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Green ITC

Risks and Opportunities

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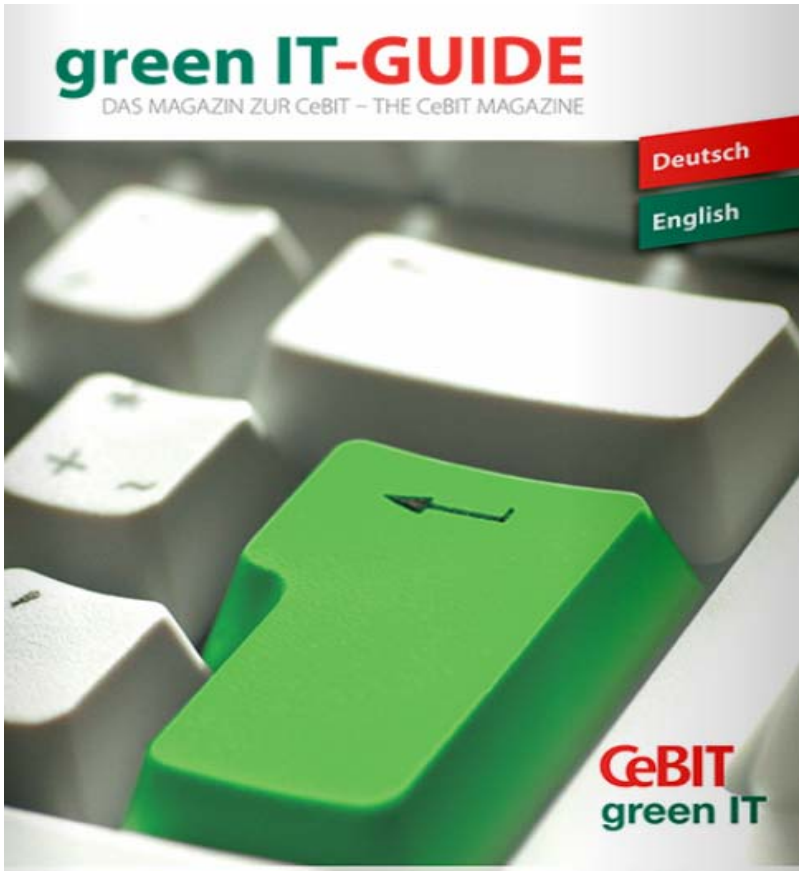
Clean Tech portfolio manager
12/06/08

Green IT

How green is my IT ?



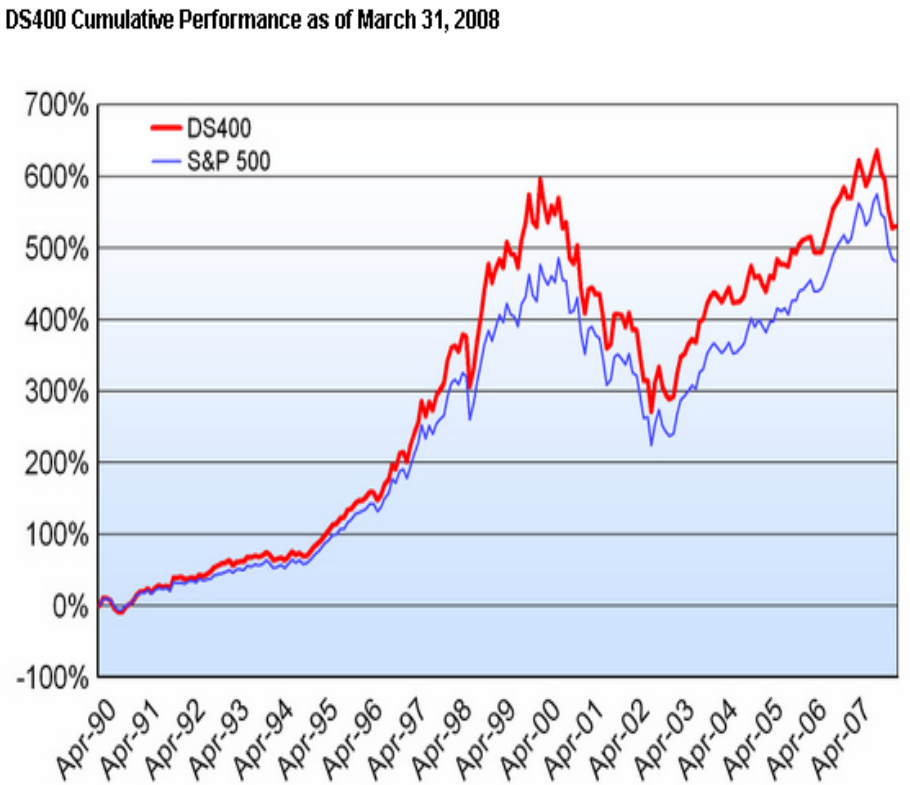
How green is my IT ?

