BEFORE STARTING

HOUSEKEEPING

- Turn on your system's sound to hear the streaming presentation
- Questions? Submit them into the question box!
- The webinar on Twitter @ICTFOOTRPRINTeu

SPEAKER

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Founder & CEO
Trust-IT Services

Frédéric Croisson
Manager at Deloitte
Sustainability

WHAT IS ICTFOOTPRINT.eu ?

ICTFOOTPRINT.eu is the 36-months **European support action** funded by the **European Commission** under the Horizon2020 in the field of energy & environmental efficiency in the ICT sector

PARTNERS

Supported by

Deloitte.

Deloitte Développement Durable

EURO CITIES

EXTERNAL ADVISORY GROUP (EAG)

We want to help European organisations becoming *sustainable* & increasing their business competitiveness!

How?
Let's find it out in the following slides!

WHO SHOULD BE INTERESTED IN ICTFOOTPRINT.eu?

Small or Medium Enterprise

ICT sector companies

ICT Suppliers

Public administrations

Standard Development Organisations

…or just if you are interested in lowering carbon footprint!

ICTFOOTPRINT.EU

ENERGY CONSUMPTION
HAS AN HUGE IMPACT ON YOUR BUSINESS

DID YOU KNOW?

ICT Sector
Accounts
for a

8-10%

on European electricity consumption

→

40% **PCs & Monitors**

24% **Mobile & Telecommunications**

23% **Data Centers**

13% **Other Energy-Intensive processes**

[Source: Gartner (2009) Gartner Estimates ICT Industry Accounts for 2% of Global CO_2 Emissions]

WHAT CAN AN ENERGY EFFICIENCY STRATEGY DO FOR ME?

Decreasing

1. Production's energy impact

2. Organisation energy impact

Increasing
Your efficiency

Decreasing
Your costs

15%
SAVINGS on GLOBAL EMISSIONS by 2020*

* The Climate Group - http://www.theclimategroup.org/what-we-do/programs/SMART-2020/
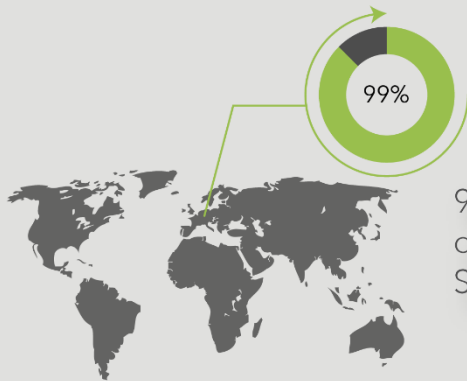
HOW

Calculation Methodologies &
Energy efficiency Strategy

ENERGY EFFICIENCY
CAN LEAD YOUR BUSINESS' GROWTH

ENERGY EFFICIENCY
POTENTIAL IMPACT IN EUROPE

ICT Small & Medium Enterprises in Europe
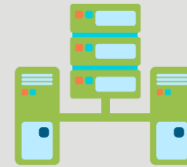
99%

99% of European companies are SMEs

EUROPEAN WORKFORCE

70%

SMEs employ the 70% of European workforce

797.000
SMEs are from ICT sector

5.8
million workers employed by ICT SMEs

55%

SMEs having difficulties when trying setting up **resource efficiecy** actions

ICTFOOTPRINT.EU
European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

MEASURING & TRACKING
WHAT ARE THE BARRIERS, AND WHAT SMEs NEED?

🍃 **Challenges for SMEs and local authorities to assess environmental footprint of a product / service**

