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| Project Title | European Framework Initiative for Energy and Environmental Efficiency in the ICT Sector |
| Project Acronym | ICTFOOTPRINT.eu |
| Grant Agreement No | 690911 |
| Instrument | Coordination and Support Action |
| Topic | Supporting the community in deploying a common framework for measuring the energy and environmental efficiency of the ICT-sector (LCE-23 2015) |
| Start Date of Project | 01.02.2016 |
| Duration of Project | 36 Months |
| Project Website | www.ictfootprint.eu |

THIRD ANNUAL REPORT ON ICTFOOTPRINT COMMUNICATION & OUTREACH ACTIVITIES

| | |
|------------------------------|-------------------------------|
| Work Package | WP4, Communication & Outreach |
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| Due Date | 31.01.2019, M36 |
| Date | 20.02.2019 |
| Version | 1.0 |

Dissemination Level

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | PU: Public |
| <input type="checkbox"/> | PP: Restricted to other programme participants (including the Commission) |
| <input type="checkbox"/> | RE: Restricted to a group specified by the consortium (including the Commission) |
| <input type="checkbox"/> | CO: Confidential, only for members of the consortium (including the Commission) |



Versioning and contribution history

| Version | Date | Authors | Notes |
|---------|------------|--|--|
| 0.1 | 24.12.2018 | Rita Meneses (Trust-IT) | ToC, first version |
| 0.2 | 11.01.2019 | Rita Meneses (Trust-IT), Silvana Muscella (Trust-IT) | ToC, second version |
| 0.3 | 29.01.2019 | Rita Meneses (Trust-IT) | Contributions |
| 0.4 | 30.01.2019 | Chloé Devauze (Deloitte) | Contributions on Map of ICT Methodologies |
| 0.5 | 03.02.2019 | Rita Meneses (Trust-IT) | Contributions |
| 0.6 | 15.02.2019 | Silvana Muscella (Trust-IT) | Proof-reading |
| 0.7 | 19.02.2019 | Rita Meneses (Trust-IT) | Contributions regarding impact at 3 rd party events, based on partners feedback |
| 1.0 | 20.02.2019 | Silvana Muscella, Paolo Lombardi, Rita Meneses (Trust-IT), Frédéric Croison (Deloitte), Nikolaos Kontinakis (EUROCITIES) | PMB review |

Disclaimer

ICTFOOTPRINT.eu has received funding from the European Commission's Horizon 2020 research and innovation programme under the Grant Agreement no 690911. The content of this document does not represent the opinion of the European Commission, and the European Commission is not responsible for any use that might be made of such content.

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List of Acronyms & Abbreviations

| List of acronyms & abbreviations | |
|----------------------------------|---|
| CSCC | Connected Smart Cities Congress |
| EAG | External Advisory Group |
| EC | European Commission |
| ECOS | European Environmental Citizens' Organisation for Standardization |
| EMAS | Eco-Management and Audit Scheme |
| EN | European Standards / Norms |
| ETSI | European Telecommunications Standards Institute |
| GHG | Green House Gases |
| ICT | Information and Communication Technology |
| IEC | International Electrotechnical Commission |
| ISO | International Organisation for Standardisation |
| KPI | Key Performance Indicator |
| LCA | Life Cycle Analysis |
| OASC | Open & Agile Smart Cities |
| SAT | Self-Assessment Tool |
| SAT-O | Self-Assessment Tool for an ICT-intensive Organisation |
| SAT-S | Self-Assessment Tool for an ICT Service |
| SDO | Standard Development Organisation |
| SME | Small Medium Enterprise |

Executive Summary

The 3rd year of ICTFOOTPRINT.eu goes from 1st February 2018 through to project end 31st January 2019.

This deliverable describes in detail the main communication and outreach activities during the last 12 months of the project. The most important objective for this period was to promote the results to the stakeholders and recruit users for each result. Having this in mind, the project performed a coordinated communication strategy, implemented through multiple channels: presence at 3rd party events, organisation of ICTFOOTPRINT.eu series of events, webinars, establishment of synergies with multipliers, newsletters, social media, amongst others.

This third year will be known as well by the year when SAT-O and the Light Certification Scheme were made available to the community. Moreover, during the last months, the consortium prepared a Recommendations, Policy Action Plan & Sustainability Report, a document that could support policy makers in Europe in implementing actions that envisage the development of Green IT across Europe. The content available in the report considered the feedback collected not only at ICTFOOTPRINT.eu workshops, but also at 3rd party events, where the project had the opportunity to exchange ideas with several individuals from distinct fields.









The document is divided into specific sections, listing the results achieved during the third year of the project:

- Section 1: brief description of ICTFOOTPRINT.eu final catalogue of services;
- Section 2: brief description of how each ICTFOOTPRINT.eu service match each stakeholder's needs;
- Section 3: summary of the goals, action and communication on planned and achieved objectives during the year;
- Section 4 & 5: detailed info how the project generated interest from stakeholders, to each ICTFOOTPRINT.eu service, by using the communication and outreach activities.
- Section 6: describes general outreach activities, to maximise info dissemination amongst project's stakeholders.

1 ICTFOOTPRINT.eu Final Offer of Services

In order to serve many different stakeholders, listed previously in “D4.3 Second Annual Report on ICTFOOTPRINT.eu Communication Outreach Activities”, ICTFOOTPRINT.eu develop a catalogue of services, matching different needs of its community. By the end of year 3, they have available 7 distinct services at stakeholders’ service (see Table 1), with 2 new tools compared to last year (SAT-O & Light Certification Scheme).


Table 1 ICTFOOTPRINT.eu Services available by end Y3





| ICTFOOTPRINT.eu Services by end Y3 | | | |
|--|--|---|--|
| Service | Description | Goal | |
|  ICTFOOTPRINT.eu Light Certification Scheme | Procedure to certify an organisation's current level of carbon footprint generated by usage of ICT. The certification indicates the positioning of your organisation with respect to current practice (i.e. below average, above average, or in the 95th percentile). | Support organisations in calculating and certify the carbon footprint from ICT within their organisation, to start their green IT journey. | |
|  Self-Assessment Tool for Organisations | Allows the user to estimate the carbon and energy footprint of his organisation, including for instance the footprint derived from his equipment's whole life (from production to keeping it running and up to its dismissal) and caused by business travel and commuting. | Raise awareness on the carbon and energy footprint of organisations (ICT private and public organisations, from Large to SMEs) to help them better understand their ICT carbon footprint. | |
|  Self-Assessment Tool for ICT Services | A useful, free, quick and easy-to-use tool to help stakeholders make informed decisions on the calculation of the carbon footprint of ICT services. Beta version available March and fully-fledged version in September 2017. | Raise awareness on the potential impacts and main environmental hotspots of digital services. | |
|  Online sustainable Marketplace | The business space where sustainable ICT providers meet buyer's requests. It connects sellers of sustainable ICT services, with buyers who submit requests to reduce the carbon footprint of their ICT. | Support the growth of a low carbon footprint ICT market, by helping green suppliers find highly engaged users, and vice-versa. | |
|  Webinars for insights and training | Webinars for Information, Training & Support, with reputable & experienced speakers from the project's stakeholders. | Demystify the complexity of adopting green ICT procedures and increase awareness of the inherent benefits and competitive advantages | |
|  Success Stories on sustainable ICT | Online catalogue showcasing existing success stories of sustainable ICT practices implemented by companies and local authorities. | Demonstrate with real examples how peers easily obtained cost savings and became greener thanks to sustainable ICT. | |
|  Map of ICT Methodologies | Single point with sustainable ICT methodologies identified, with downloadable fact-sheets, with a simplified and understandable summary of their content. | Ease understanding of the purpose and implementation of ICT methodology, to encourage user-adoption | |
|  Online multilingual helpdesk | Interactive support to optimise the user experience and continuously improve the content of the ICTFOOTPRINT.eu website and related services. It also has a FAQ section and technical glossary. | Customised support to stakeholders requiring assistance in their ICT sustainability strategy | |

2 ICTFOOTPRINT.eu's stakeholders vs ICTFOOTPRINT.eu services

The following table showcase the final match between the ICTFOOTPRINT.eu services and the different needs of each stakeholder. Each stakeholder benefited from ICTFOOTPRINT.eu support in many different levels (see Table 2).

Table 2 Stakeholders' needs vs ICTFOOTPRINT.eu services by end Y3

| ICTFOOTPRINT.eu Services by end Y3 | | | |
|--|--|---|--|
| Stakeholder | Description | ICTFOOTPRINT.eu services | |
|  ICT Intensive SMEs | Organisations where ICT is at the heart of the various processes it carries out. | <ul style="list-style-type: none"> SAT-O (to estimate energy usage & carbon footprint of organisations, in their ICT) Light Certification Scheme (to certify company's ICT carbon & energy usage) Marketplace (to find sellers) SAT-S (to become aware of the carbon footprint of the ICT service) Webinars (for training and insight) Success stories (for benchmarking) | |

| ICTFOOTPRINT.eu Services by end Y3 | | | |
|--|-----------------------|---|---|
|  | ICT Suppliers | Companies which deliver sustainable ICT products or services to business or public organisations | <ul style="list-style-type: none"> • Helpdesk (for customised support) • Map of ICT Methodologies (for awareness) • Marketplace (to find users and promote services) • SAT-S (to become aware of the carbon footprint of the ICT services) • Webinars (to provide new insights and promote services) • Success stories (to promote clients' success stories) |
|  | Public Administrators | Government and non-profit institutions, possibly interested in shaping future ICT policies to reduce carbon footprint | <ul style="list-style-type: none"> • SAT-O (to estimate energy usage & carbon footprint of their institution, in their ICT) • Light Certification Scheme (to certify city's ICT carbon & energy usage) • Marketplace (to find users and promote sustainable policies & public procurement), • Webinars (for insight and policy promotion), • Success stories (for benchmarking & to promote city success stories), • Helpdesk (for customised support) & • Map of ICT Methodologies (for awareness reasons) |
|  | SDO | Promoting carbon footprint methodologies to potential adopters, to foster their implementation | <ul style="list-style-type: none"> • SAT-O (increase usability of ICT Methodologies, by building SAT-O calculation engine based on some of them) • Webinars (to promote methodologies) • success stories (to promote their clients' success stories) • Map of ICT Methodologies (to promote methodologies) |
|  | Citizens | Provide information on the topics of interest | All services suitable to their specific needs |

3 Goals, actions, communication objectives & KPIs

As indicated in "Deliverable 4.2 – First Annual Report on Communication & Outreach" and "Deliverable 4.1 – Second Annual Report on Communication & Outreach", ICTFOOTPRINT.eu defined goals and related communication objectives, to address stakeholder needs.

Table 3 provides an update on of the results achieved during year 2. Figure 1 provides a quick overview of the main results achieved by ICTFOOTPRINT.eu so far.

