



Sustainability

...the capacity to endure



Sustainable Business

...meets the needs of the present world without compromising the ability of the future generations to meet their own needs



Green IT

...the practice of designing, acquiring, using and disposing of computing resources efficiently

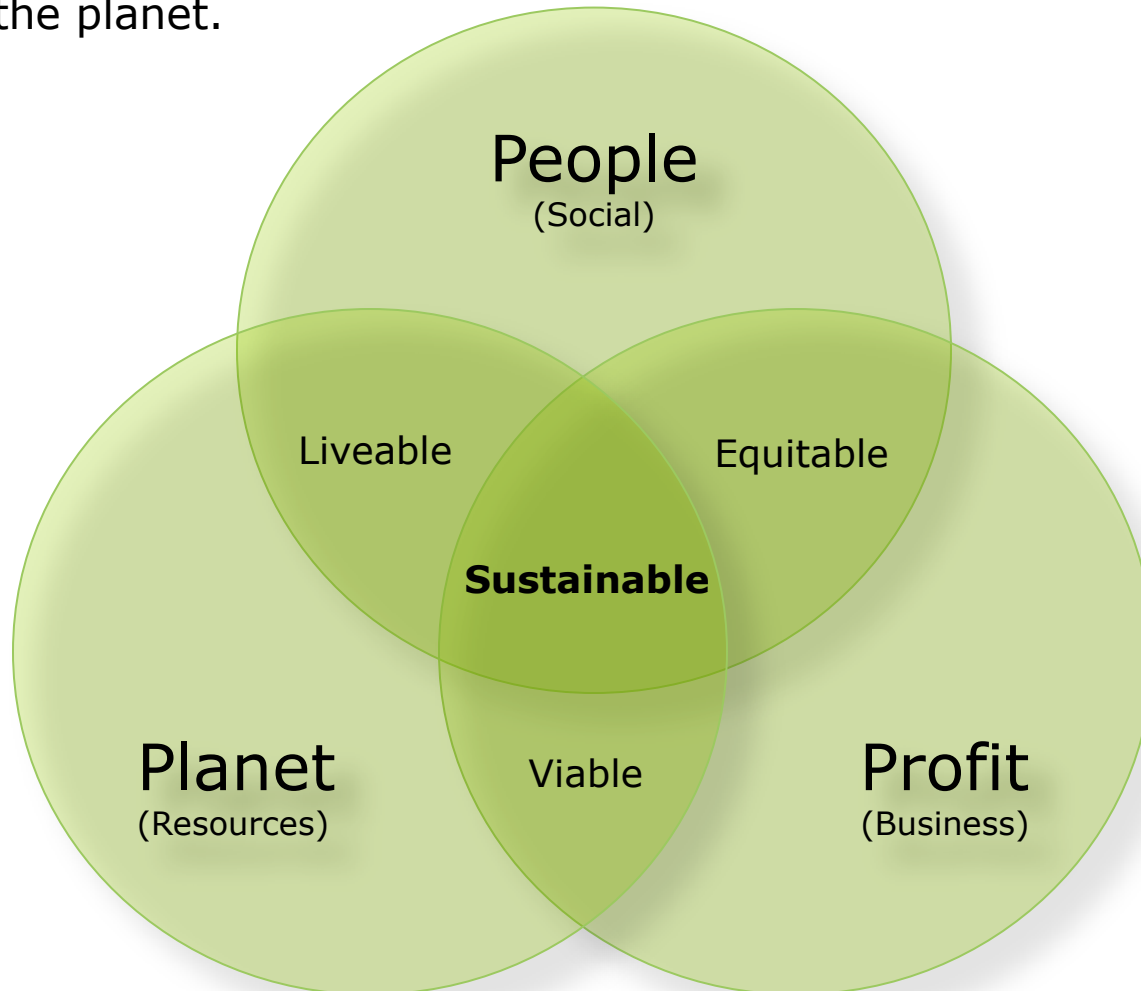
Overview

- What and Why
- How and Does it pay
- Process
- Big Picture
- Further Reading



How does it work

Triple Bottom Line - The practice of measuring a company's success by evaluating economic, social and environmental impact on business, people and the planet.