 🍃 **Lack of time/resource**

 🍃 **Lack of incentive**

 🍃 **Lack of tangible benefits**

 🍃 **Lack of knowledge**

ICTFOOTPRINT.eu answers to the challenges

🍃 **Simplicity**   🍃 **Useful and intuitive tools**

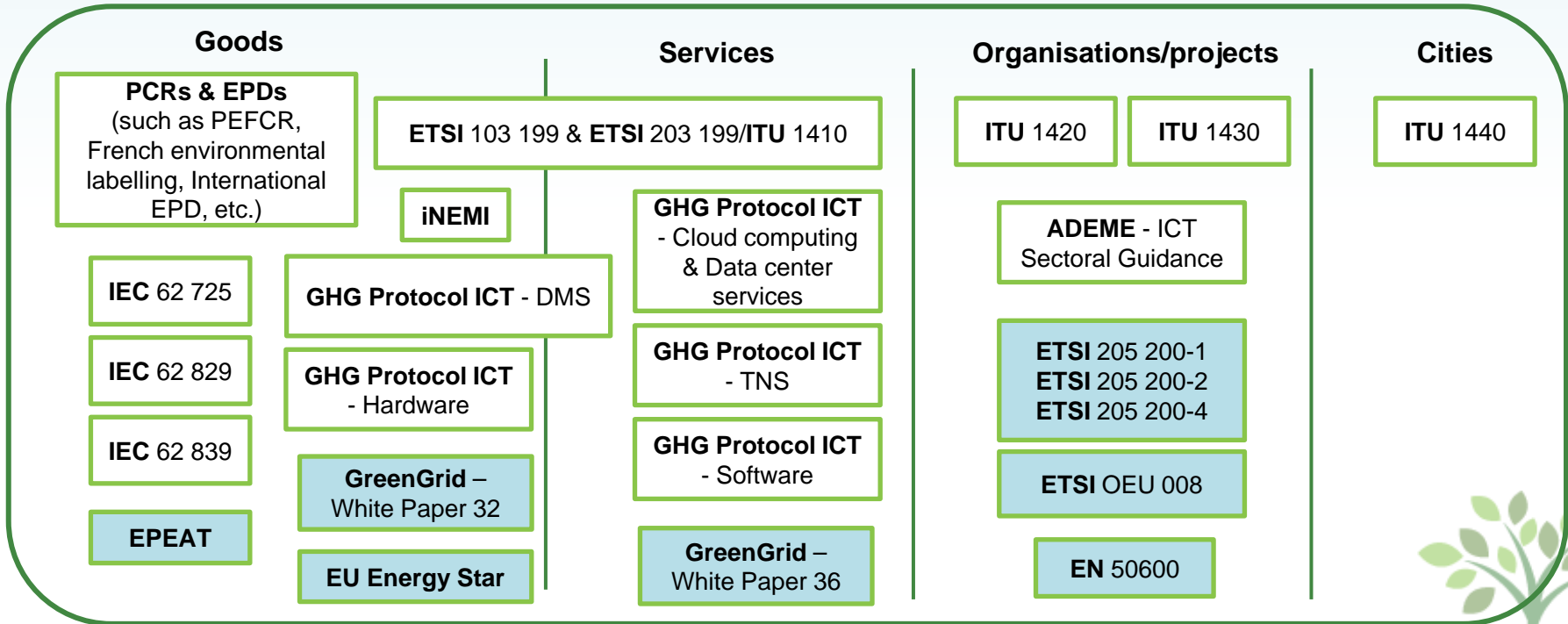🍃 **Demonstrate the business value**   🍃 **Awareness**

MEASURING & TRACKING
METHODOLOGIES TO YOUR BUSINESS PROCESSES

Whatever your ICT-related activity, at least one methodology exist to measure, and then to improve, your carbon and energy footprint!

Life-cycle based methodologies   *Other methodologies*

Goods

PCRs & EPDs
(such as PEFCR, French environmental labelling, International EPD, etc.)

IEC 62 725

IEC 62 829

IEC 62 839

EPEAT

ETSI 103 199 & **ETSI** 203 199/**ITU** 1410

iNEMI

GHG Protocol ICT - DMS

GHG Protocol ICT - Hardware

GreenGrid – White Paper 32

EU Energy Star

Services

GHG Protocol ICT - Cloud computing & Data center services

GHG Protocol ICT - TNS

GHG Protocol ICT - Software

GreenGrid – White Paper 36

Organisations/projects

ITU 1420

ITU 1430

ADEME - ICT Sectoral Guidance

ETSI 205 200-1
ETSI 205 200-2
ETSI 205 200-4

ETSI OEU 008

EN 50600

Cities

ITU 1440

VERY COMPLEX SCENARIO!

www.ictfootprint.eu

WHY ICTFOOTPRINT.eu & HOW CAN IT HELP YOU?

[First] helping you to understand:

- **Guides, documentations, best practices & updates**
- **Offering you clear and uniform information… for helping you understand this complexity!**

[Then] providing you the solutions:

- **Help Desk (in 5 languages!) & continuous support**
- **Easy Self-assessment tool**
- **B2B Marketplace**

WHY ICTFOOTPRINT.eu & HOW CAN IT HELP YOU?

[Moreover] Lead you to a competitive advantage:

- **Dedicated events for supplier & ICT intensive organisation**

- **Certifications & rewards**

- **Link with public authorities & policy makers (green procurements)**

JOIN THE COMMUNITY!