Table 3 Specific objectives, related actions, KPIs and Year 3 achievements

| Action | Audience | Communication Objectives | Expected Impact by the end of the project | Achieved so far Y3 |
|---|----------|--|--|---|
| ICTFOOTPRINT.eu platform with 3 releases, increasing level of service provided (1 st release M5 / 2 nd release M11 / 3 rd release M23 / Final Release M24) | SMEs | Promote services and tools for SMEs to access ICT methodologies , with technical guidelines on the latest methodologies and metrics defined by different standard organisations | 500 SMEs accessed the ICT methodologies (10% of the 5.000 contacts from the ICTFOOTPRINT.eu database) | +4 new SAT-S users since Y2 TOTAL of 29 users by end of the project +189-page views (increase 32%) and +152 unique views (increase 43%) since Y2 TOTAL of +820-page views and +580 unique views by end of the project |
| | | Promote a dedicated area for SMEs to showcase applicability of the latest ICT methodologies implemented | 800 view/month rate on the web platform | An average of over 2.140 views/month by end of the project (increase of 143% compared to Y2) |

| Action | Audience | Communication Objectives | Expected Impact by the end of the project | Achieved so far Y3 |
|--|------------------------------|---|--|--|
| | Public Administrators | Engage with public administrations (local, regional, national and international) and energy-awareness policy makers. | Engage 20 public administrators | Y3 NEW DEVELOPMENTS Nantes (France) municipality as a webinar speaker CCI Occitanie Midi-Pyrénées region (France) as a webinar speaker First discussions with ICLEI - Local Governments for Sustainability at ICT2018 Vienna Participation at new key EU events to engage with public administrators (EUROCITIES Knowledge Forum Meeting; EUROCITIES Knowledge Forum Meeting; EUROCITIES Economic Development Forum Meeting; The Green IT Day & The Green IT Day) |
| Help desk online translated in 5 languages (English, French, German, Italian, Spanish) (1 st release M3, 2 nd release M6) and FAQs | SMEs | Promote online multilingual help desk. Produce a FAQs manual. | 90% of requests successfully answered | +10 new requests successfully received and answered. TOTAL of 17 requests by end of the project (59% EN, 29% ES, 6% FR & 6% IT) |
| List of "Best Practices" from end-users available on the website (1 st year – 50, 2 nd year – 100, 3 rd year – 200) | SMEs | Showcase efforts on adoption of ICT energy efficiency best practices in European SMEs, highlighting benefits and facilitating exchange of experience among SMEs to report on the benefits and costs in adopting specific methodologies. | 1000 total views on "Best Practices" | Over +1.150 page, with 700 unique views, on "Success Stories" main pages by end of Year 3. (+90% increase of views compared to end of Y2) |
| Documentation from SDOs on 4 ICT methodologies at the end of the project | Service Providers | Technical guidelines on the latest methodologies & metrics defined by standards organisations, to facilitate their use & implementation in service providers' offers | 100 total views on documentation | +300 new views on the Map of ICT Methodologies during Y3 |
| ICTFOOTPRINT.eu Marketplace On-line meeting point for demand and supply side available for end users. (M5) | SME | To gather SMEs needs & requirements and provide easy access to a catalogue of service providers. | 100 SMEs registered in the marketplace | +2 Buyers registered on the marketplace in Y3 TOTAL of 4 buyers in total but the end of the project |
| | Service Providers | Promote Marketplace where suppliers with sustainable ICT services can showcase their products and services to engaged | 20 ICT Service Suppliers registered in the marketplace | +9 new sustainable suppliers registered on the Online Marketplace in Y3 |

| Action | Audience | Communication Objectives | Expected Impact by the end of the project | Achieved so far Y3 |
|---|------------------------------|--|--|--|
| | | SMEs and Public Administrations. | | TOTAL of 30 suppliers by end of Y3 |
| | Public Administration | Promote Marketplace where Public Administrators can propose green opportunities for ICT-intensive organisations to present in their territory | Engage 20 public administrators | Nantes (France) municipality as a webinar speaker CCI Occitanie Midi-Pyrénées region (France) as a webinar speaker |
| Interface and liaise with the relevant standards bodies (SDOs). | Create synergies with SDOs | Engage with SDOs for energy-efficiency and carbon footprint methodologies, to assess potential synergies with the project. | Engage with 5 SDOs until the end of the project. | New engagement with ADEME in Y3 ENGAGEMENTS IN PREVIOUS YEARS Actively engaged with 2 new SDOs (ETSI, GHG Protocol). |
| ICTFOOTPRINT.eu Profile database | All Stakeholders | Create a profile database of all Stakeholders (primarily, European ICT-intensive players), in order to develop an aggregated community, create new business opportunities for companies adopting and supporting ICT carbon footprint, and guarantee the business sustainability of ICTFOOTPRINT.eu | 1 st Year 1,000 records, 2 nd Year 2,500 records, 3 rd Year 5,000 records Note: 2% of European SMEs (+400,000) | Profiled database records already count +5.500 community member contacts |
| Incentives for SMEs to adopt green practices | Service Providers | Engage with (national and international) certification authorities to support the initiative and create incentives for SMEs to adopt green practices. | Engage with 2 certification authorities | ICIM became the certification authority for the Light Certification Scheme TUV approached ICTFOOTPRINT.eu to become a potential certification authority |
| ICTFOOTPRINT.eu sustainable business model. | All Stakeholders | Promote a sustainable business model, with no direct cost applied to access methodologies and receive assistance | 800 views/month rate on the web platform | An average of over 2.140 views/month by end of the project (increase of 143% compared to Y2) |
| Selection of 20 members to join the ICTFOOTPRINT.eu External Advisory Board | All Stakeholders | Promote the EAG, whose members must represent all ICTFOOTPRINT.eu stakeholders | 200 total views on EAG page on the website | New +197 views on EAG page and +168 unique visitors, during Y3. TOTAL OF 700-page views, with 547 unique visitors, on EAG page by the end of the project |

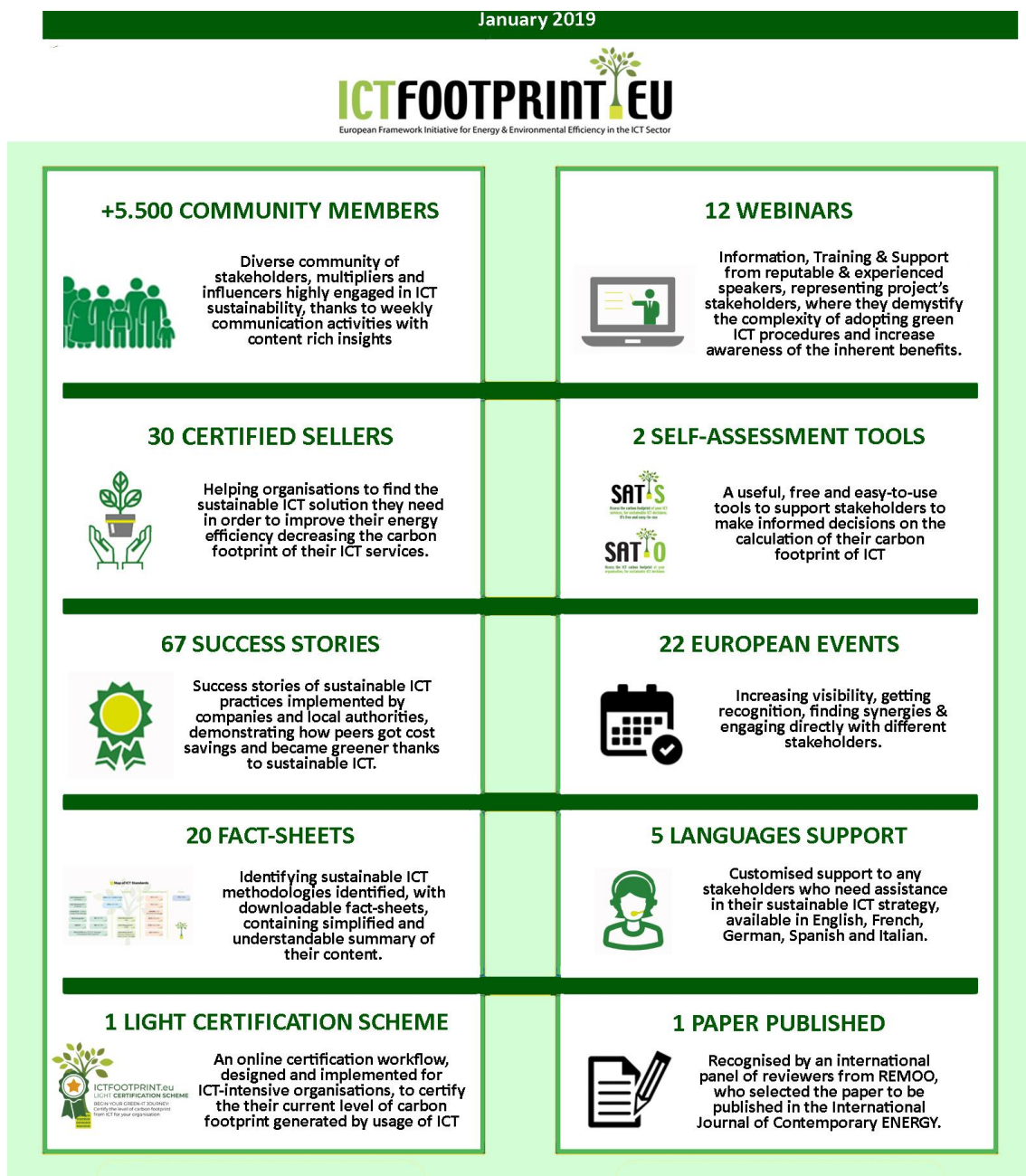


Figure 1 ICTFOOTPRINT.eu in numbers at M36 (January 2019)

4 Communication Strategy & Achieved impact – Year 3

The third year of ICTFOOPRINT.eu project had many important achievements which were results of the effort developed in the previous 2 years. During these last 12 months, the project launched the Self-Assessment Tool for Organisations (SAT-O) and the Light Certification Scheme.

The third year was dedicated to promoting the tools next to end-users, through ICTFOOTPRINT.eu channels, and collect direct feedback. Having this mind, the “hands-on workshops” series were launched, with 2 editions organised in Amsterdam and Paris, along with a networking session at the ICT2018 event in Vienna and a final event in Brussels, co-located with the Connected Smart Cities

Congress (CSCC). The organisation of these events allowed to collect feedback from end-users, not only about ICTFOOTPRINT.eu tools (e.g. SAT-O and the Light Certification Scheme) but also on how to promote green IT adoption in Europe. The latest insights were taken into account when preparing the “D3.4 Policy Action Plan & ICTFOOTPRINT.eu sustainability roadmap”.

The EAG group brought on board new experts that deal with sustainable ICT, new partnerships were either consolidated with clusters of ICTFOOTPRINT.eu’s stakeholders (e.g. AGIT & Green IT Global) or established with organisations that deal with sustainability topic (e.g. Certification Authorities ICIM & WeForest). Plus, new webinars were timely organised, success stories were collected, and new sellers came on board to the marketplace

During these 3 years, ICTFOOTPRINT.eu created a truly community interested in improving sustainability of ICT sector, not only focused on energy efficiency, or only focused on data centres, but rather interested in the whole life cycle assessment of IT. Community members are spread between marketplace, webinar attendees, contacts at events, social media members, helpdesk, SAT-S and SAT-O users, Light Certification scheme clients and, finally, the word-of-mouth that was naturally developed thanks to this joint and coordinated effort.

The following chapters explain the work developed during Year 3, in the context of ICTFOOTPRINT.eu WP4 “Communication & Outreach”, and the impact achieved.

5 Consolidating & generating interest in ICTFOOTPRINT.eu Services

This chapter will list the activities performed, during year 3, to create interest from stakeholders (SMEs, public administrators, green IT suppliers and SDOs) on each ICTFOOTPRINT.eu service.

5.1 Light Certification Scheme

ICTFOOTPRINT.eu Light Certification Scheme¹ is a procedure to certify an organisation's current level of carbon footprint generated by usage of ICT. The certification indicates the positioning of the organisation with respect to current practice (i.e. below average, above average, or in the 95th percentile). In addition, partial compensation of user's carbon footprint, carried out in collaboration with WeForest, is included as part of the certification process.



Figure 2 Light Certification Scheme Banner in ICTFOOTPRINT.eu website homepage

The certification scheme is a lean, online certification workflow that has been designed and implemented for ICT-intensive organisations. The certificate, issued by the independent certification authority ICIM spa² has two purposes: Firstly, it establishes the organisation's positioning within the Green-IT-aware community; and secondly, it partially compensates for CO2 emissions, in collaboration with WeForest³.

The value proposition for organisations to certify their carbon footprint from ICT is that Green-IT also means more energy-efficient behaviour, ultimately increasing your competitiveness.

¹ Link: <https://ictfootprint.eu/carbonfootprintcertificate>

² Link: <https://ictfootprint.eu/en/icim-certifichiamo-oggi-il-domani>

³ Link: <https://ictfootprint.eu/en/weforest>



What is the ICTFOOTPRINT.eu Light Certification Scheme?