Why should we care

- CO₂ Emissions/Global Warming

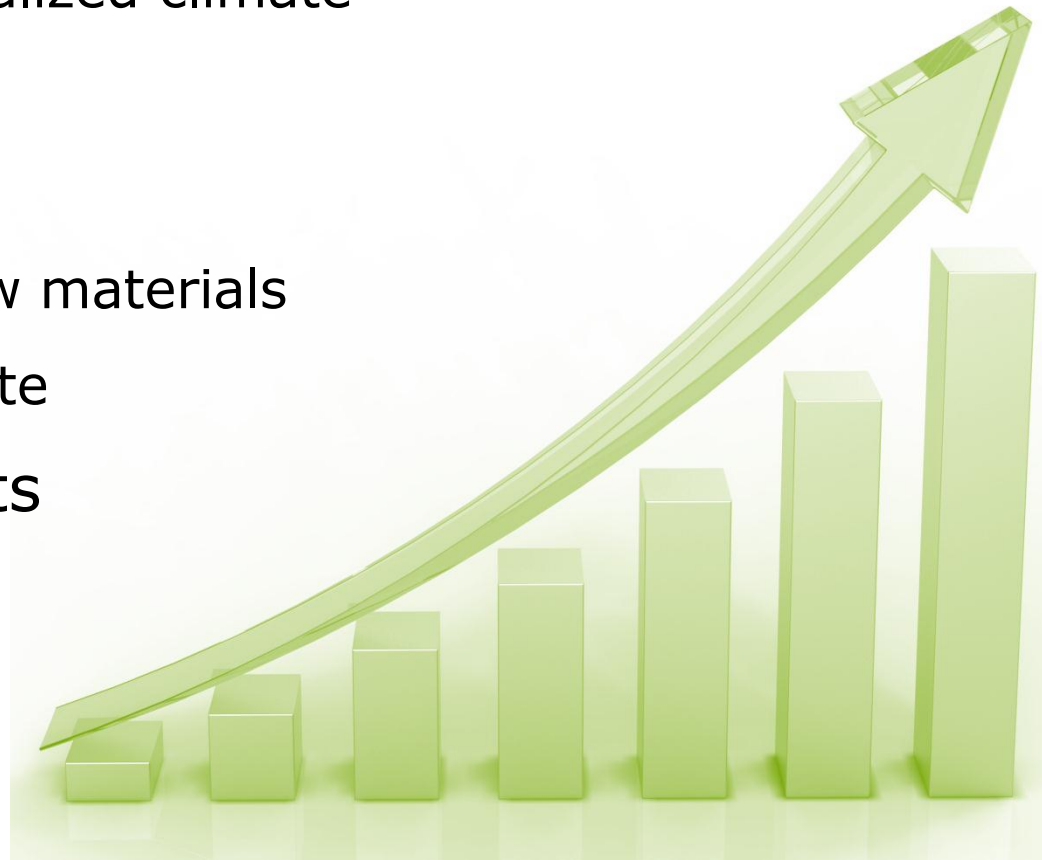
- Rising sea levels
- Changes to localized climate
- Polar Bears

