium prices increased 40% since 2001

UK Gas and Electricity to increase up to 60% by 2016

Source: Ofcom report Oct 2009