Taking a risk perspective

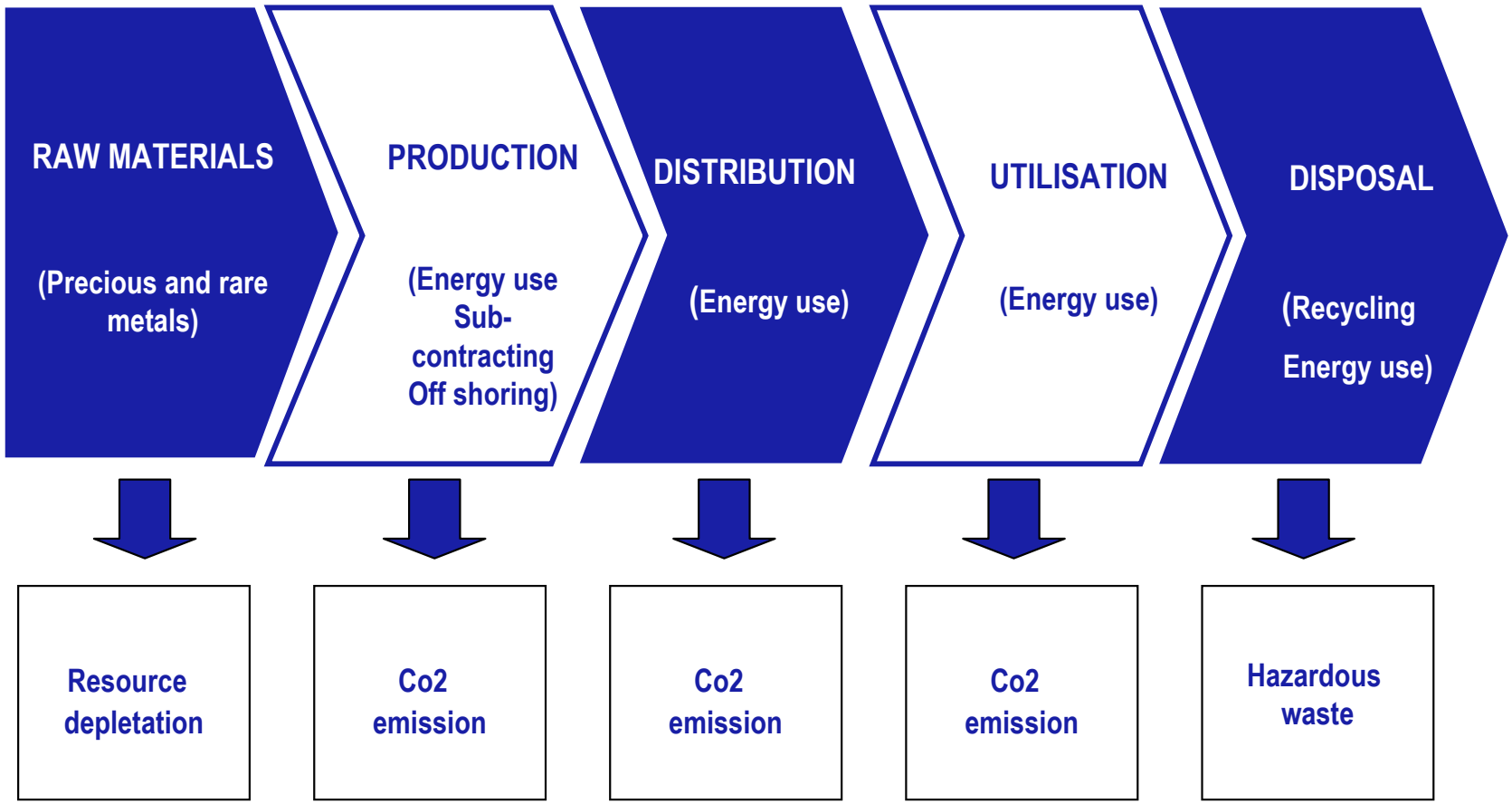
In the 90s – ITC as the cleanest companies …