- Resources

- Fossil fuels/Raw materials
- Hazardous waste

- Increasing Costs

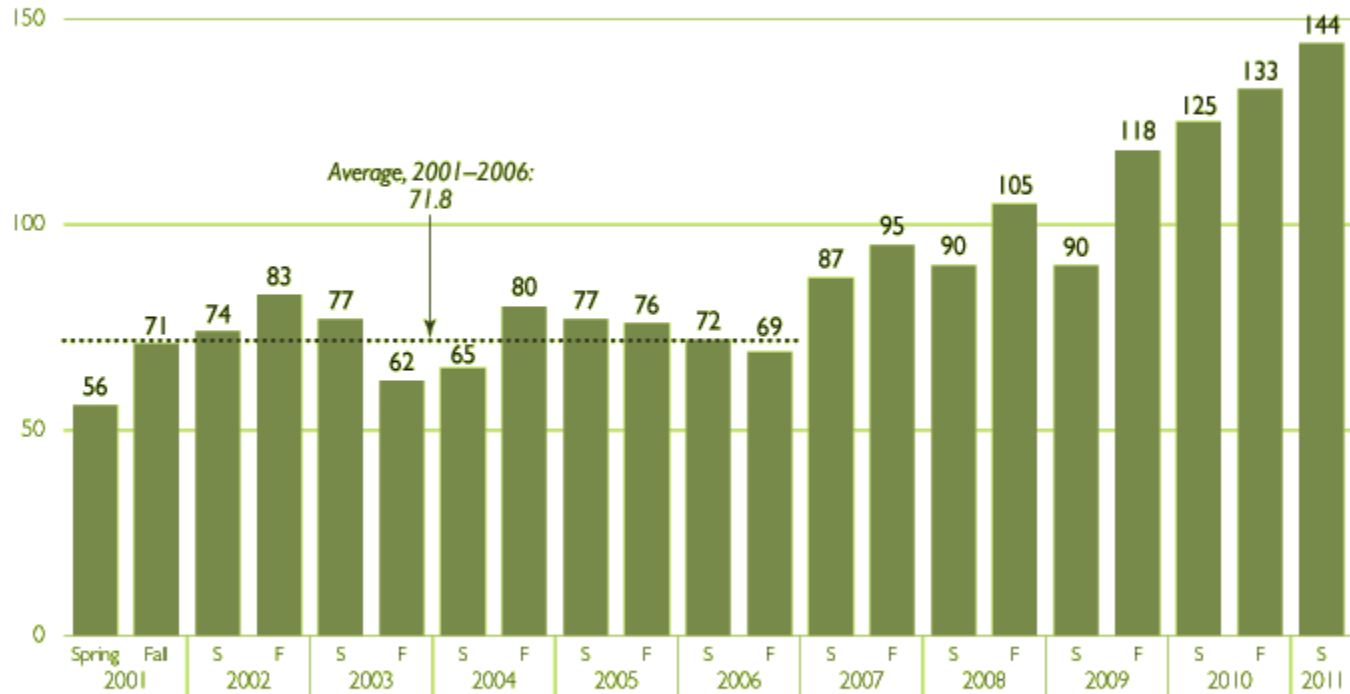
- Power/Space
- Regulation



More Regulation

The number of pending regulations that cost \$100 million or more every year has more than doubled in under five years.

Economically Significant Regulations



Source: Data obtained at Office of Information and Regulatory Affairs, Office of Management and Budget, "Unified Agenda and Regulatory Plan Search Criteria," at <http://www.reginfo.gov/public/do/eAgendaAdvancedSearch> (July 20, 2011). (Note: Under "Agency or Agencies," select "All," then "Continue." Under the "Priority" subheading, select "Economically Significant." Under "Agenda Stage of Rulemaking," select "Proposed Rule Stage" and "Final Rule Stage.")