Start being familiar with *sustainable* ICT today & find out the new-coming services as soon as they are online:

Marketplace — helping practically ICT *sustainable* solution providers meet the right community of buyers

Help Desk — a space where you can find all the answers to your questions on carbon footprint

Methodologies — a free & easy self-assessment tool to help you understand the carbon footprint of your business – and how to decrease it!

Success Stories — submit your story and we will **publish it online!**

… and more to come up!

WHAT IS THE ICTFOOTPRINT.eu MARKETPLACE?

The business space where *sustainable* ICT providers meet buyer's requests

Register as a seller

ICT service providers (so called "**sellers**") can publish and showcase their *sustainable* products and services

Register as a buyer

SMEs, o**rganisations** or **public administrations** (so called "**buyers**") can find the right *sustainable* solution for their ICT needs

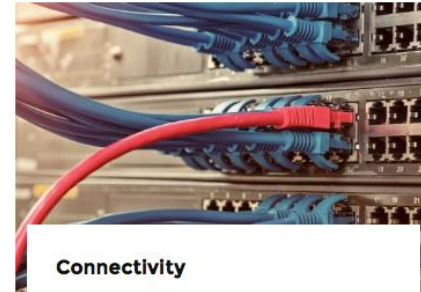# WELCOME TO THE ICTFOOTPRINT.eu MARKETPLACE

Hardware

Is your business searching for a green solution in the hardware sector? Find here the right one!

Software

Do you need specific green software solution for your organisation? Click here & search your green supplier!

Connectivity

Find here the right green networking & communication solutions for your business!
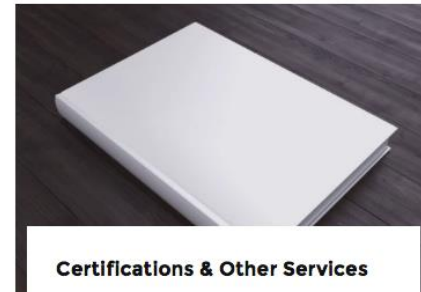
Data Management

Do you want to find the perfect green solution for your data management system? Find it here!

Advisory/Consultancy

Need for a consultant in green & energy efficiency solutions? Choose here the right one for you!

Certifications & Other Services

Seeking for a ICT certification authority helping your organisation and its processes becoming green? Click here and choose the one for you or browse through the other services!

JOIN OUR MARKETPLACE

ARE YOU A SUPPLIER?

WOULD YOU LIKE TO OFFER YOUR *SUSTAINABLE* SOLUTIONS TO NEW POTENTIAL BUYERS?

Register on our web platform, IT'S FREE

(and it will always be!)

On ICTFOOTPRINT.eu B2B Marketplace you can:

- **Showcase all your *sustainable* solutions**
- **Publish your dedicated offer to particular buyers**
- **Answer directly to the buyers' request!**

ARE YOU A SUPPLIER?

WHAT IS THE MINIMUM CRITERIA TO JOIN THE ICTFOOTRPINT.eu MARKETPLACE?

- For goods: proposing goods more *sustainable* than average ones
  For services: proposing services which deliver carbon and energy savings to your clients

- A specific statement of your commitment for a *sustainable* approach in your company's mission profile

ARE YOU A EUROPEAN SME?

You have the perfect profile!

…but also not-European and/or large companies & enterprises are welcome to the ICTFOOTPRINT.eu marketplace

ARE YOU AN SME?

WOULD YOU LIKE TO INCREASE YOUR COMPETITIVENESS?

Register on our web platform, IT'S FREE
(and it will always be!)

On our Marketplace you can

- Publish your request for *sustainable* solutions for your particular needs

- Search within the solutions offered by various suppliers

…and much more!

QUESTIONS

ENERGY EFFICIENCY FOR BUSINESS IS MORE THAN COMPLEX, BUT WE ARE HERE TO HELP YOU!

Send us your request, we'll do our best for you!

contact@ictfootprint.eu

Understand how to start & be always updated

ictfootprint.eu/user/register

THANK YOU!

STAY TUNED

'Cause the future is *sustainable*!

www.ictfootprint.eu, everything's there!

- **Follow us on Twitter: @ICTFOOTPRINTeu**

- **Follow us on Linkedin: linkedin.com/in/ictfootprinteu**

- **Register to our Newsletter: ictfootprint.eu/#newsletter**

- **Find out our next events: ictfootprint.eu/event**