The ITC, software sector were seen as most sustainable sectors as companies were over represented in the DS400 Index …

KLD - DS400 Index performance

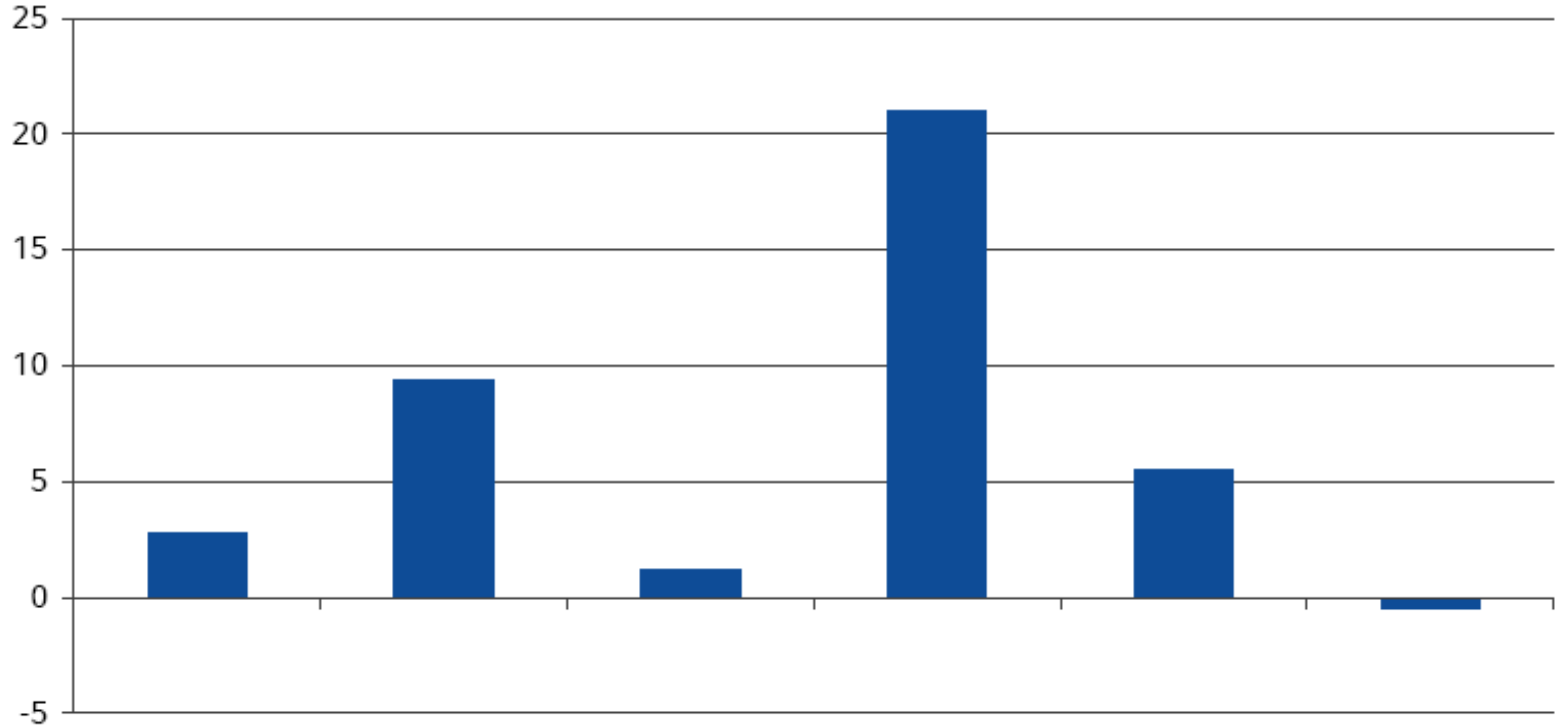


Today – not so clean as it seems…



80 % of CO2 emission under utilisation

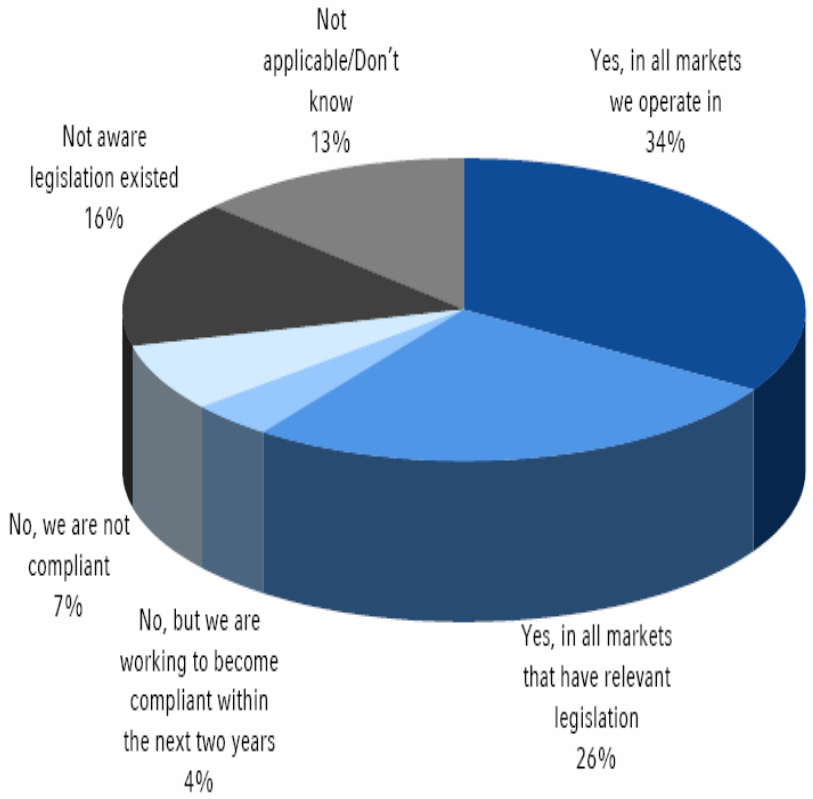
CO_2 footprint of mobile communication
(kg CO_2 equivalent per GSM subscriber per year)



Source Ericsson

Externalities have to be integrated

Is your organisation compliant with any legislation regarding disposal of electronic goods (eg, European WEEE directive)?
(% respondents)



Source Economist Intelligence Unit survey, July 2007

- Regulation as a driver
  - Europe leading in all part of the food chain : REACH, RoHS, EuP, WEEE
  - Exporters have to comply with
- Voluntary initiatives as an option
  - Best practices : GeSI, UN Global compact, EPEAT, CSCI,
  - Labeling : EnergyStar, LEED…
- The market as the sanction
  - BtoC business types: customer trust

How green is my IT ?