This is a procedure to certify your organisation's current level of carbon footprint generated by usage of information & communication technologies (ICT). The certification indicates the positioning of your organisation with respect to current practice (i.e. below average, above average, or in the 95th percentile). In addition, partial compensation of your carbon footprint, carried out in collaboration with **WeForest**, is included as part of the certification process.

Whom is the Light Certificate intended for?

The Carbon Footprint Light Certificate is a lean, online certification workflow that has been designed and implemented for ICT-intensive organisations. The certificate, issued by the independent certification authority **ICIM spa** has two purposes: Firstly, it establishes the organisation's positioning within the Green-IT-aware community; and secondly, it partially compensates for CO2 emissions, in collaboration with **WeForest**.

Why should I certify my organisation's ICT carbon footprint?

Nowadays, responsible usage of ICT resources is a parameter of excellence. Certify your carbon footprint from ICT and be among the leading companies in your market. Green-IT also means more energy-efficient behaviour, ultimately increasing your competitiveness.

How do I obtain certification?

The certification process can be completed from your desk, with a streamlined, online workflow developed for organisations like your own. This involves 2 macro-steps:

- **FIRST:** A self-assessment phase (through an online questionnaire);
- **SECOND:** An interactive phase, involving submission of some basic documentation to the Certification Authority (ICIM), followed up with a conference call, after which the certificate is issued.

All in all, the certification process takes just a few hours effort on your part, spread over a few days. The rest of the work is done by experts at ICIM, through the ICTFOOTPRINT.eu technical platform, where a simple dashboard enables you to keep track of the entire certification process.

Upon completion of the process, your personalised certificate can be downloaded directly from your ICTFOOTPRINT.eu account. At this point, you will be registered to the list of the virtuous, ICT-intensive organisations. Last but not least, thanks to the collaboration with **WeForest**, your ICT carbon footprint will be partially compensated with carbon credits purchased and with trees planted in South America.

How much does it cost to obtain a Carbon Footprint Certificate?

The investment involved to obtain the certificate ranges from € 1,000 to € 3,000, depending on the complexity of your organisation. A highly-efficient workflow ensures that the necessary steps involved can be completed with just a couple of hours effort from your ICT Manager.

Who is behind the Certification Scheme?

The ICT Carbon Footprint Certification Workflow is offered by the Certification authority **ICIM Spa**, an independent organisation established in Milan, operational since 1988 in several standardisation fields including energy & environment. The initiative, developed by ICTFOOTPRINT.eu, is hosted by **Trust-IT Services Ltd** as technological partner and data processor. Finally, **WeForest ASBL** is a not-for-profit, exclusive partner for partial carbon compensation of the organisations acquiring the ICTFOOTPRINT.eu Light Certificate.

[Terms & conditions](#)

[CERTIFY YOUR ORGANISATION NOW](#)

Figure 3 Light Certification Scheme home-page

5.1.2 Public presentation for user feedback

The Light Certification Scheme was launched in December 2018, in time to be officially presented at ICT2018 Vienna, during the ICTFOOTPRINT.eu networking session⁴ (see Figure 4).

The official presentation, jointly made by ICTFOOTPRINT.eu coordinator and a representative of ICIM, was made in front of an audience with different profiles, from policy makers to SMEs, clusters of IT companies, amongst others. Furthermore, the certification was also presented to all those who reached ICTFOOTPRINT.eu stand at ICT2018. Eight out of all stand visitors had the opportunity to benefit from the “launching campaign”, where could get their certification for free. ICTFOOTPRINT.eu team at the stand supported all those interested in trying the certification and, at the same time, could verify the platform “usage-friendliness” (see Figure 5).



Figure 4 ICTFOOTPRINT.eu ICT2019 Networking Session promotional banner

The certification scheme page had its peak of views during the ICT2018 Vienna, with 196 views. The dissemination activities at the event, thanks to the networking session and the stand, along with the support of social media (see Figure 6), encouraged attendees to visit the page.

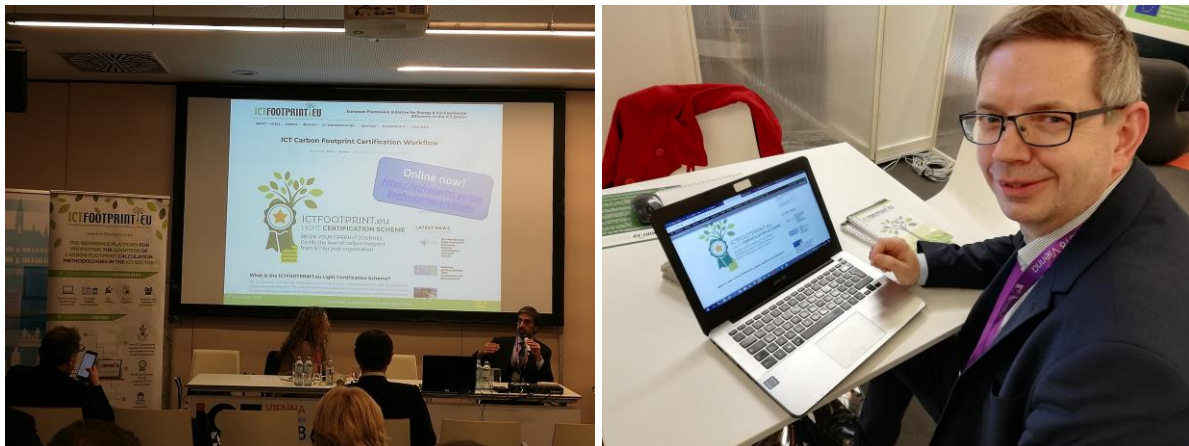


Figure 5 ICTFOOTPRINT.eu Certification Scheme presentation at ICT2018 Networking Session & user trying the certification scheme at the exhibition stand

⁴ Link: <https://ictfootprint.eu/en/events/green-ict-practice-low-carbon-ict-ictfootprinteu-networking-session-ict2018>



Figure 6 Live tweeting inviting ICT2018 attendees to come to ICTFOOTPRINTPRINT.eu stand to try the certification

To reinforce interest from stakeholders, the Certification was presented in the 12th and final ICTFOOTPRINT.eu webinar called “Hands-on Green IT: use tools, obtain certification & implement policy actions”⁵, in January 2019. More information was provided not only about the tool’s relevance, but also what are the steps to follow to get the certification (see Figure 7).

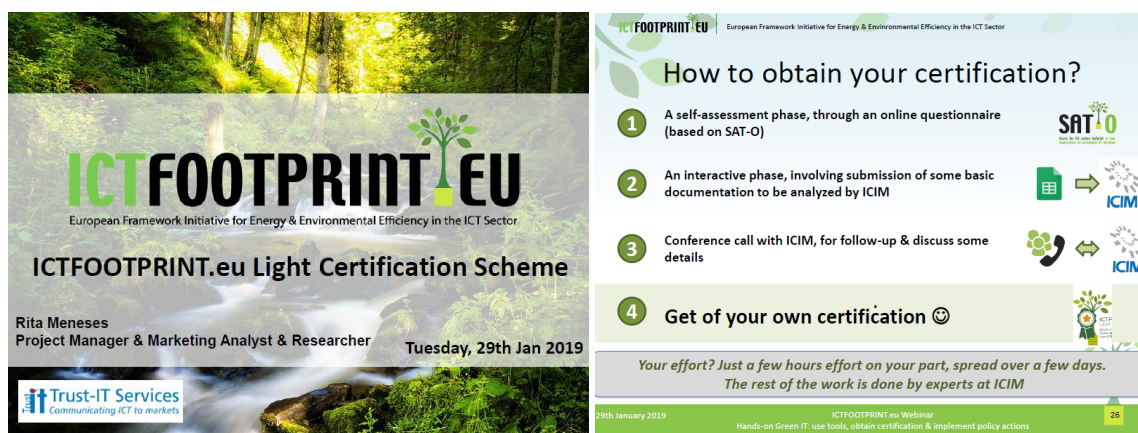


Figure 7 Light Certification Scheme Presentation at ICTFOOTPRINT.eu webinar

5.1.3 Getting recognition from Certification experts & others

ICIM⁶ is one of the leading Italian bodies in the sector of certification of Quality, Environment and Safety and Health at Work Management Systems, being particularly active in the field of renewable energy. The organisation is also an authorized body for the validation of the EMAS environmental declaration and for the validation of greenhouse gas emissions communications - emission trading.

ICIM agreed upon ICTFOOTPRINT.eu’s invitation to become the official certification authority. ICIM as part of their financial agreement agreed to analyse not only the results from the self-assessment phase but also the documentation that users submitted, related to ICT equipment used in their organisation. At the end of the follow-up discussions, ICIM certifies the user’s ICT carbon footprint, by

⁵ Link: <https://ictfootprint.eu/en/webinar/hands-green-it-use-tools-obtain-certification-implement-policy-actions>

⁶ Link: <https://www.icim.it/>

positioning the organisation with respect to the current practice in the EU ICT sector. The desired results for all users it to be certified as above the average, preferably in the 95th percentile.

Besides, the introduction of the Certification Scheme, the consortium made an agreement with the WeForest⁷ initiative. WeForest is a science-based international non-profit established in Belgium, France and USA that specializes in engaging companies to act for CLIMATE, PLANET and PEOPLE. The organisation has a strong mindset in fighting against the human's race negative consequences on the planet. Having said that, WeForest accepted ICTFOOTPRINT.eu invitation, by becoming the official CO2 compensation partner of the Certification Scheme. For each certificate issued, 10 trees would be planted in Brazil, to restore the Atlantic Forest. In WeForest website, a dedicated page was created⁸ about how ICTFOOTPRINT.eu is supporting this initiative (see Figure 8). So far, as an entry investment, 600 trees will be planted in Brazil during the following months.



Figure 8 ICTFOOTPRINT.eu page at WeForest website (top section)

These synergies with both ICIM and WeForest have allowed ICTFOOTPRINT.eu to have a continuous positive impact, even after project end. Each certificate issued includes the branding from ICIM (the certification authority), ICTFOOTPRINT.eu (the certification platform owner) and WeForest (carbon compensation partner). Figure 9 provides an example of the certificate.

⁷ Link: <https://www.weforest.org/>

⁸ Link: <https://www.weforest.org/partner/ictfootprinteu>



Figure 9 Certificate from the ICTFOOTPRINT.eu Light Certification Scheme

5.1.4 ICTFOOTPRINT.eu motivational mechanisms

The Light Certification Scheme responds to 3 of the ICTFOOTPRINT.eu motivational schemes. In fact, the certification is an incentive for end-users to migrate towards a more energy and environmentally friendly ICT footprint (see Table 4 ICTFOOTPRINT.eu Light Certification Scheme vs Motivational mechanisms).

Table 4 ICTFOOTPRINT.eu Light Certification Scheme vs Motivational mechanisms

| Motivational Mechanism | Description |
|------------------------|--|
| Procurement driven | Those which will hold one of ICTFOOTPRINT.eu & ICIM certificates will improve their energy-green ICT reputation. The certificate can be promoting at owners' websites. |
| Reward-driven | A certificate is provided to all users, which ranks them based on their carbon footprint consumption related to ICT. |
| Incentive driven | Organisations with their carbon and energy footprint reported may get competitive advantages from local administrators, which may implement green policies and incentives in the future. |

5.2 Self-Assessment Tool for Organisations (SAT-O)

SAT-O⁹, launched in March 2018, allows the calculation of the **carbon and energy footprint** of your organisation, including for instance the footprint derived from your equipment's whole life (from production to keeping it running and up to its dismissal) and caused by business travel and commuting. This is a more complete tool with respect to SAT-S, although it won't comprise the easy usage and interpretation of results.

The tool was developed for ICT-intensive organisations (i.e. organisations that heavily rely on ICT for their functioning), but it can also be used by ICT private and public organisations (Large, Small & Medium Enterprises) and Public Administrators, that want to better understand their ICT carbon footprint.