Chart I • B 2586  heritage.org



Green IT Strategies

Virtualization: Systems & the Cloud



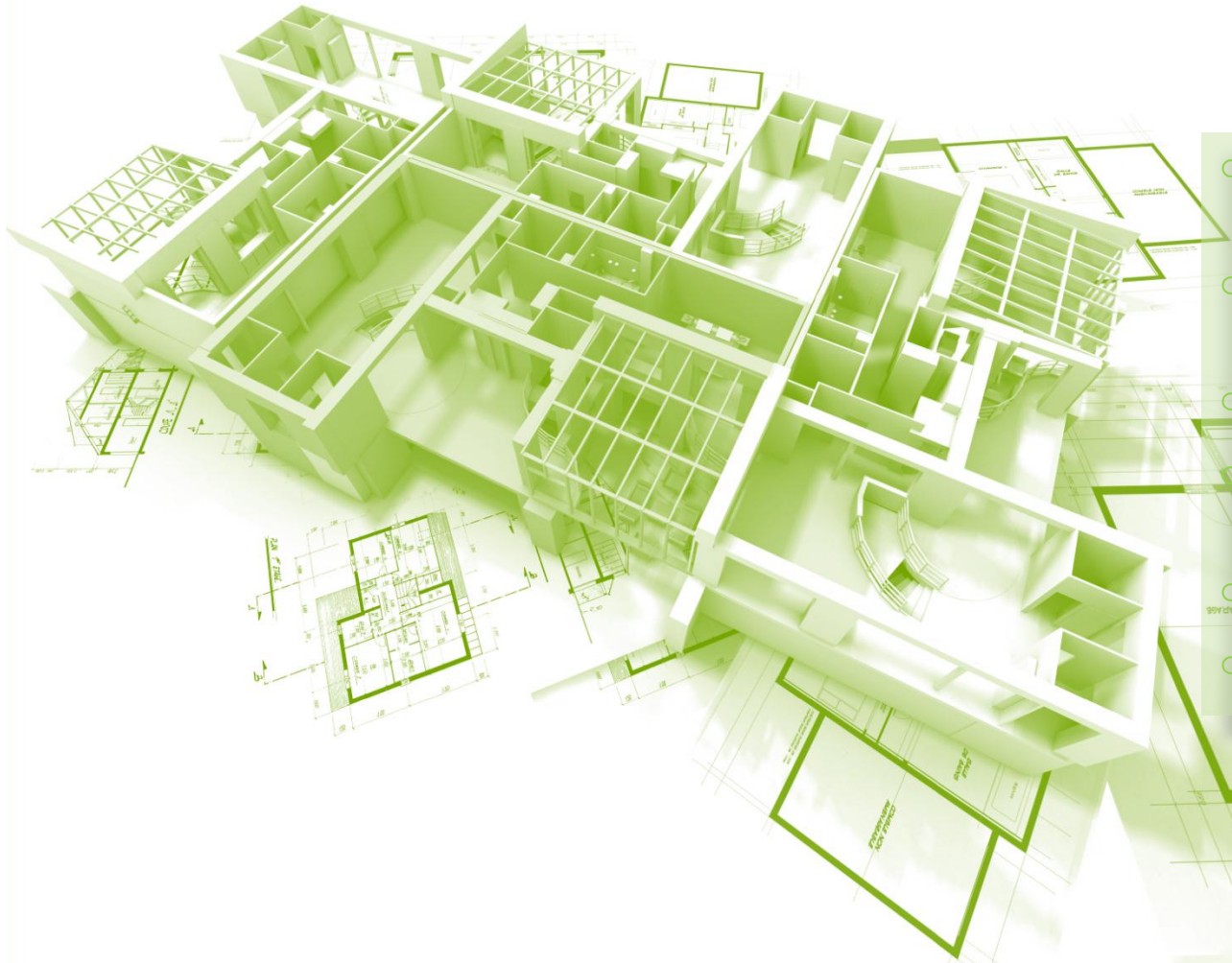
- Application
- Desktop
- Server
- Power
- Space
- Cooling
- Rapid Provisioning
- Equipment Management
- Failover
- Test/Dev
- Disaster Recovery

Virtualization: Access and People



- Telecommute
- Teleconference
- Remote Mgmt
- Fuel Savings
- Time Savings
- Less Office Space
- Faster Access
- Less Air Fare
- More time at home
- Disaster Recovery

