ICT FOOTPRINT.EU

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

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EUROCITIES

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EURO CITIES

Trust-IT Services Ltd
Communicating ICT to markets

Deloitte.
Deloitte
Développement
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The ICTFOOTPRINT.eu initiative, in a nutshell

Mission

> **Become "THE" consolidated effort that, at European level, raises awareness on metrics, methodologies & best practices in measuring the energy and environmental efficiency of the ICT-sector, to facilitate their broad deployment & uptake.**

Partners

EURO CITIES

Trust-IT Services Ltd
Communicating ICT to markets

Deloitte.

Deloitte Sustainability

Support from External Advisory Group –EAG

Context

- ICT sector accounts for around 7.7% of the energy consumption worldwide in 2011 and is expected to increase to 8.1% by 2020

- The use of ICT products has been increasing over the years, as replacement of products from other sectors. The contribution of the ICT sector to global environmental impacts (e.g. energy consumption) is gaining importance

4 challenges

for SMEs & local authorities to assess environmental footprint of a product / services

	Response percent
Lack of time / resources	62.5%
Lack of knowledge	43.75%
Lack of clarity of the methodologies	15.63%
Lack of incentive	56.25%
Lack of tangible benefits	56.25%
Methodologies not linearly related to SMEs / local authorities' size	9.38%
Don't understand the similarities and differences between all these methodologies	12.5%
Other (please specify)	3.13%

Results from "End-user requirements gathering and validation" meeting

Who?

International Experts striving for a greener economy.
Filiations: Deloitte Sustainability, ECOS, eG4U, EURECA Project, EUROCITIES, European Commission – DG CONNECT, European DIGITAL SME Alliance, Green IT Amsterdam, Hitachi, TechUK, Telecom Italia, The Green Grid, Trust-IT Services & University of East London

Where?

European Commission premises in Brussels (Belgium)

Outcomes?

50% of companies from survey are unfamiliar about ICT methodoligies related to energy efficiency, which impedes cost reductions and utilmately environmental impact.

Launch of **marketplace** in summer 2016, which will connect the demand and supply side, where players interested in adopting low carbon footprint solutions can match their requirements with solutions available from suppliers

Webinars to facilitate the adoption of a common framework driven by ICTFOOTPRINT.eu

Online services available in December 2016, for free, helping users raise awareness in ICT energy efficiency

ICTFOOTPRINT.eu main goals for next 3 years

Create an **LCE* Support Framework Platform**

Informs end-users of the existence of the methodologies available & supports them in lowering barriers to entry

Raise **awareness**

educate and empower (prospective) SMEs (and all other end-users) with actions and showcases, as well as informative material to **promote green strategies**

Create an **aggregated community**

for solution providers and consumers in the field of energy and environmental efficiency in the ICT sector, with a **marketplace** of opportunities

Design user-oriented, online implementation of **footprinting methodologies**

Develop and implement a **sustainable business model** and leave a **lasting legacy**.

Interface and liaise with the relevant standards bodies (**SDOs**)

Develop a web platform with a **"Service Area"**

targeting SMEs to help assess carbon and energy footprint and share experiences

* Low-Carbon Economy

ICTFOOTPRINT.eu Stakeholders

Public Administration & Cities

Governmental & non-profit institutions interested in shaping policies on carbon footprint reduction methodologies, which want to propose green solutions to ICT-intensive organisations in their territory.

ICT Intensive Small Medium Enterprises

SMEs for which ICT is at the foundation of the various processes the organisation carries out its activities. Do not know where to start nor have the adequate time or resources to pursue energy-efficient products and services.0
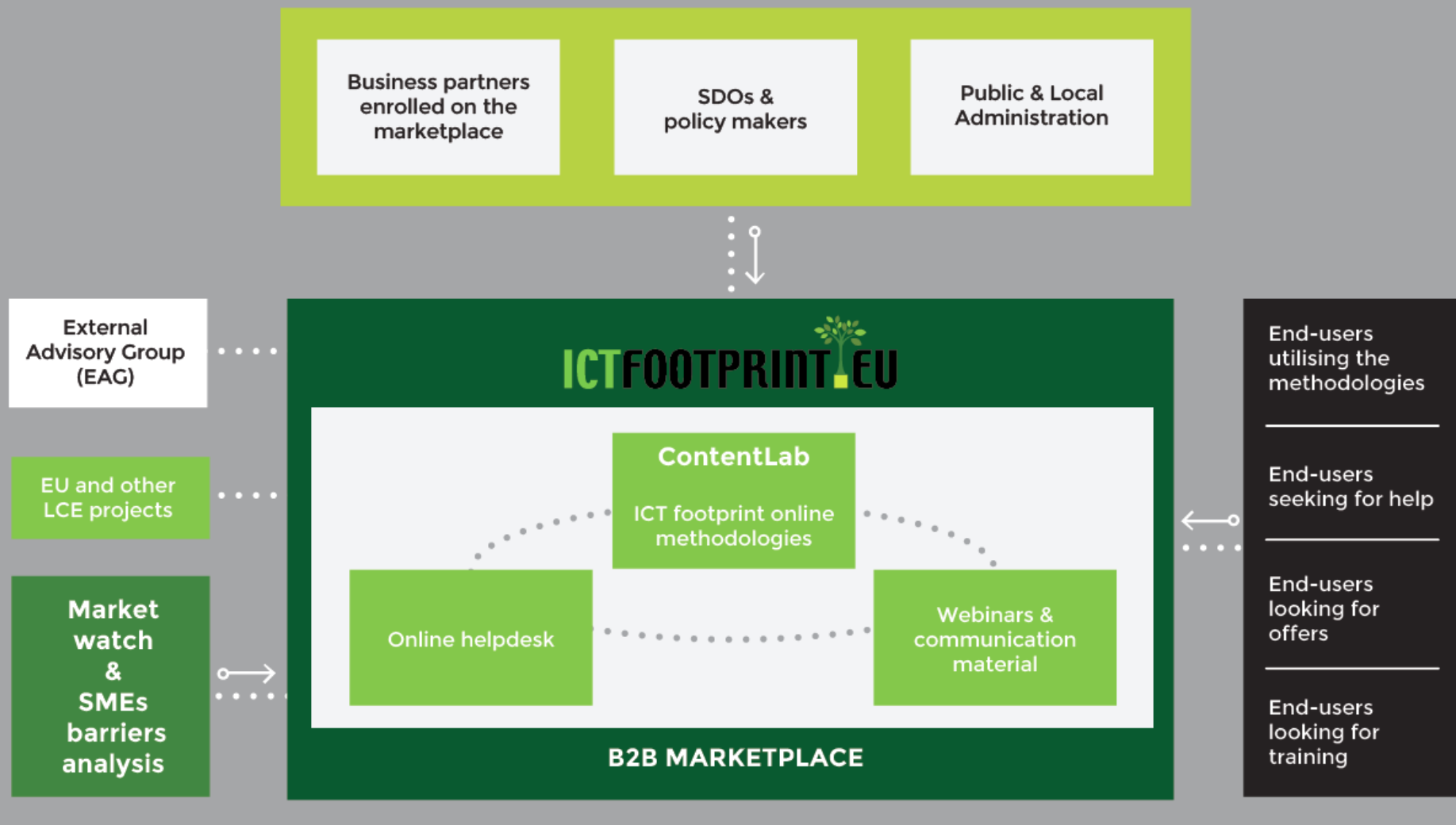
ICT Suppliers