By using SAT-O, users will get a personalised report, with a light reading style, that shows the approximate climate change and primary energy footprint of the ICT-intensive organisation assessed over one year. The report also suggests actions to improve the ICT environmental impact.

The SAT-O is easily available at ICTFOOTPRINT.eu website, through the homepage banner (see Figure 10) and the main menu, with a customised page with general info about the tool (see Figure 11)



Figure 10 Banner promoting SAT-O at ICTFOOTPRINT.eu homepage

⁹ Link: <https://ictfootprint.eu/en/services/self-assessment-tool-organisations>



What is SAT-O?

SAT-O is a free and simplified Self-Assessment Tool for ICT-intensive Organisations. SAT-O allows you to estimate the **carbon and energy footprint** of your organisation, including for instance the footprint derived from your equipment's whole life (from production to keeping it running and up to its dismission) and caused by business travel and commuting.

Who should use SAT-O?

ICT private and public organisations (Large, Small & Medium Enterprises) and Public Administrators, that want to better understand their ICT carbon footprint.

Why should I use SAT-O?

To get a personalised report, with a light reading style, that shows the approximate climate change and primary energy footprint of your ICT-intensive organisation assessed over one year. The report also suggests actions to improve your ICT environmental impact.

What kind of organisations can I assess?

ICT-intensive organisations i.e. organisations that heavily rely on ICT for their functioning.

How can I use SAT-O?

- STEP 1 – Start your SAT-O by clicking here: <http://SAT-O.ictfootprint.eu/Pages/Home.aspx>
- STEP 2 – Share with us some light info about your organisation, so we can better understand your profile
- STEP 3 – Fill in the questionnaire about your organisation
- STEP 4 – **Download** your take-away. **Read** your Customised Report. **Understand** the primary energy consumption and climate impact of your organisation, for one year
- STEP 5 – **Take actions** to reduce your environmental impact.

Figure 11 SAT-O homepage at ICTFOOTPRINT.eu website

5.2.1 Public presentation for user feedback

As indicated in “D4.3 Second Annual Report on ICTFOOTPRINT.eu Communication and Outreach”, this third year was dedicated to organise a series of free, half-day, hands-on training on the SAT-O, to not only provide training to SMEs and cities on how to use and interpret the results provided by the SAT-O, but also have panels of experts who will share insight and expertise on specific topics related to sustainability in ICT.

The tool had its first public presentation at “ICTFOOTPRINT.eu Hands on Workshop Event “Green ICT – in practice”¹⁰, (see Figure 12) that took place in Amsterdam on March 2018. The

¹⁰ Link: <https://ictfootprint.eu/en/events/ictfootprinteu-hands-workshop-event-%E2%80%9Cgreen-ict-%E2%80%93-in-practice%E2%80%9D>

workshop organised jointly with Green IT Amsterdam¹¹, had as main goal to sensibilise people to understand what Green ICT is for companies, showcase best practices from the ICTFOOTPRINT.eu marketplace and do a SAT-O trial with the audience. The feedback collected at the event is described at “D2.4 Impact Assessment Report”.

On the workshop day, the SAT-O webpage had over 50 views and 22 participants joined the event. Besides the visibility on field, the event page which has all speakers' presentation, has today over +600 views. The panel of speakers was composed by members of ICTFOOTPRINT.eu EAG, suppliers of ICTFOOTPRINT.eu marketplace and other IT experts, who shared their expertise on different Green IT topics and provided valuable feedback about SAT-O.

A strong communication campaign was put in place, before, during and after the event. Social Media messages were published on Twitter and LinkedIn before the event (Figure 14) and also promoted in ICTFOOTPRINT.eu 8th webinar.



Figure 12 ICTFOOTPRINT.eu Amsterdam Workshop Social Media image



Figure 13 Slide promoting the workshop at ICTFOOTPRINT.eu webinar

Live tweeting was performed (see Figure 15), sharing photos and videos, along with a copy strategy that allowed online followers to follow the discussions. To support its official launch in Amsterdam and future dissemination activities, a customised flyer was designed, promoting the SAT-O and highlighting why IT professionals shall become green ICT (see Annex 1: ICTFOOTPRINT.eu SAT-O Flyer). An agenda, badge and lanyards were designed, with ICTFOOTPRINT.eu brand (see Annex 3: ICTFOOTPRINT.eu Lanyards and Annex 4: ICTFOOTPRINT.eu Amsterdam workshop: badge & agenda).

¹¹ Link: <https://ictfootprint.eu/en/green-it-amsterdam>



Figure 14 Social Media messages promoting the workshop on Twitter (left) and LinkedIn (right)



Figure 15 Live tweeting at ICTFOOTPRINT.eu workshop in Amsterdam

Besides the ICTFOOTPRINT.eu events series, the tool was also promoted in 3rd party events, through dedicated presentations or panel discussions, with audiences composed by researchers, city officers and industry interested in Green IT. For instance, at EUSEW 2018¹², ICTFOOTPRINT.eu had an exhibition stand, with the main goal to invite the event attendees to try SAT-O tool. Our presence at the event allowed a peek of visits on SAT-O webpage and 17 new twitter followers during the 3-days of EUSEW (see Figure 16). The full list of 3rd party events attended by CTFOOTPRINT.eu can be found at "D2.4 Impact Assessment Report".

¹² Webpage: <https://ictfootprint.eu/en/ictfootprinteu-eusew>



Figure 16 ICTFOOTPRINT.eu stand at EUSEW2018, with visitors testing SAT-O

Besides events, **SAT-O** was also promoted in **ICTFOOTPRINT.eu social media channels** and call-to actions where included in ICTFOOTPRINT.eu webinars, inviting viewers to try the tool (see Figure 17 SAT-O promoted in Twitter (left), LinkedIn (center). A newsletter was also launched to community members¹³, having as main topic the SAT-O. The following newsletter promoted the tool as well, with a call-to-action at the bottom. These messages had call-to-actions for users to try the tool and get their customised report.



Figure 17 SAT-O promoted in Twitter (left), LinkedIn (center) and newsletter (right)

5.2.3 ICTFOOTPRINT.eu motivational mechanisms

SAT-O was developed considering the “Motivational Mechanism 3 – Energy Saving drive”. The tool, along with SAT-S, allows end-users to identify which components of their ICT shall be improved in terms of sustainability, thanks to the dedicated customised report that are able to download at the end.

5.3 Self-Assessment Tool for ICT Services (SAT-S)

As described previously in “D4.3 Second Annual Report on ICTFOOTPRINT.eu Communication & Outreach”, the launched SAT-O is an extension of SAT-S, since it has more complex calculations in the engine. With the launch of SAT-O, the communications efforts were mostly allocated on SAT-O. Nevertheless, the SAT-S still benefited from communication efforts, mostly on social media, newsletter (see Figure 18) and promotion on webinar, where is presented as one of ICTFOOTPRINT.eu services.

¹³ Newsletter:

[http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=54&guid=\\$guid&&source=\\$source&&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=54&guid=$guid&&source=$source&&lang=en)



Figure 18 SAT-S promoted at ICTFOOTPRINT.eu newsletter

5.3.1 Ictfootprint.eu motivational mechanisms

As well as SAT-O, the SAT-S matches the “Motivational Mechanism 3 – Energy Saving drive”, since it allows the estimation of the carbon and energy footprint of web-based digital services, such as the ones involving end-user devices and transmission networks to data centres.

5.4 Marketplace

In Year 3, weight new sellers were recruited to ICTFOOTPRINT.eu marketplace, having today a total of 30 sellers, distributed between the 6 categories. The new sellers were recruited not only at events joined by ICTFOOTPRINT.eu (e.g EnergyElephant at EUSEW2018), but also on social media (e.g. IFGICT & TCO Development) and thanks to synergies established, which spread the word in their own networks (e.g. EasyVirt & Club Green IT through AGIT).

After becoming part of ICTFOOTPRINT.eu, the project promoted the sellers' services in the project's, website not only through social media channels, but also providing them visibility in ICTFOOTPRINT.eu events by joining panels (see Figure 19) and becoming speakers at ICTFOOTPRINT.eu webinars. Moreover, in previous years, more applications were received by more potential sellers, but the consortium approved only those clear to contribute to decreasing carbon footprint. Tweets were also scheduled to generally promote the marketplace as well, to recruit new sellers and buyers (see Figure 20).

Two new buyers joined the marketplace, by submitting their requests into the platform, which were forwarded to all marketplace sellers.



Figure 19 Tweet promoting CircularComputing (left) and Carbon3IT at ICTFOOTPRINT.eu Amsterdam workshop speakers' panel (right)



Figure 20 Tweet promoting the marketplace.

Thanks to dissemination efforts (social media, newsletters, webinars, events, ICTFOOTPRINT.eu workshops), the marketplace is the 2nd most visited section on the website, with over 1.400-page views, as indicated in “D2.4 Impact Assessment Report”.

5.4.1 ICTFOOTPRINT.eu motivational mechanisms

The marketplace addressed point 2 of the ICTFOOTPRINT.eu motivational schemes, as indicated in Table 5 ICTFOOTPRINT.eu marketplace vs Motivational mechanisms

Table 5 ICTFOOTPRINT.eu marketplace vs Motivational mechanisms

| Motivational Mechanism | Description |
|------------------------|--|
| Marketplace-driven | The marketplace allows sellers and buyers to go beyond their “green engagement”, since it’s a win-win relationship for both players: sellers find buyers and increase their reputation as a Green IT provider of excellency. Buyers easily find sellers to provide the services they need to become green in IT. |
| Reputation-driven | Marketplace sellers improve their brand-image and increase their reputation by being part of the exclusive group of sustainable IT marketplace sellers. |

5.5 Webinars

ICTFOOTPRINT.eu pulled out 5 varied webinars (see Table 6), with reputable speakers covering a wide diversity of rich topics. Just like in previous years, the webinars had a nice percentage of viewing (with viewers even from outside of Europe), keeping with the legacy that ICTFOOTPRINT.eu webinar are one of the most successful activities of the project (see Table 7).

As indicated in “D2.4 Impact Assessment Report”, the webinar pages were the section with highest amount of views. More statistics related to the webinar are available in this report.

Table 6 ICTFOOTPRINT.eu webinars organised during Y3

| Nº | Title | Date | Speakers | Targeted Audience |
|----|--|------------|--|-------------------------------------|
| 8 | How to ecodesign digital services? Focus on the GreenConcept project | 28-02-2018 | <ul style="list-style-type: none"> Caroline Vateau - NEUTREO & Alliance Green IT Damien Prunel - Bureau Veritas Christophe Fernique - CCI Hérault Sebastien Bernis – BSWEB Valentin Girard - ELA INNOVATION | SMEs & Public Administration/Cities |
| 9 | Decreasing ICT | 18-07-2018 | <ul style="list-style-type: none"> Maikel Bouricius – Asperitas | SMEs |

| N° | Title | Date | Speakers | Targeted Audience |
|----|--|------------|--|---|
| | energy consumption – the power of data centres and people's will | | <ul style="list-style-type: none"> Daniel Frohnmaier – START2ACT | |
| 10 | Green Policies, Green Labels and Virtualization Efficiency | 27-09-2018 | <ul style="list-style-type: none"> Matthieu Clavier - Nantes City Lab & Nantes Métropole Thierry Leboucq – GREENSPECTOR Martin Dargent - EasyVirt | SMEs & Public Administration/Cities |
| 11 | Sustainable ICT - Achieve more with Less: The experience of CircularComputing, CATALYST & best practice data centres | 14-11-2018 | <ul style="list-style-type: none"> Steve Haskew – CircularComputing Mark Acton - CBRE's Global Data Centre Solutions Vasiliki Georgiadou - Green IT Amsterdam | SMEs & Public Administration/Cities |
| 12 | Hands-on Green IT: use tools, obtain certification & implement policy actions | 29-01-2019 | <ul style="list-style-type: none"> Beat Koch - Green IT Switzerland & GreenITPLUS Frédéric Croison - Deloitte Sustainability Silvana Muscella - Trust-IT Services | SMEs & Public Administration/Cities & Policy Makers |

Table 7 ICTFOOTPRINT.eu webinars organised during Y3 Statistics

| Title | N° Registrations | N° Video views | N° page views | N° unique page views |
|--|------------------|----------------|---------------|----------------------|
| How to ecodesign digital services? Focus on the GreenConcept project | 61 | 49 | 309 | 232 |
| Decreasing ICT energy consumption – the power of data centres and people's will | 25 | 111 | 475 | 408 |
| Green Policies, Green Labels and Virtualization Efficiency | 24 | 24 | 160 | 118 |
| Sustainable ICT - Achieve more with Less: The experience of CircularComputing, CATALYST & best practice data centres | 22 | 37 | 163 | 120 |
| Hands-on Green IT: use tools, obtain certification & implement policy actions | 25 | 9 | 56 | 36 |

5.5.1 Engagement with webinar speakers

ICTFOOTPRINT.eu continued engagement with experts from different organisations, to provide webinars with distinct contexts and enrich viewing experience.