Facilities and Process Management



- Efficient systems
- Software Management
- HVAC
- Walking Distances
- Onsite services
- Saving Paper

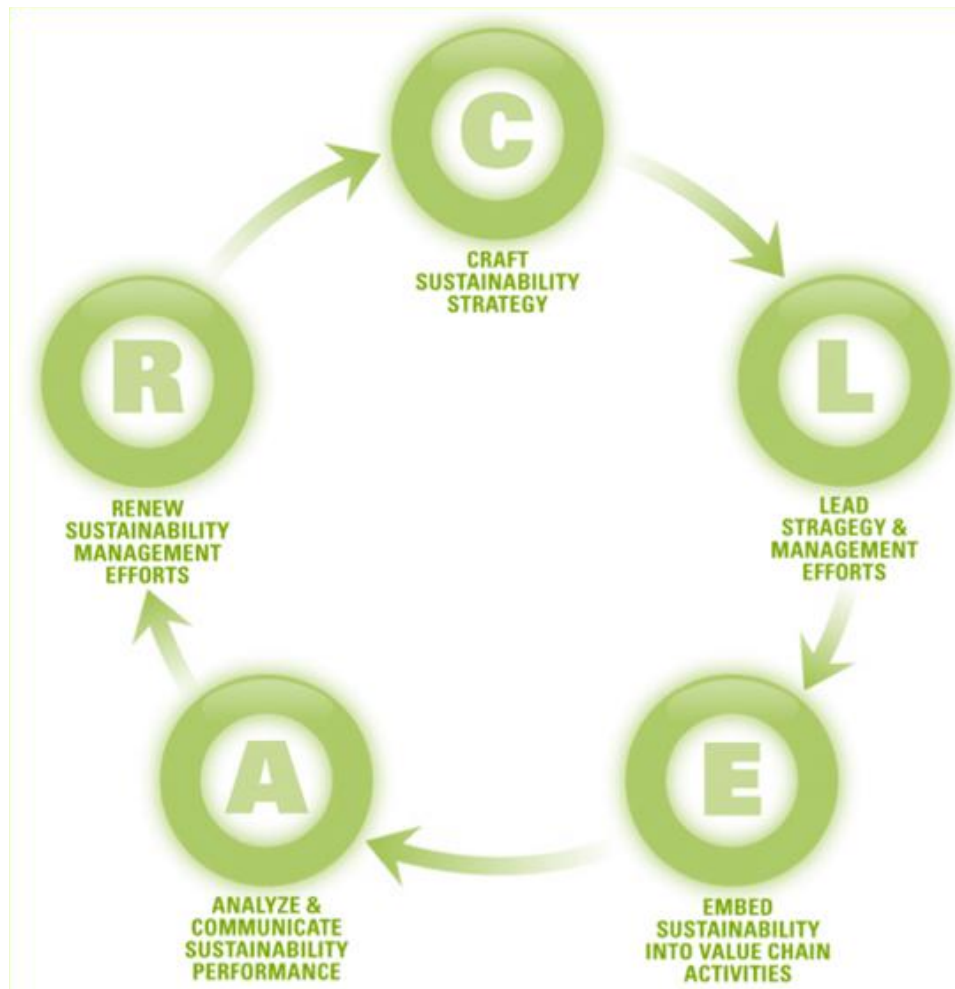




Structured Approaches

A CLEAR Approach

Connect sustainability to Business Strategy



- Craft
- Lead
- Embed
- Analyze
- Renew

Stages of Green

1
Assess

Review opportunities at enterprise level; assess organizational readiness and industry characteristics.

2
Design

Develop strategy; define near- and long-term objectives, establish means to achieve and measures to gauge.

3
Deploy

Implement strategies by creating and managing projects; train employees and communicate effectively.

4
Manage

Measure, adjust, re-assess.

5
Recycle & Dispose

Manage resources to maximize their use and lifetime and dispose of responsibly.