Taking a opportunity perspective

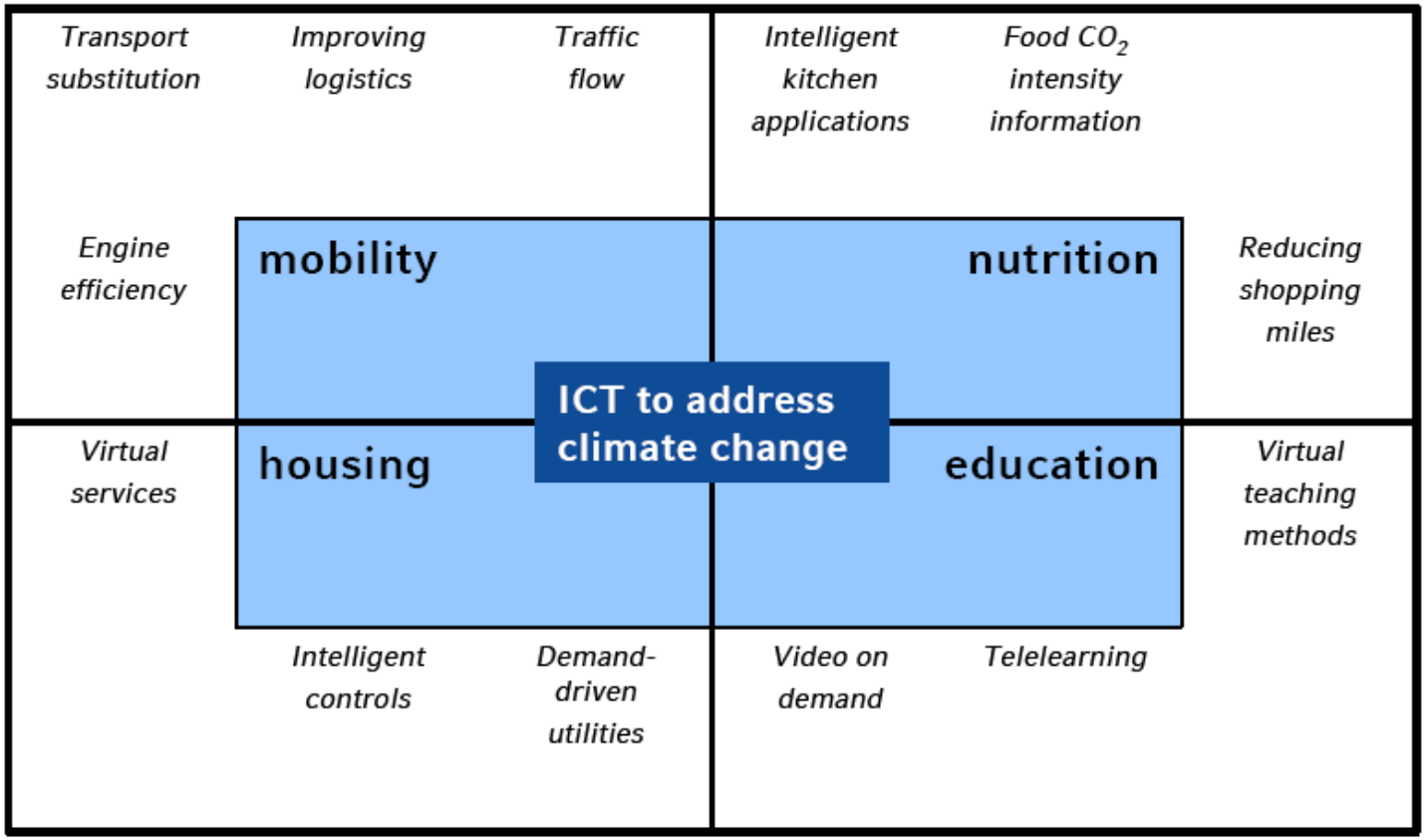
Green washing or settleling the new standards?

RE<C (Renewable Energy Cheaper Than Coal) initiative

by 2010 it will reduce the amount of energy it used in 2005 by 20%
by 2010 to reuse 2 billion pounds of products by the end of 2010.

Or real business opportunity ?

GeSI: Companies in the ICT industry are contributing to climate protection through various consumer- and industry-focused activities



Source GeSI 2007

Mobility : efficiency and substitution

Traffic flows

« Independent research proves that using a TomTom personal navigation solution reduces mileage by up to 16% and travelling time by 18%. »

Transport substitution

- « TANDBERG customers have found that videoconferencing can reduce their need to travel by 30%, while improving their bottom line. A large organization can replace up to 20,000 round-trip and saving 2,200 tons of CO2.»

