

## “ICTFOOTPRINT.eu is the new European initiative for energy efficiency in ICT”

Brussels, 15<sup>th</sup> February 2016

ICTFOOTPRINT.eu ([www.ictfootprint.eu](http://www.ictfootprint.eu)), the European initiative on Energy & Environmental efficiency in the field of ICT (Information & Communication Technologies), has been launched on February 1<sup>st</sup>, 2016. The project shall develop an online platform to support organisations, especially European SMEs, in acquiring a more energy efficient and greener profile.

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### **BRIEF NEWS**

The ICT sector can contribute to a greener world.

Did you know that the use of ICT is currently responsible for 8-10% of the European Union's electricity consumption and up to 4% of its carbon emissions?

ICTFOOTPRINT.eu is a European initiative aiming to support organisations, and particularly SMEs, to understand & improve their energy efficiency when it comes to ICT equipment & services.

ICTFOOTPRINT.eu started its activities in February 2016, with a challenging, engaging & innovative three-year work plan. Ultimately, all organisations will be able to benefit from the ICTFOOTPRINT.eu online services, which will include carbon footprint measurement tools, advisory services to green procurement, and one-on-one help desk services.

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### **PRESS RELEASE**

ICTFOOTPRINT.eu is the European support action in the field of energy & environmental efficiency in ICT. It is funded by the European Commission under the Horizon 2020 Programme (Grant Agreement no 690911) and it aims to create an independent information & services hub for organisations in Europe.

ICTFOOTPRINT.eu, in its 36-month workplan, will deliver a platform with online services in the field of energy & environmental efficiency: These services will include practical information related to energy and carbon footprint methodologies and indicators, advisory services to green procurement, and one-on-one help desk services..

The final goal of the initiative is to support all European ICT players on how they can become energy and environmentally efficient. In particular, ICTFOOTPRINT.eu will support the practical calculation of energy and carbon footprint in ICT (products & organisations), by allowing easy access to methodologies that are internationally recognised and, contextually, help organisations to be efficient & reduce their carbon footprint.

The use of ICT is currently responsible for 8-10% of the EU's electricity consumption and up to 4% of its carbon emissions. With a wise energy and environmental efficiency strategy, the ICT sector can save around 15% of global emissions in 2020, mainly through sectors like transport, energy, industry and buildings. It is urgent that energy efficiency measures are applied in order to counterbalance the expected growth in ICT: ICTFOOTPRINT.eu will strive to contribute to this goal.

Methodologies are already available to stakeholders but their visibility and workability must be improved, and they do not provide, in a simple and usable form, the information and the resources to perform carbon footprint calculations: ICTFOOTPRINT.eu will address this aspect, by developing a high-usability online platform.

Finally, ICTFOOTPRINT.eu will raise awareness among all key stakeholders, namely all ICT-intensive organisations (with a particular attention also to SMEs), ICT industry players, public bodies, policy makers and relevant standard bodies (SDOs), besides all European citizens. In order to reduce barriers to entry, hence allowing adoption by a larger audience, the platform will be translated in 5 languages (English, German, French, Spanish and Italian), making it naturally accessible for almost 58% of all European SMEs.

In more detail, during its 36-month life, ICTFOOTPRINT.eu platform will deliver:

- High quality tools to carbon footprint methodologies, which will guide end-users, to measure their ICT carbon footprint using standards procedures and metrics;
- A help desk, with high-standard response time, providing assistance to organisations interested in using the methodologies @ ICTFOOTPRINT.eu;
- A marketplace for energy & resource efficiency solutions;
- Webinars & communication materials;
- Best practices in adopting ICT footprint methodologies in Europe.

SMEs will receive a special attention, through a continuative set of effective coordination and support actions that aim to raise awareness and develop a large community of end-users. The benefits received from ICTFOOTPRINT.eu will become valuable assets, through cost savings, brand building, lean processes, transparency and external reputation in "green ICT".