Calculator Assesses ROI

- Aberdeen Green IT Assessment Calculator

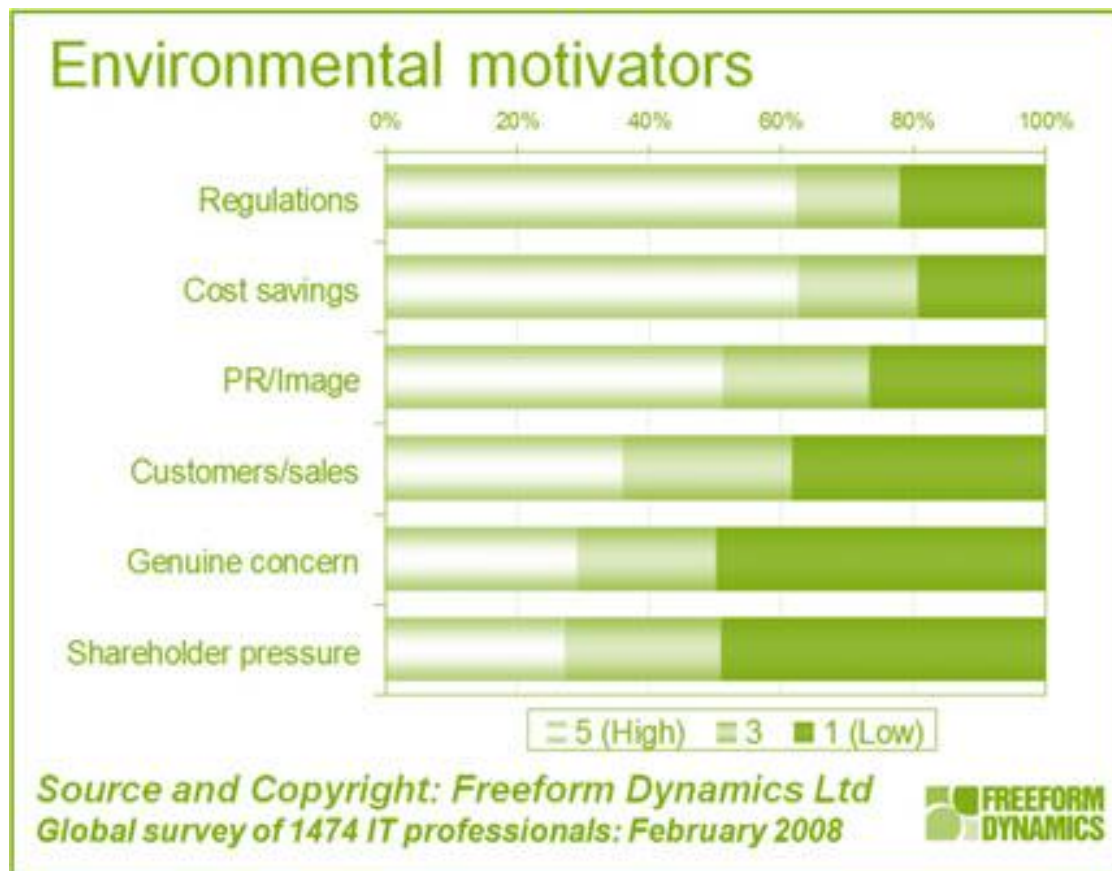




What Next

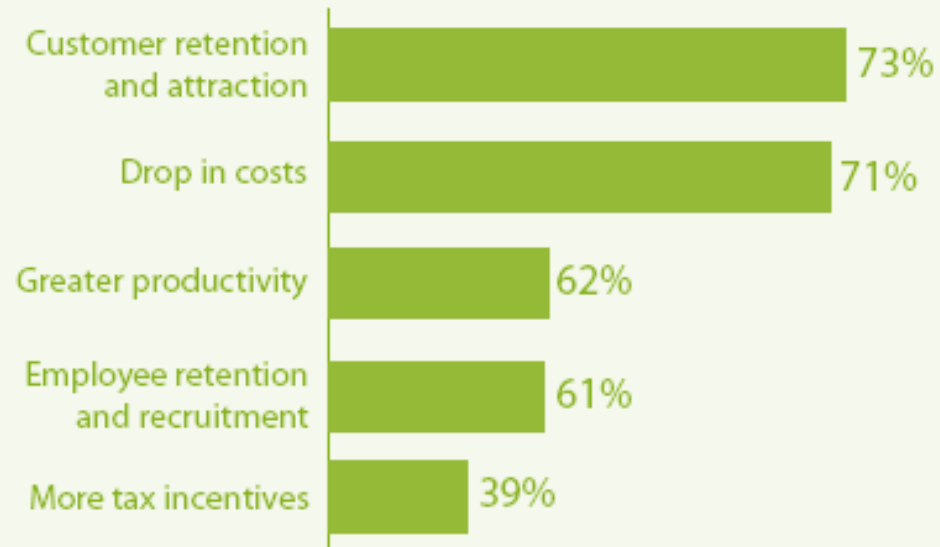
Motivators

Because “...few organizations are motivated by green issues for their own sake” ~ Green IT for Dummies



Positive Outcome

Expected Business Benefits from Sustainability Adoption (according to all respondents)



Integrated Bottom Line

Figure 1: How To Measure Return – the Integrated Bottom Line

Enhanced top-line growth

Brand value, customer relationship,
talent recruiting/retention,
innovations, new business models



Growth

+

Reduced operational costs

Energy, water, waste, compliance,
health, labor, liability



Cost Savings

=

“Integrated Bottom Line”

Further Reading (included .pdf's)

- Show me the money: Energy Efficiency Financing Barriers and Opportunities
 - Environmental Defense Fund – July 2011
- Unburnable Carbon: Are the world's markets carrying a carbon bubble?
 - Carbon Tracker Initiative – 2011
- Green IT For Dummies
 - John Wiley & Sons, 2009
- Sustainability: The embracers seize the advantage
 - MIT Management Review, Winter 2011
- SMART 2020: Enabling the low carbon economy in the information age
 - Global eSustainability Initiative, 2008
- Green Transition Scoreboard: August 2011 Update
 - Ethical Markets, 2011
- Strategic advantage through climate change action
 - Carbon Disclosure Project, S&P Report, 2011
