



## **THE GREEN GRID'S VICE PRESIDENT JOINS THE ADVISORY BOARD OF EUROPEAN HORIZON 2020 INITIATIVE ICTFOOTPRINT.EU, AIMED TO MAKE ICT EFFICIENCY MORE ACCESSIBLE**

*ICTFOOTPRINT.eu Analyses Carbon Footprint Methodologies to Help Businesses Save Energy in ICT*

**London – May 17, 2016** – The Green Grid Vice President, Lance Rütimann, will provide ICTFOOTPRINT.eu strategic guidance and feedback on sustainable ICT mechanisms to help organizations understand and improve energy efficiency in their technology estates.

Funded by the European Commission's Horizon 2020 program, ICTFOOTPRINT.eu has constructed a 36-month work plan for businesses from ICT sector, containing practical information related to energy efficiency and carbon footprint methodologies & indicators, advisory bodies for green procurement, and one-on-one help desk services.

ICTFOOTPRINT.eu identified that The Green Grid's Data Centre Maturity Model (DCMM) is one example of a model that can enable data center operators to measure their energy efficiency and identify the on-going steps needed to achieve greater performance.

Roel Castelein, EMEA marketing chair at The Green Grid, commented: "Working with an EU funded project like ICTFOOTPRINT.eu is an excellent opportunity for the Green Grid to share its findings on data center efficiency in Europe with businesses seeking to prioritize their ICT energy efficiency. It is also a great way to engage with the challenges businesses face when making these improvements.

"In our research conducted last year, 62 per cent of respondents state that resource efficiency is important at board level, but 43% see the greatest board challenge in predicting future cost. Over 40 percent of respondents reported running costs and upgrading adding considerable cost to the overall organization. The issue of energy efficiency in modern data center estates clearly remains to be something of a mountain left to climb. ICTFOOTPRINT.eu will be a significant enabler for businesses to peak this challenge by providing the kind of information that drives economically resource efficiency up."

According to [The Climate Group](#), the use of ICT accounts for more than eight per cent of the EU's electricity consumption and up to four per cent of its carbon emissions. ICTFOOTPRINT.eu plans to be part of the process that may reduce these figures by targeting companies unaware of how to improve their energy efficiency, with a particular focus on SMEs.

Cristobal Irazoqui, the European Commission project officer for the ICTFOOTPRINT.eu initiative, says that “ICTFOOTPRINT.eu is a cornerstone in the European Commission’s strategy for spreading the knowledge on how to assess the energy efficiency of the ICT sector; both in terms of Key Performance Indicators and Life Cycle Assessment based standards.”

The Green Grid and ICTFOOTPRINT.eu will meet in the European Commission’s office in Brussels on [May 18th](#) to discuss next steps for their joint project. They will be joined by all project partners and members that make up the [External Advisory Group](#).

For more information, visit [www.ictfootprint.eu](http://www.ictfootprint.eu), and pre-register to receive regular updates on progress in the coming months.

### **About The Green Grid**

The Green Grid is a global consortium of companies, government agencies, educational institutions, and individuals dedicated to advancing resource efficiency in information technology and data centers with a holistic approach, including all IT, facility, and infrastructure systems. As the global authority on resource-efficient information technology and data centers, The Green Grid spans the entire computing and communications ecosystem – from data centers to personal computers – and will continue to provide the global IT industry with metrics, tools, and best practices to improve resource efficiency.

The Green Grid does not endorse vendor-specific products or solutions, and instead seeks to provide industry-wide recommendations on best practices, metrics, and technologies that will improve overall resource efficiencies. Membership is open to organizations at the Contributor, General, or Associate Member levels, and individuals at the Individual Member level.

For more information, visit [www.thegreengrid.org](http://www.thegreengrid.org)

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