Compared to the first 7 webinars, the webinars organised during the 3rd year have a higher number of representatives from **cities/public administration** (e.g. Nantes Metropole, CCI Herault), representing 13% of year 3 speakers. Around 50% of speakers were **SMEs** who either were suppliers of ICTFOOTPRINT.eu marketplace (e.g. ASPERITAS, START2ACT, EasyVirt, GREENSPECTOR, CircularComputing) or beneficiaries of “green IT services” and provided their testimonials to the webinars (e.g. BSWEB, ELA INNOVATION). Some speakers were members of **EAG** (e.g. Mark Acton & Beat Koch) or representatives of organisations with whom ICTFOOTPRINT.eu established **partnerships** (e.g. AGIT & Green IT Amsterdam).

5.5.2 Promoting webinars to the online community

As outlined in “D4.2 Second Annual Report on ICTFOOTPRINT.eu Communication & Outreach”, the webinars organised in 3rd year had a dedicated **webinar page** and a **newsletter**¹⁴ that was circulated to community members. A **follow-up email** was circulated to webinar attendees with links to webinar video, report and presentations.

Social media messages were also published to invite the audience to register for the webinars. On Twitter, tweets before the webinar were launched (see Figure 21) and live-tweeting was performed during webinars, for a real-time engagement. On LinkedIn, a post was published before the webinar,

¹⁴ Newsletter example: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=58&guid=\\$guid&source=\\$source&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=58&guid=$guid&source=$source&lang=en)

inviting the reader to register¹⁵, and another one after the webinar¹⁶, with the main insights noted down.



Figure 21 Promotional Tweet & Live tweeting

Past webinars were not forgotten. ICTFOOTPRINT.eu kept promoting webinars that were organised in the past, so community members would remember that there is also relevant content available for them. This was done mostly through twitter and newsletters (see Figure 22).

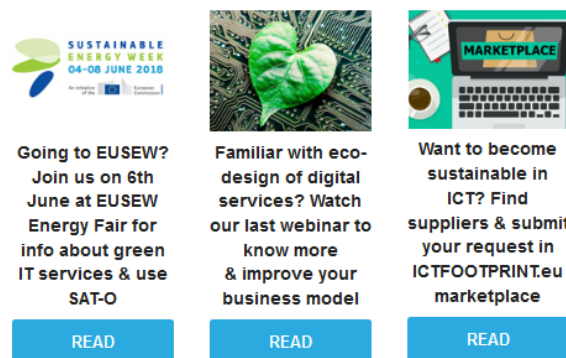


Figure 22 Past webinar being promoted on ICTFOOTPRINT.eu newsletter

5.6 Success Stories

Sixty-seven (67) Success Stories¹⁷ are now available in ICTFOOTPRINT.eu online catalogue of stories. These additional 30 stories demonstrate how large organisations, SMEs, cities and other market players became green IT and what competitive advantages they were able to achieve. The full list of success stories is available in "D2.5 Third market watch, best practice report, SDOs update & voice of the users".

Focusing on statistics, since the project kick off, the success stories section had over 2.500 views (success stories main section's page and individual stories' pages). With the publication of 30 new stories, it is expected an increase of views.

5.6.1 Strategy & Synergies to collect stories & promote stories

Despite the collection of Success Stories in Green IT being a challenge, ICTFOOTPRINT.eu has been able to collect 30 additional stories during the 3rd year, it did not manage to reach its original KPI

¹⁵ LinkedIn post: <https://www.linkedin.com/pulse/sustainable-ict-achieve-more-less-experience-catalyst-eu/>

¹⁶ LinkedIn post: <https://www.linkedin.com/pulse/green-policies-labels-virtualization-efficiency-webinar-eu/>

¹⁷ Success Stories webpage: <https://ictfootprint.eu/en/success-stories/>

of 200 success stories by project end however listed in the original workplan. The consortium found this task more challenging than expected but feel that the quality of those indicated are noteworthy. This was possible due to not only a desktop research, but also thanks to the synergy established with AGIT, member of the Green IT Global Initiative. The association prepared the “What’s up in Green IT” report¹⁸, with a collection of best practice examples related to green IT, circular economy and other stories that aim to reduce the environmental impact of IT choices.

Newsletters kept promoting success stories and inviting readers to check the stories online, by either indicating the number of new stories available online¹⁹ (see Figure 23) or the total number of stories available²⁰. Tweets were also published to promote stories available online.

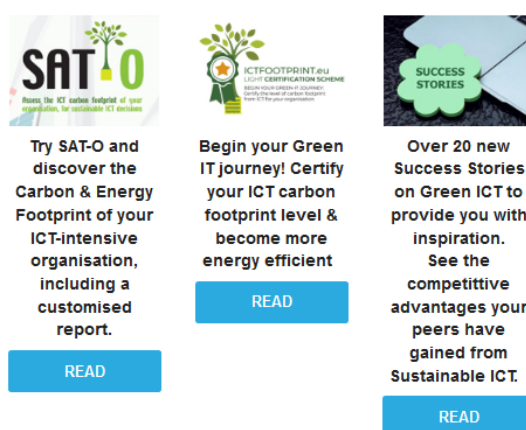


Figure 23 Newsletter promoting new Success Stories

5.7 Map of ICT Methodologies

Updates from the 1st review

For each ICT methodology selected and analysed, the consortium summarised the most relevant characteristics into a dedicated factsheet. The methodologies are displayed on a map available on the project platform (see also Figure 4), with the aim of providing a clear and up-to-date overview of existing methodologies specific to the ICT sector, based on feedback from EAG members and a continuous market watch.

¹⁸ Link: <http://alliancegreenit.org/wp-content/uploads/Doc%20AGIT/AGIT-LB-What's-up-in-Green-IT-2018.pdf>

¹⁹ Link: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=64&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=64&guid=$guid$&source=$source$&lang=en)

²⁰ Link: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=57&guid=\\$guid\\$&source=\\$source\\$&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=57&guid=$guid$&source=$source$&lang=en)

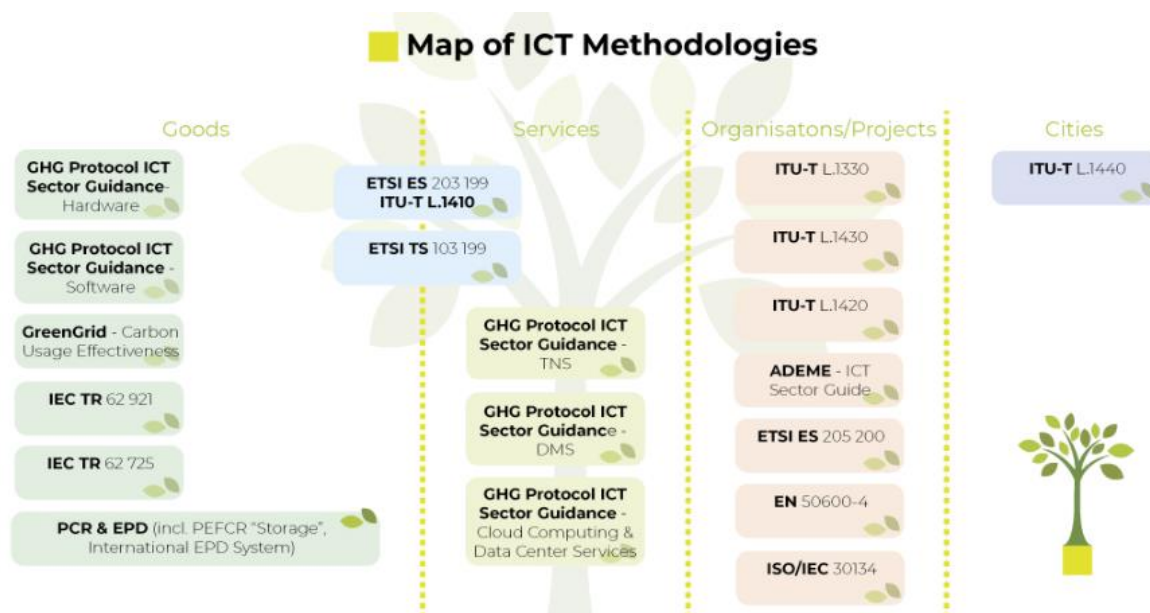


Figure 4: ICTFOOTPRINT.eu map of ICT methodologies

The Review Meeting with the European Commission in September 2017 confirmed the relevance of the identified calculation methodologies; although two of them were considered out of scope of the project and removed from the map.

In addition, the EAG helped identify the implementation of the Data Centre Maturity Model (DCMM) as a Technical Report into the EN 50600 standard, as well as the EN 50600 series elaborated as an ISO/IEC standard.

The feedback gathered as well as continuous market watch contributed to the addition and update of various associated factsheets, such as:

- ETSI ES 205 200, focused on global and specific KPIs for data centres and various types of access networks (update of factsheet after the publication of KPIs for global ICT sites and specific KPIs for mobile access networks);
- ISO/IEC 30134, which provides key performance indicators for data centre facilities and infrastructures, developed consistently with EN 50600-4 (update of factsheet for the addition of KPIs e.g. Energy Reuse Factor (ERF));
- ITU-T L.1330, on energy efficiency measurement and metrics for telecommunication networks (factsheets added at the end of the project).

5.8 Helpdesk

The multilingual helpdesk was promoted during the 3rd year as well, reminding ICTFOOTPRINT.eu audience that they could get direct support from IT experts by submitting their message into the helpdesk. This continuous communication effort, done mostly on social media (see Figure 24), allowed to reach a relevant number of page views and requests submitted in the platform, as indicated in "D2.4 Impact Assessment Report".



Figure 24 Tweet promoting the helpdesk

5.9 EAG Members

As indicated in “D2.5 Third market watch, best practice report, SDOs update & voice of the users”, the EAG recruited 2 new members, who brought new set of expertise to the esteemed group of EAG. In fact, the new members were recruited thanks to dissemination activities performed by ICTFOOTPRINT.eu. Rita Tedesco joined EAG thanks to the close communication that ICTFOOTPRINT.eu consortium kept with ECOS, as well as Beat Koch, who joined the group due to the synergy that was established between ICTFOOTPRINT.eu and Green IT Global initiative.

The consortium contacted EAG to not only invite them to the hands-on workshop organised by the project, but also to provide feedback on green IT topics, namely on green IT initiatives and SAT-O.

During the 3rd year, many of EAG members had an active role in many webinars and events organised by ICTFOOTPRINT.eu. The “D2.5 Third market watch, best practice report, SDOs update & voice of the users” provides more detailed info regarding new members and engagement activities with EAG.

5.10 Other dissemination outreach

During the 3rd year, the consortium activated other dissemination outreach activities, besides the ones described in the previous chapters. Besides the “Hands-on workshop” organised in Amsterdam, and the Networking session at ICT2018 in Vienna, the project also organised another event, in Paris.