**Silvana Muscella**, ICTFOOTPRINT.eu's Coordinator and CEO of [Trust-IT Services](#), believes that *"As an ICT SME understanding my carbon footprint through adopting energy efficient methodologies is key for my future sustainability as a company. I can't wait for ICTFOOTPRINT.eu to provide a place for SMEs, like me, to find low-carbon footprint solutions and, at the same time, incentivise those "green-oriented policy" suppliers to provide products with energy benefits which would be a real win-win for the ICT community at large - I am really excited on embarking on this"*.

**Cristobal Irazoqui**, the EC Project Officer monitoring the ICTFOOTPRINT.eu initiative, says that *"ICTFOOTPRINT is a cornerstone in the strategy by the EC around 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"*.

**Olivier Jan**, partner at Deloitte Sustainability, adds that *“Having worked on environmental footprint methodologies for over 25 years, we see the trends in the ICT-sector as very promising. Robust methodologies to assess the energetic and environmental performance of goods, services and organisations of the ICT-sector have been developed in an open manner by consensus. Now, the challenge is to bring these methods both to strategic and operational levels in businesses (SMEs in particular) for them to be used as a support tool for the improvement of ICT sector’s contribution to sustainable growth in Europe. The ICTFOOTPRINT.eu initiative of the European Commission is key in this process and we are proud to be a part of this initiative”*.

**Nikolaos Kontinakis**, project coordinator, EUROCITIES: *“We have been helping cities share knowledge and experience on energy efficiency and green ICT for many years now. Our Green Digital Charter, for example, has ensured that reducing the direct carbon footprint from ICT is part of the political and technical agenda of 50 major European cities. ICTfootprint.eu will allow EUROCITIES and our members to strengthen our work in this area, and we can’t wait to get started!”*

## ACTORS

ICTFOOTPRINT.eu has received funding from the European Commission’s Horizon 2020 research and innovation programme under the Grant Agreement no 690911, and it is a partnership among 3 European organisations:

- **Trust-IT Services (UK)**: Marketing & research expert fostering ICT innovation across Europe and globally.
- **Deloitte Sustainability (France)**: Centre of excellence and innovation sustainable development.
- **EUROCITIES (Belgium)**: The network of more than 130 major European cities.

Furthermore, ICTFOOTPRINT.eu enjoys advisory support from a highly qualified board of experts in the field of carbon footprint in ICT:

- **The ICTFOOTPRINT.eu External Advisory Group**: A selection of outstanding individuals, highly reputable in the field of energy efficiency in ICT products and organisations.

## LINKS, TAGS & FIGURES

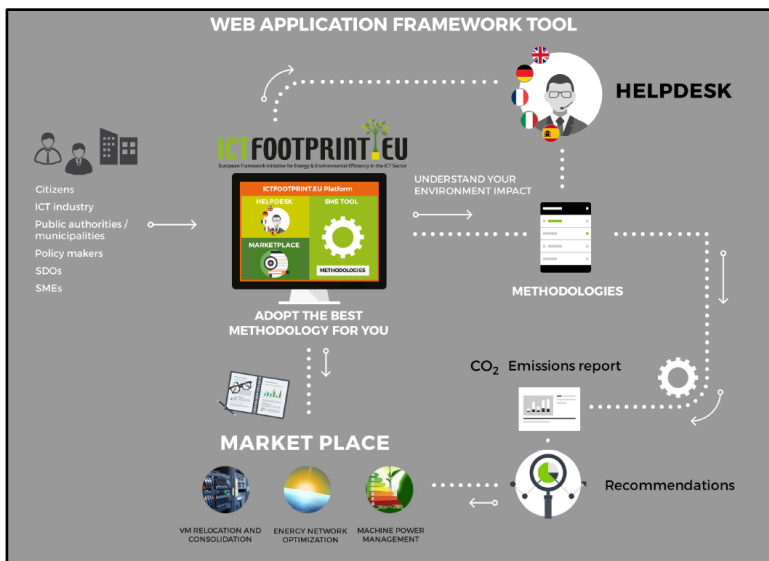
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@GDCharter  
@EU\_Commission



*Are you an SME operating in the ICT sector?*

*Are you an ICT supplier?*

*Are you a public organisation dealing with carbon footprint of ICT?*

*Are you dealing with energy & environmental efficiency in ICT?*

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