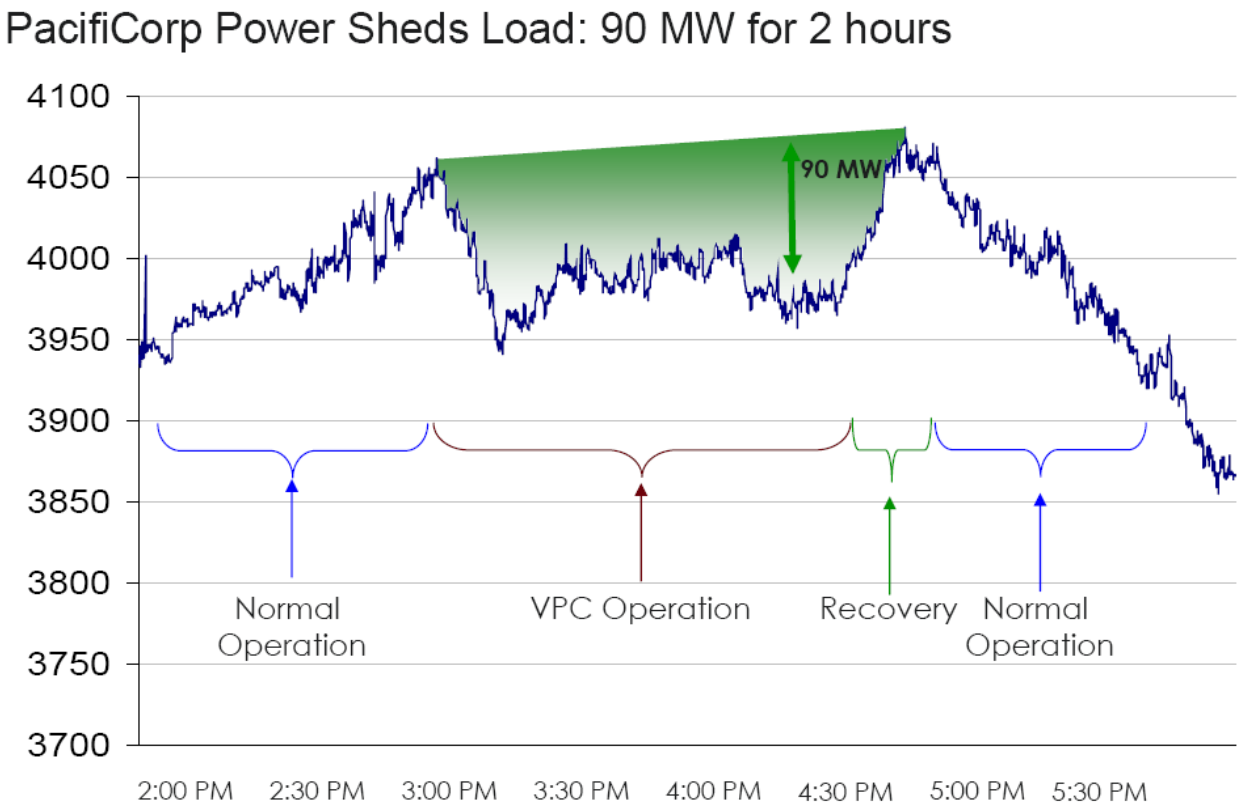
Improving logistic

« Fleet Tracking, Mobile Worker Productivity : ROI 3 months. Agricultural GPS solutions : ROI 5 months »

Housing : do we really need all this energy?

Energy demand management

« 2010 MW of virtual capacity so far. 500 utilities and 4.5 million individual customers»