5.10.1 ICTFOOTPRINT.eu workshop – “European Policy levers towards Green IT”

Along with AGIT, the ICTFOOTPRINT.eu organised a private half-day workshop, in Paris, on 24th September, to identify the main policy levers towards an uptake of ICT environmental assessment among players of the sector, as a key feature for a more responsible and greener ICT21 (see Figure 25 **ICTFOOTPRINT.eu Paris workshop promotional image**).

²¹ Link: <https://ictfootprint.eu/en/events/ictfootprinteu-workshop-event-european-policy-levers-towards-green-it>



Figure 25 ICTFOOTPRINT.eu Paris workshop promotional image

The first part of the workshop was dedicated to the presentation of the advantages of quantifying the footprint of ICT and the main reasons identified at European level for a limited implementation of the footprint methodologies in the sector. The second part of the workshop gave participants the opportunity to react to the proposed drivers, and to suggest additional ones. All feedback collected during the event were later valued as expert contribution during the elaboration of a European Policy Action Plan, to be delivered in the scope of the ICTFOOTPRINT.eu project.

Being a “closed event”, the consortium strategy was based on sending individual invitations, to key individuals with distinct expertise on Green IT, to join the event and, together, discuss the next priorities to promote green IT adoption in Europe. This was done through the network from AGIT but also the one that ICTFOOTPRINT.eu was able to create since the first month of the project. At the end, around 20 individuals accepted the invitation and came to Paris to join the discussions (see Figure 26 ICTFOOTPRINT.eu Paris Workshop’s participants discussing Green IT Policy Levers. Amongst the participants, the workshop had representations from SDOs (e.g. ADEME & The Green Grid), EU H2020 projects (e.g. EURECA), NPO (e.g. Green IT Amsterdam, ECO, Green IT SIG & WWF), SMEs (e.g. DCX, GreenIT.fr), amongst others.

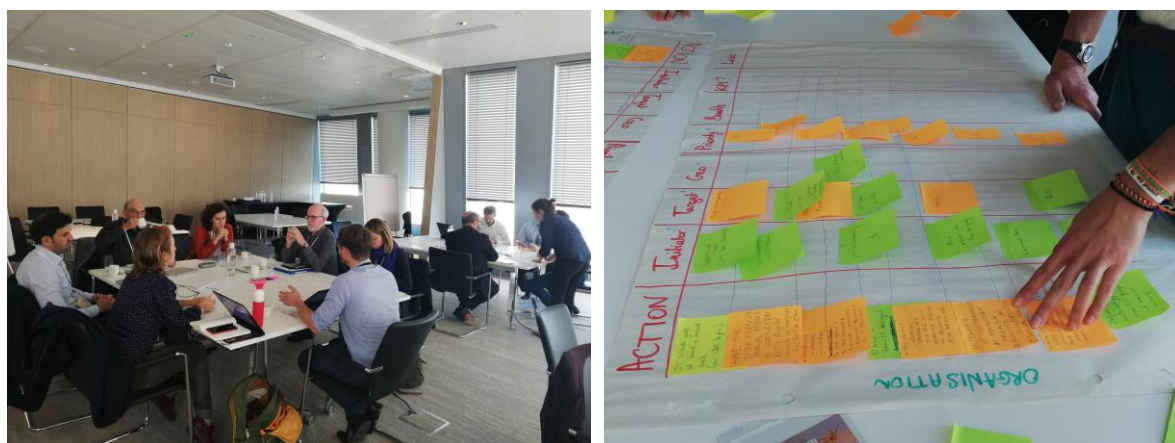


Figure 26 ICTFOOTPRINT.eu Paris Workshop’s participants discussing Green IT Policy Levers.

Despite being a closed event, the project performed live-tweeting during the workshop, inviting the online audience to share their opinion about the topics that were being discussed. A newsletter was also circulated, to announce the event and inform that individuals could apply to join physically the event (see Figure 27).

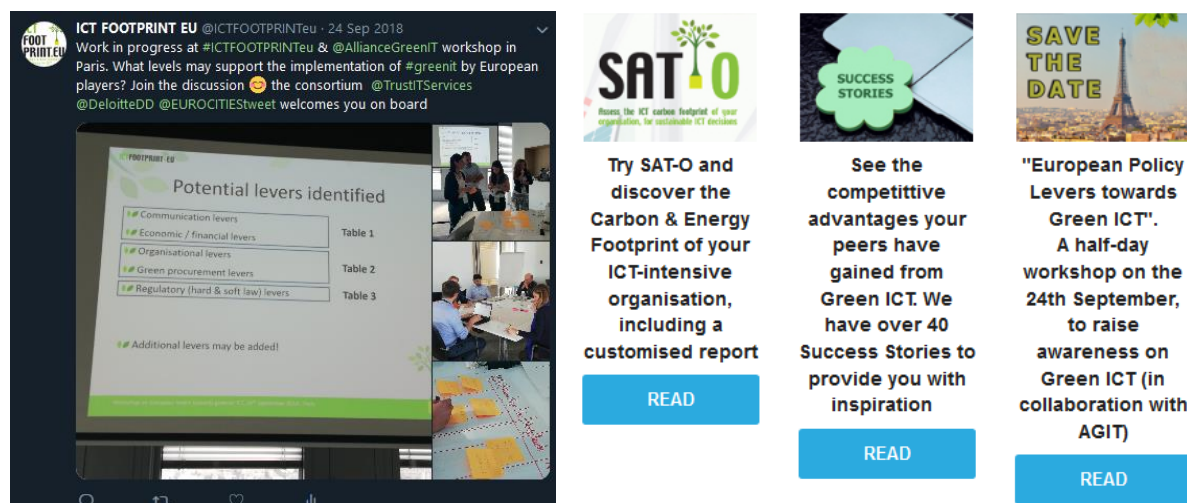


Figure 27 Live tweeting (left) and newsletter (right) about ICTFOOTPRINT.eu workshop in Paris

Likewise, in the other ICTFOOTPRINT.eu events, badges and a printable agenda were designed, to be distributed to each participant (see Annex 5: ICTFOOTPRINT.eu Paris workshop: badge & agenda).

5.10.2 ICTFOOTPRINT.eu new notepad: InfiniteBook

For ICTFOOTPRINT.eu participation at ICT2018 and its final event at CSCC, the consortium created a new notepad, to replace the previous one. The ICTFOOTPRINT.eu InfiniteBook (see Annex 2: ICTFOOTPRINT.eu "Infinite Notebook") was created to stand out ICTFOOTPRINT.eu brand from the crowd. This is an innovative and eco-friendly gadget that was a big success in both events and allowed ICTFOOTPRINT.eu brand to spread easily between events' participants. Shortly, the InfiniteBook is an ecological, economic, reusable and innovative notebook that allow the user to reuse all the pages without damaging them.

The gadget, with a customised design indicating both ICTFOOTPRINT.eu website and social media networks, matches perfectly the project core idea: increase sustainability levels.

6 Engaging with stakeholders, towards tools' usage

6.1 Consolidation & establishment of synergies

During year 3, ICTFOOTPRINT.eu established new synergies and consolidated others that were established during year 2. Synergies allow not only to maximise ICTFOOTPRINT.eu activities' outreach, but also represents a win-win relationship to all partners, since each player benefits from partners' expertise. Table 8 Synergies established/consolidated in Year 3 lists the synergies that were consolidated during year 3 of the project.

Table 8 Synergies established/consolidated in Year 3

| Organisation | Type | Synergies / Potential Synergies |
|--------------------------|---------------|---|
| AGIT | NPO | <ul style="list-style-type: none"> Organisation partner of ICTFOOTPRINT.eu workshop in Paris, along with a speaker role Joined a webinar as a speaker and recruit the remaining panellists. Supported the dissemination outreach on social media |
| EDI-Net | H2020 project | <ul style="list-style-type: none"> Supported the dissemination outreach on social media and on its website |
| Green IT | NPO | <ul style="list-style-type: none"> Organisation partner of ICTFOOTPRINT.eu workshop in Amsterdam, along with a speaker role |

| Organisation | Type | Synergies / Potential Synergies |
|---|-----------------------|--|
| Amsterdam | | <ul style="list-style-type: none"> Joined a webinar as a speaker, to present the CATALYST project Supported the dissemination outreach on social media |
| Green IT Global | NPO | <ul style="list-style-type: none"> Joined a webinar as a speaker, to present generic web applications for assessments and catalogues that improve ICT sustainability Joined ICTFOOTPRINT.eu workshop in Paris Became a speaker at ICTFOOTPRINT.eu final event in Brussels. |
| ICIM | Large Organisation | <ul style="list-style-type: none"> Became the Certification Authority of ICTFOOTPRINT.eu light certification scheme Speaker at ICTFOOTPRINT.eu networking session at ICT2018 Vienna |
| IFGICT | NPO | <ul style="list-style-type: none"> Provided feedback regarding the SAT-O Joined ICTFOOTPRINT.eu Workshop in Paris & Networking session at ICT2018 Vienna ICTFOOTPRINT.eu became one of the IFGICT partners |
| Nantes Métropole | Public Administration | <ul style="list-style-type: none"> Joined a webinar as a speaker, to present the proactive policy on energy transition launched by Nantes Métropole |
| OASC | NPO | <ul style="list-style-type: none"> Hosted ICTFOOTPRINT.eu final event at CSCC and promoted the event in its networks |
| Sustainability for London | NPO | <ul style="list-style-type: none"> Joined a webinar as a speaker, to present Data Centers standards |
| TCO Development | NPO | <ul style="list-style-type: none"> Provided feedback on the Map of ICT Methodologies Promoted ICTFOOTPRINT.eu webinars in their channels Supported ICTFOOTPRINT.eu dissemination outreach on social media ICTFOOTPRINT.eu published pieces of news about TCO Development's work. |
| WeForest | NPO | <ul style="list-style-type: none"> Became the official carbon offsetting provider of ICTFOOTPRINT.eu Light Certification Scheme. Published a dedicated webpage, at WeForest website, about ICTFOOTPRINT.eu support to WeForest initiative Joined ICTFOOTPRINT.eu final event, in Brussels (Belgium) |

Many synergies were established with NPOs that were related to ICT sustainability (AGIT, Green IT Amsterdam, Green IT Global, IFGICT, Sustainability for London and TCO Development), which supported ICTFOOTPRINT.eu to maximise its outreach to target audience (e.g. SMEs), engage with new key individuals and join some of ICTFOOTPRINT.eu initiatives (WeForest and ICIM on the Light Certification Scheme).

6.2 Direct engagement at 3rd-party European Events

As indicated in "D2.4 Impact Assessment Report", during the third year, the project joined several third-party events, organised all around Europe, having as main goals to not only promote the projects results, but also to collect feedback from end-users about ICTFOOTPRINT.eu services (see **Table 9** and Figure 28 ICTFOOTPRINT.eu presence on external events during Y3). Thanks to a joint-effort between all project partners, it was possible to reach different audiences, by joining different events, through distinct dissemination activities (panel sessions, exhibition stands, presentations, amongst others).