Deliver energy efficiency ICT products & services to business or public organisations. They want to foster the usage of their solutions, searching for new business opportunities with organisations willing to adopt ICT carbon footprint methodologies.

Standard Development Organisations

Standard development organisations which created methodologies, metrics and standards regarding energy efficiency in ICT sector, with interest to promote them close to targeted audience and get feedback from practitioners.

The ICTFOOTPRINT.eu ecosystem

Main Services for Public Administrations & Cities

1 website – ictfootprint.eu

	Marketplace	Window to promote & find ICT energy efficiency and low carbon footprint. Facilitate real business opportunities among Cities and ICT suppliers. Window for Public Administration to promote green procurement policies concerning sustainable ICT
	Webinars	**12 ICT Webinars for information, training and support**: free of cost and open to all. A webinars series to support competitiveness of European SMEs in the ICT sector.
	Help Desk **In 5 languages**	Online multilingual platform (ENG, FR, DE, ES, IT) to assist Cities in adopting a methodology & making decisions on how to reduce environmental impact & energy consumption.
	Success Stories	Examples of how low-carbon footprint solutions can generate cost savings and represent competitive advantage for stakeholders, especially for SMEs and cities. Achieved results, how was it possible and commitments for the future.
	Self Assessment Centre	**ICT carbon and energy footprint calculation methodologies** that will support and guide Cities in adopting the ICT methodologies based on their profile indicated in the web application;

Main Services for Public Administrations & Cities

🌐 1 website – ictfootprint.eu 🌐

🛒	**Marketplace**	**Find sustainable ICT suppliers & showcase sustainable procurement policies concerning ICT energy efficiency and low carbon footprint solutions.**
💻	**Webinars**	**Know more on sustainable ICT: get practical guides from a highly qualified group of experts in the Sustainable ICT sector and learn how to apply them in your City!**
🎧	**Help Desk** In 5 languages	**Get support about how to decrease your city's carbon footprint & implement ICT energy efficiency standards with the Online Multilingual assistance!**
🏅	**Success Stories**	**Showcase your city success story on energy savings & carbon footprint reduction and discover Europeans Best Practices in energy efficiency!**
🔍	**Self Assessment Centre**	**Measure your city carbon footprint and start learning how your city can become sustainable thanks to ICT methodologies**

Join us and get energy savings by choosing low carbon ICT for your city

Main Services for Public Administrations & Cities

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Marketplace
Find sustainable ICT suppliers & showcase sustainable procurement policies concerning ICT energy efficiency and low carbon footprint solutions.

Webinars
ICTFOOTPRINT.eu webinar «Tools & Services for Energy Management» on 20th October 2016 12:00pm CET/CEST ☺

Help Desk
In 5 languages
Get support about how to decrease your city's carbon footprint & implement ICT energy efficiency standards with the Online Multilingual assistance!

Success Stories
Showcase your city success story on energy savings & carbon footprint reduction and discover Europeans Best Practices in energy efficiency!

Self Assessment Centre
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Join us and get energy savings by choosing low carbon ICT for your city

How Cities may benefit from ICTFOOTPRINT.eu

As Public Administration

- Showcase Green procurement procedures & policies
- Support Policy Action Plan Strategy
- Feedback on implementation of ICT methodologies framework
- Give competitive advantages to local business industries, by placing incentives for green initiatives
- Go to the next step in their "green engagement" ("the municipality and my local industry is using low-carbon footprint solutions")

As Cities ICT consumers

- Measure city carbon footprint on **self-assessment tool**
- Find ICT "green" solution providers on the **marketplace.**
- Contact **helpdesk** for support regarding energy efficiency in ICT
- **Consult Success Stories** of EU cities which digitized successfully & have reduced their carbon footprint, increasing energy efficiency levels
- **Showcase success stories**

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Join us in www.ictfootprint.eu to make your city low carbon ICT ☺

Join our community

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