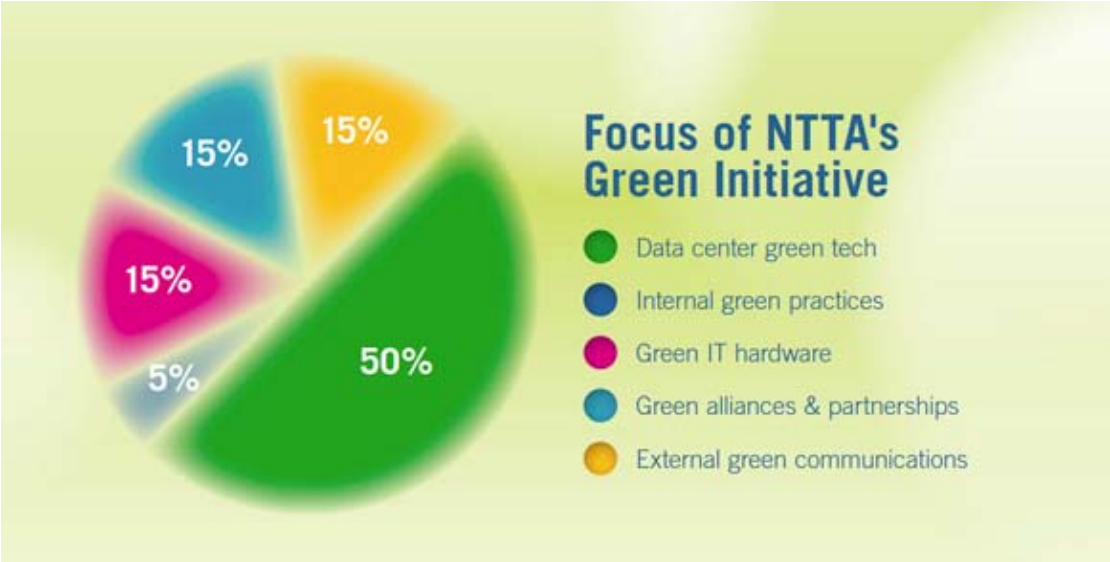
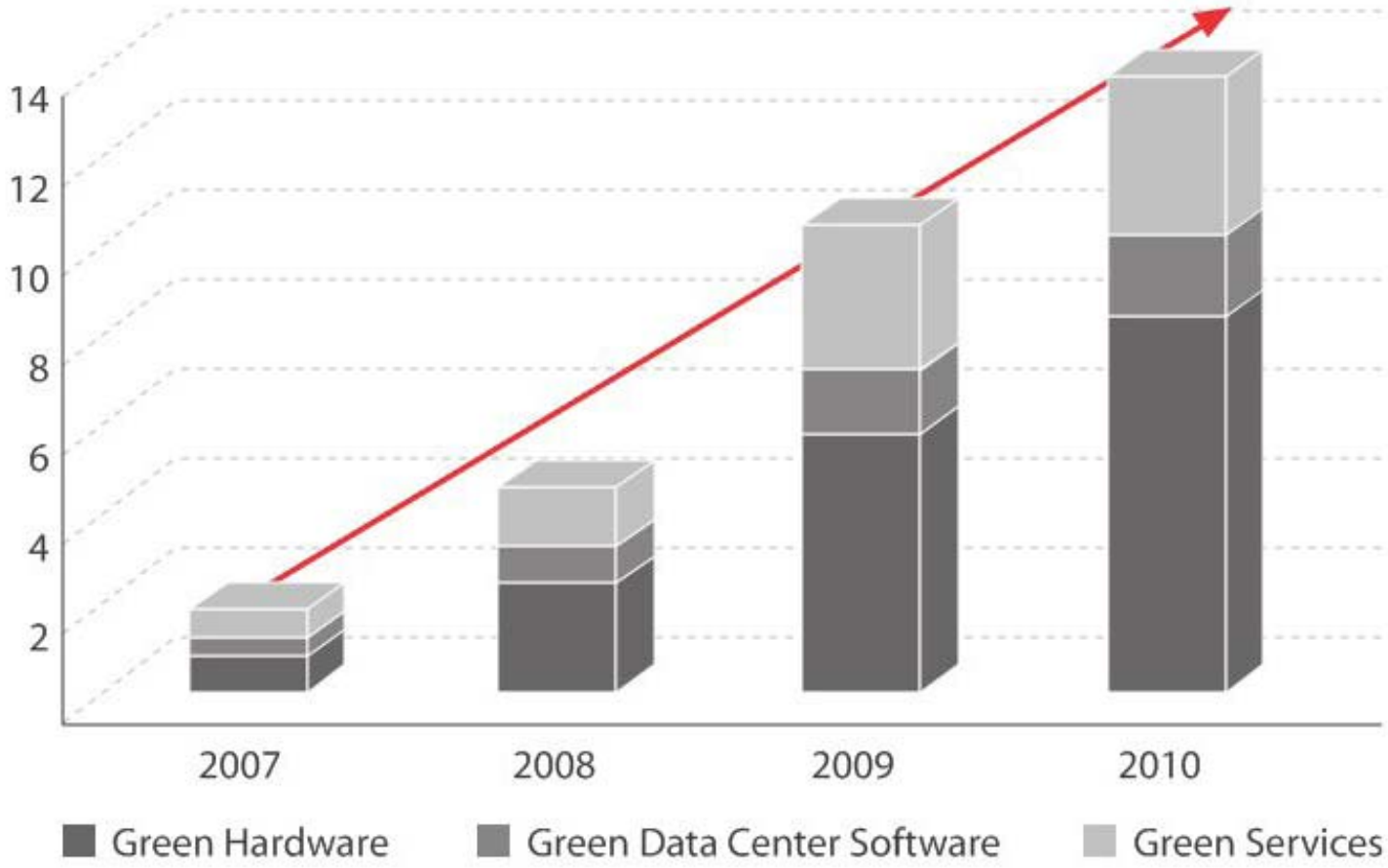


Virtualisation : cleaning my IT

Virtualization for datacenters

« Reduce the energy demands by 80 % for your datacenter by right-sizing your IT infrastructure through consolidation and dynamic management of computer capacity across a pool of servers. »

NTT green initiative policy



The green ITC business growth…