Table 9: ICTFOOTPRINT.eu presence at 3rd party events during year 3

| N° | Event | Topics | Type of Attendees | N° Attendees | When Where | Activities |
|----|--|--|--|--------------|---------------------------------|---|
| 14 | EUROCITIES Knowledge Forum Meeting | New forms of democracy in the digital age | Public Policy Makers and Municipalities | 45/10 | March 2018 Ghent - Belgium | <ul style="list-style-type: none"> General presentation of the project results to the plenary Detailed presentation for interested participants |
| 15 | Sustainable Energy Week 2018 | Environnemental information and communication technologies | Industry, researchers and academia, public policy makers | 3.000 | June 2018 Brussels - Belgium | Café booth |

| N° | Event | Topics | Type of Attendees | N° Attendees | When Where | Activities |
|----|--|--------------------|--|--------------|--|--|
| 16 | Green 18 | Green Technologies | Academia & Researchers | N/A | September 2018 Venice - Italy | 20min presentation |
| 17 | EUROCITIES Knowledge Forum Meeting | Knowledge Society | Public Policy Makers and Municipalities | 60 | October 2018 Uppsala - Sweden | Presentation of the SAT-O to city representatives. |
| 18 | EUROCITIES Economic Development Forum Meeting | Green Procurement | Public Policy Makers and Municipalities | 30 | October 2018 Grenoble - France | General presentation of the project results |
| 19 | The Green IT Day | Green IT | French local elected officials, private companies, IT experts, academics, researchers & students | 100 | October 2018 Montpellier - France | Presentation on a panel |
| 20 | We Love Green IT | Green IT | AGIT members | N/A | November 2018 Paris - France | Presentation on a panel |
| 21 | ICT2018 | Digital Europe | Science community members, policymakers, and fellow ICT-enthusiasts | 6.000 | December 2018 Vienna - Austria | Café booth & 45min networking session |
| 22 | EUROCITIES Knowledge Forum Meeting | Knowledge Society | Public Policy Makers and Municipalities | 50 | January 2019 Barcelona - Spain | Presentation of an overview of the project and its 12 th webinar. |

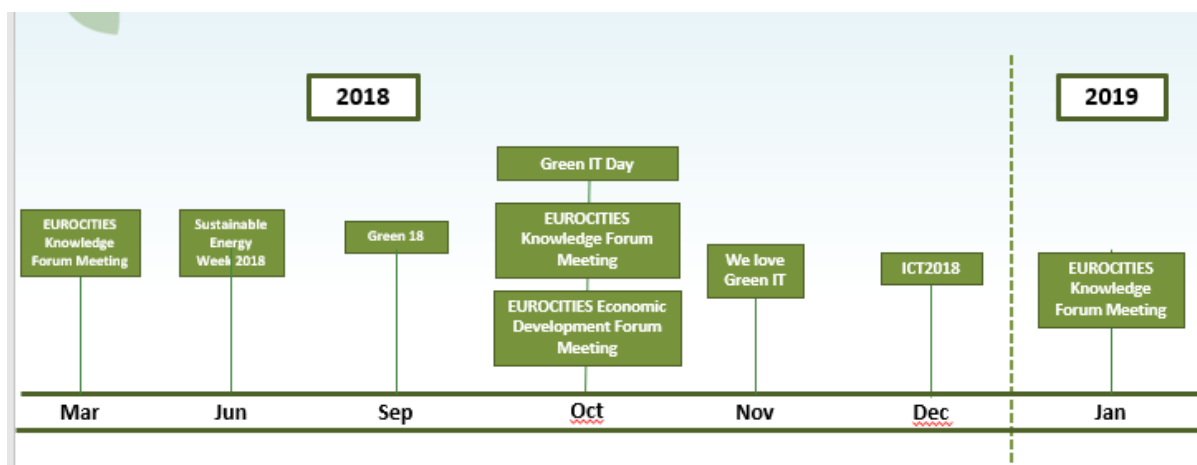


Figure 28 ICTFOOTPRINT.eu presence on external events during Y3

The project focused on joining events that would be related to the Green IT & sustainability topics, as well as maximising the audience profiles. The message was spread mainly through presentations / panel discussions or exhibition stands (see Figure 29 ICTFOOTPRINT.eu dissemination activities at 3rd party events).



Figure 29 ICTFOOTPRINT.eu dissemination activities at 3rd party events

Just as in previous events, dissemination material supported the dissemination outreach. Project's flyers (general flyer and SAT-O), give-aways (plants, recycled notebooks and InfiniteBook) and rollup banners were distributed to those who joined ICTFOOTPRINT.eu activities.

Different events to reach distinct audiences and goals

Engagement with **SMEs and Large Enterprises** was achieved at several events: EUSEW2018, The Green IT Day, We Love Green IT and ICT2018. The main goal was to either recruit new members for the marketplace but also to increase the number of SAT-O and Light Certificate users.

Cities and public administrators were contacted at many events: EUROCITIES Knowledge Forum Meeting, EUSEW2018, EUROCITIES Knowledge Forum Meeting, EUROCITIES Economic Development Forum Meeting, ICT2018, EUROCITIES Knowledge Forum Meeting and at CSCC. Besides introducing the project and recruit users for SAT-O and the Certification Scheme, ICTFOOTPRINT.eu wanted to raise awareness on why it is important for cities to become sustainable in ICT, especially those who are becoming now "smart cities". In fact, these was one of the points discussed during ICTFOOTPRINT.eu participation at CSCC.

Researchers were also contacted by ICTFOOTPRINT.eu by joining events such as GREEN18, where the Map of ICT Methodologies was showcased, as well as the SAT-O tool.

A common result achieved in all these events was the increase in the website's visitors and social media followers. More detailed information on events participation's impact is described in Table 10.

In fact, the consistent and strong ICTFOOTPRINT.eu dissemination efforts allowed ICTFOOTPRINT.eu to receive invitations to join 3rd party events, even after the end of its funding period. The project was invited to be a panellist at "World Summit on the Information Society"²² (WSIS), an international forum organised by ITU, UNESCO, UNDP and UNCTAD, which gathers together people interested in ICT for Sustainable Development Goals sharing and learning. Taking place in April 2019, at Geneva (Switzerland), ICTFOOTPRINT.eu is discussing its participation on the "the ICT and Pollution Panel Discussion". The invitation is a recognition of ICTFOOTPRINT.eu efforts on helping ICT sector on increasing efficiency and reducing its carbon footprint.

²² Website: <https://www.itu.int/net4/wsis/forum/2019/>

Table 10 ICTFOOTPRINT.eu activities performed, and impact achieved at events during Year 3

| Event | Activity Performed | Take-aways / Impact |
|---|---|---|
| EUROCITIES Knowledge Forum Meeting | <ul style="list-style-type: none"> • General presentation of the project results to the plenary • Detailed presentation for interested participants | <ul style="list-style-type: none"> • Identification of contacts to engage on social media • Peak of website visits |
| Sustainable Energy Week 2018 | <ul style="list-style-type: none"> • Café booth | <ul style="list-style-type: none"> • Performed SAT-O tests with end-users • Peak of visits on SAT-O page • New 17 twitter followers • Identification of contacts to engage on social media • Recruitment of new sellers for the marketplace |
| Green 18 | <ul style="list-style-type: none"> • 20min presentation | <ul style="list-style-type: none"> • Presentation of SAT-O to research audience • Peak of visits on ICTFOOTPRINT.eu website |
| EUROCITIES Knowledge Forum Meeting | <ul style="list-style-type: none"> • Presentation of the SAT-O to city representatives. | <ul style="list-style-type: none"> • Presentation of the SAT-O to city representatives • Handing-out of project material • Identification of contacts to engage on social media |
| EUROCITIES Economic Development Forum Meeting | <ul style="list-style-type: none"> • General presentation of the project results | <ul style="list-style-type: none"> • Presentation of the SAT-O to city representatives. • Identification of contacts to engage on social media • Peak of visits on ICTFOOTPRINT.eu website |
| The Green IT Day | <ul style="list-style-type: none"> • Presentation on a panel | <ul style="list-style-type: none"> • Peak of visits on ICTFOOTPRINT.eu website, namely on the Map of ICT Methodologies • Increase awareness of ICTFOOTPRINT.eu project to a new audience, who was unaware about the project |
| We Love Green IT | <ul style="list-style-type: none"> • Presentation on a panel | <ul style="list-style-type: none"> • Increased awareness of ICTFOOTPRINT.eu to an international network of sustainable ICT professionals • Identification of contacts to engage on social media • Consolidation of the synergy established with AGIT • Identification of potential leads for additional success stories |
| ICT2018 | <ul style="list-style-type: none"> • Café booth & 45min networking session | <ul style="list-style-type: none"> • 8 organisations started the Light Certification Scheme • 18 new Twitter followers • Identification of potential new synergies for the final webinar (ICT Fair) • First contact with OASC, the organisation which hosted ICTFOOTPRINT.eu final event • Policy discussions with members of EC |
| EUROCITIES Knowledge Forum Meeting | <ul style="list-style-type: none"> • Presentation of an overview of the project and its 12th webinar. | <ul style="list-style-type: none"> • Presentation of the project's late outcomes and 12th webinar to city representatives. • Handing-out of project material • Identification of contacts to engage on social media |

6.3 Social media dissemination & webpage

All communication and outreach activities performed during this year allowed to increase the number of ICTFOOTPRINT.eu community members. By January 2019, ICTFOOTPRINT.eu had 254 followers on Twitter and over 2.430 members on LinkedIn, which represents a total of 2.950 community member just from social networks. ICTFOOTPRINT.eu used social media channels to spread message to its community members, through the 2.800 tweets and 70 LinkedIn articles, providing content-rich info related to sustainability in ICT.

On the other hand, the ICTFOOTPRINT.eu website had 31.769-page views during the 3rd year, which represents 41% of the total views the website had since the beginning of the project. This is a clear sign that ICTFOOTPRINT.eu was able to get higher interest rates from its community in its final year.

More detailed statistics regarding the website and social media channels are detailed and described in “D2.4 Impact Assessment Report”.

6.4 A final event for lasting legacy of a Green ICT market & Policy Action Plan

As indicated in “D2.4 Impact Assessment Report”, the ICTFOOTPRINT.eu final event took place on 17th January 2018, in Brussels (Belgium), co-located with Connected Smart Cities Conference - CSCC (organised by [Open & Agile Smart Cities initiative- OASC](#)), to capitalise on the community that will be present there.



Figure 30 ICTFOOTPRINT.eu Final Event Promotional Image

Entitled as ““Building an eco-friendly Green ICT Market as the lasting legacy of ICTFOOTPRINT.eu”²³, the event was a policy-oriented event, to showcase the preliminary results of the ICTFOOTPRINT.eu final policy roadmap deliverable, as well as a chance to showcase all results achieved during the 36-month duration of the project. The event was also an opportunity to collect some last insights to be included in “D3.4 Policy Action Plan & ICTFOOTPRINT.eu sustainability roadmap”

Besides showcasing ICTFOOTPRINT.eu results (e.g. Light Certification Scheme, SAT-O, marketplace), the event also had a dedicated presentation focused on future policy actions from EU, focused on Green ICT, as well as a presentation about the importance of Green IT for Smart Cities (very aligned with CSCC’s main topic).

In the afternoon, the event organised 2 panel discussions. The first one, entitled “Levers and Directions to increase levels of Green ICT” had members from EAG and IT experts from Large Companies (e.g. Ericsson) and Research (Oxford e-Research Center) who discussed what policy measures should be adopted to promote the Green IT Market development. The second panel, entitled “European innovative tools & services to support ICT Carbon Footprint & improve ICT

²³ Event webpage: <https://ictfootprint.eu/en/events/ictfootprinteu-final-event-building-eco-friendly-green-ict-market-lasting-legacy>

sustainability”, included mostly sellers from ICTFOOTPRINT.eu marketplace, who gave insights on how their services are helping ICT become more sustainable, along with some hints that will be included in D3.4 (see Figure 31 Keynote presentations (left) and panel session (right) at ICTFOOTPRINT.eu event).



Figure 31 Keynote presentations (left) and panel session (right) at ICTFOOTPRINT.eu event

Regarding the communication and dissemination activities, a strategy was put in place before, during and after the event. To recruit attendees, invitations were sent individually to individuals that ICTFOOTPRINT.eu had opportunity to work in the last 3 years, along with a newsletter²⁴, social media efforts, namely tweets (see Figure 32) and LinkedIn post²⁵, and invitation made during ICTFOOTPRINT.eu networking session in ICT2018 Vienna. Live tweeting was also done during the event, sharing photos, quotes from speakers and inviting attendees of CSCC to join ICTFOOTPRINT.eu event (see Figure 32). The CSCC hashtags were used, to maximise outreach.



Figure 32 Tweet before (left) and during the ICTFOOTPRINT.eu final event (middle and right)

Besides organising the event, ICTFOOTPRINT.eu was also invited to join the CSCC session dedicated to “GREEN TRACK - Building Sustainable Environments”, along with other experts who are involved in sustainability topics to zoom in on ICTFOOTPRINT.eu results. The project also prepared a stand at CSCC exhibition area, providing ICTFOOTPRINT.eu materials and information flyers which provided more info to CSCC attendees (see Figure 33). As in previous events, customised badges and printed agendas were prepared to the final event, being distributed to each participant (see Annex 6: ICTFOOTPRINT.eu Brussels final event: badge & agenda).

CSCC also promoted ICTFOOTPRINT.eu events in their channels. The ICTFOOTPRINT.eu event agenda was also made available at CSCC website²⁶, the ICTFOOTPRINT.eu logo was included in CSCC badges and OASC Twitter account retweeted ICTFOOTPRINT.eu tweets promoting the event.

²⁴ Link: [http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=62&guid=\\$guid&source=\\$source&lang=en](http://newsletter.ictfootprint.eu/Newsletter.ashx?action=onlinenewsletter&idnewsletter=62&guid=$guid&source=$source&lang=en)

²⁵ Link: <https://www.linkedin.com/pulse/ictfootprinteu-event-building-eco-friendly-green-ict-eu/>

²⁶ Link: <https://oasc.events.idloom.com/connected-smart-cities-conference-2019/pages/programme>



Figure 33 ICTFOOTPRINT.eu stand at CSCC and Rollup banner next to the conference room

This coordinated effort allowed ICTFOOTPRINT.eu to increase its visibility on social media, recruit new Twitter followers (8 new followers related to Smart cities initiatives), collect new info for the D3.4, promote networking between sustainable IT experts and raise awareness to new audiences on why sustainable IT is important, namely in the context of Smart Cities.

7 Conclusion

The final year of ICTFOOTPRINT.eu demonstrated 2 of major results were launched: the SAT-O and the Light Certification Scheme. Furthermore, during this year, the project confirmed an interest's growth on ICTFOOTPRINT.eu activities. The community member reached over 5.500 members and also a relevant growth in terms of website visits. These results were possible thanks to the launch of new services, organisation of webinars, bringing on board new members for the marketplace, publication of new success stories, providing a new updated version of Map of ICT Methodologies and organisation of ICTFOOTPRINT.eu events. The coordinated marketing plan implemented during these years has proved to have been worth it.

The ICTFOOTPRINT.eu Light Certification Scheme was able to catch the attention of both the supplier and demand side. ICIM, a relevant certification body accepted happily to become the certification provider and the project received signs of interest of other organisations to become the same. Plus, at the official launch in Vienna, many individuals decided right away to try the service and get their own certification on green IT. The SAT-O, launched earlier in the year, quickly surpassed his "elder brother" SAT-S on number of users, in a shorter time-frame. This is due to not only being a more complete tool compared to SAT-S, but also due to the extensive communication campaign made to promote the tool, through social media, webinars and the organisation of ICTFOOTPRINT.eu hands-on workshops in different European Countries.

The organisation of ICTFOOTPRINT.eu workshops and presence at 3rd party events allowed the collection of insights on how to promote the adoption of sustainable IT practices across Europe. The detailed analysis will be included in the "ICTFOOTPRINT.eu Recommendations & Policy Action Plan and Sustainability".

The marketplace increased its number of members, having today 30 suppliers from different countries, which are providing sustainable ICT services to ICTFOOTPRINT.eu audience. New members were recruited at third-party events, while others were identified either on social media or through strategic partnerships established during this year. All in all, this effort has made the marketplace the second most visited section in the ICTFOOTPRINT.eu website.

The multilingual helpdesk has continued providing a minimal amount of support to ICTFOOTPRINT.eu online community and relevant feedback was collected by the users, namely on the Map of ICT Methodologies. Regarding the map, it was timely updated during the year, by adding new methodologies and moving some to the website section called "Related Tools & Services".

Thanks to strategic synergies and an intensive desktop research, 30 new success stories on green IT were added to the online catalogue. These stories, not only from Europe, provide examples of green IT best practices, from different dimensions such as energy efficiency, life cycle assessment, raise awareness, amongst others, which are now having a positive impact in society.

The ICTFOOTPRINT.eu webinar series continued on its more than acceptable results, becoming the most popular section of ICTFOOTPRINT.eu website. The 12-webinar series registered over 450 registrations from individual who were looking forward to getting insights from the esteemed panel of speakers that ICTFOOTPRINT.eu pulled out for each webinar edition. Some of these speakers were from ICTFOOTPRINT.eu EAG, group who had new members on board during the third year and were happy to become speakers in ICTFOOTPRINT.eu webinars.

Now, at the end of ICTFOOTPRINT.eu project closure, the consortium created conditions to ensure that the ICTFOOTPRINT.eu legacy, created during these 3 years, will not disappear. The ICTFOOTPRINT.eu business plan details how ICTFOOTPRINT.eu will become self-sufficient after the end of funding, mainly through the Light Certification Scheme and the SAT-O. Besides, the ICTFOOTPRINT.eu Policy Action Plan is believed to have an impact in the short term on European sustainable IT, by indicating directions to EU policy makers on how to support sustainable IT market growth and decrease its environmental impact.

8 Annexes

Annex 1: ICTFOOTPRINT.eu SAT-O Flyer



The flyer is a vertical document with a green and white color scheme. At the top, it features the ICTFOOTPRINT.eu logo and the text 'European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector' and 'www.ictfootprint.eu'. Below this, a dark green banner contains the text 'THE REFERENCE PLATFORM FOR PROMOTING THE ADOPTION OF CARBON FOOTPRINT CALCULATION METHODOLOGIES IN THE ICT SECTOR'. A light green banner follows with 'WANT TO BECOME MORE SUSTAINABLE IN ICT?'. The main section is divided into two columns. The left column features the 'SAT-O' logo, the text 'Assess the ICT carbon footprint of your organisation, for sustainable ICT-decisions', a 'TRY NOW' button with the URL 'ictfootprint.eu/en/services/self-assessment-tool-organisations', and a QR code. The right column is titled 'SELF-ASSESSMENT TOOL FOR ORGANISATIONS (SAT-O)' and 'Calculate the ICT carbon footprint in your organisation, free of cost!'. It lists three bullet points: 'Get a personalized report with the carbon and energy footprint of your organisation's ICT, assessed over one year.', 'Learn about actions to decrease the impact of your organisation's ICT in the environment and make energy savings.', and 'Make informed decisions about how to get cost savings & turn your organisation's ICT sustainable & energy efficient.'. Below this, a green banner asks 'WHY SHOULD I BECOME GREEN IN ICT?'. The bottom section features three bullet points: 'The European ICT sector can save €600 billion by 2020 thanks to green ICT.', 'ICT sector can generate new revenues to the tune of €678 billion.', and 'Eco-friendly technology may allow you to get energy savings up to 50% each month.'. A large image of a globe made of green leaves is on the right. The footer contains the text 'JOIN US AND GET ENERGY SAVINGS BY CHOOSING LOW CARBON ICT' and social media links for website, email, Twitter, and LinkedIn.

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THE REFERENCE PLATFORM FOR PROMOTING THE ADOPTION OF CARBON FOOTPRINT CALCULATION METHODOLOGIES IN THE ICT SECTOR

WANT TO BECOME MORE SUSTAINABLE IN ICT?

SAT-O
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TRY NOW
ictfootprint.eu/en/services/self-assessment-tool-organisations

SELF-ASSESSMENT TOOL FOR ORGANISATIONS (SAT-O)
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- Get a personalized report with the carbon and energy footprint of your organisation's ICT, assessed over one year.
- Learn about actions to decrease the impact of your organisation's ICT in the environment and make energy savings.
- Make informed decisions about how to get cost savings & turn your organisation's ICT sustainable & energy efficient.

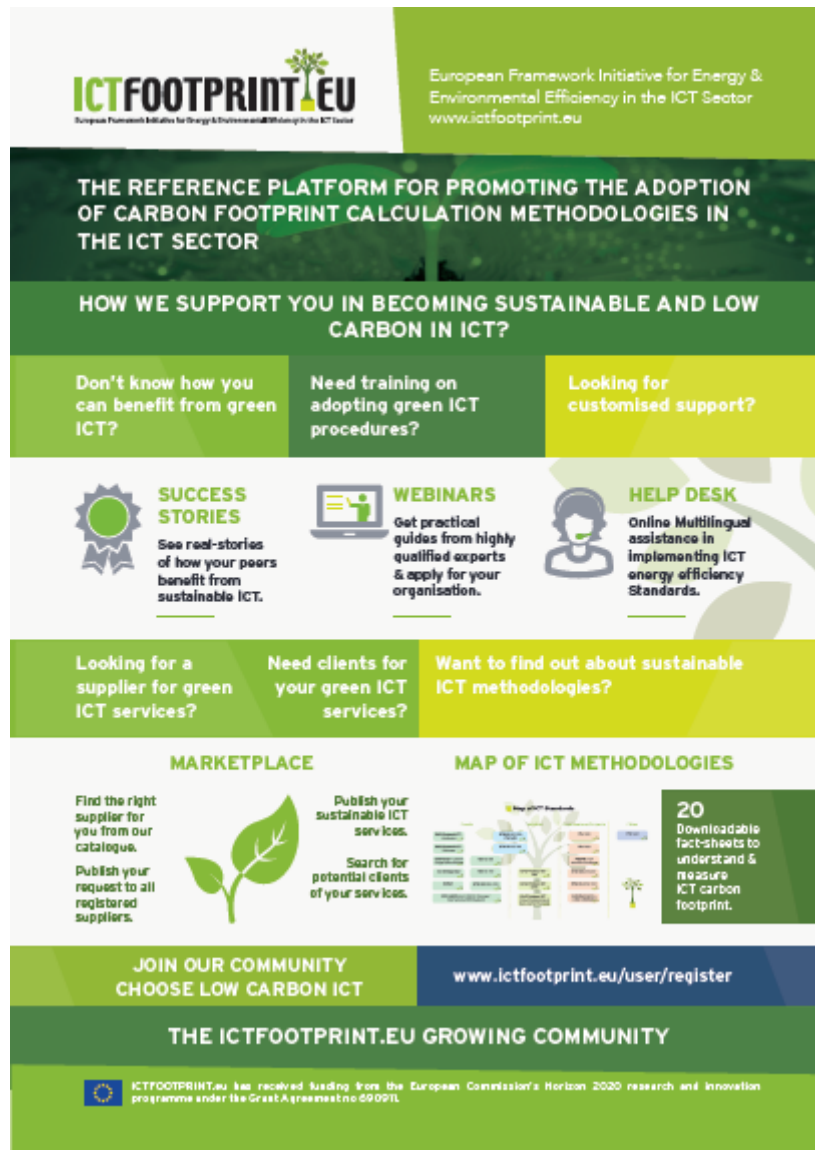
WHY SHOULD I BECOME GREEN IN ICT?

- The European ICT sector can save €600 billion by 2020 thanks to green ICT.
- ICT sector can generate new revenues to the tune of €678 billion.
- Eco-friendly technology may allow you to get energy savings up to 50% each month.

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- Looking for customised support?



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See real-stories of how your peers benefit from sustainable ICT.



WEBINARS
Get practical guides from highly qualified experts & apply for your organisation.



HELP DESK
Online Multilingual assistance in implementing ICT energy efficiency Standards.


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Need clients for your green ICT services?

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Find the right supplier for you from our catalogue.
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Publish your sustainable ICT services.
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MAP OF ICT METHODOLOGIES




20
Downloadable fact-sheets to understand & measure ICT carbon footprint.

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THE ICTFOOTPRINT.EU GROWING COMMUNITY

 ICTFOOTPRINT.eu has received funding from the European Commission's Horizon 2020 research and innovation programme under the Grant Agreement No 690911.

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Annex 2: ICTFOOTPRINT.eu “Infinite Notebook”



Annex 3: ICTFOOTPRINT.eu Lanyards



Annex 4: ICTFOOTPRINT.eu Amsterdam workshop: badge & agenda



Annex 5: ICTFOOTPRINT.eu Paris workshop: badge & agenda



Annex 6: ICTFOOTPRINT.eu Brussels final event: badge & agenda