- How sustainability has expanded the CFO's role
 - Ernst & Young, 2011
- Green Information Technology
 - US Government Accountability Office, Report to congressional requesters, July 2011
- Toward greener Pastures: Leverage sustainability initiatives for finance transformation
 - Deloitte, 2011
- Sustainability Strategy 2.0: Next-generation driver of innovation
 - Deloitte Development, LLC, 2011



Further Reading (web links)

General Information

- [The Social Responsibility of Business is to Increase its Profits, by Milton Friedman](#)
- [Look who's saving energy and money with Windows 7](#)
- [Microsoft Environment](#)
- [Green IT Trending Upward as a Priority for Organization](#)
- [SMART-Addendum](#)
- [Sustainability - Green revolution](#)
- [The 5 Habits of Highly Effective Sustainable Businesses](#)
- [The Case for Focusing on Green & Sustainable Business](#)
- [Environmental sustainability Get Started](#)
- [EWeek Green IT](#)
- [GAO-11-638, Green Information Technology](#)
- [Green Business - What's In It for Smaller Companies](#)
- [Green IT for dummies](#)
- [Green IT Initiatives Move Up the Corporate Agenda](#)
- [Green Monday News](#)
- [5 hot IT certification picks for 2010](#)

ROI/Calculators

- [Diversey's Portfolio Approach Toward Sustainability ROI](#)
- [Saving Some Green - Environmental Friendliness With Significant ROI](#)
- [Tools Eric Lowitt](#)
- [Efficient Data Centers-The ROI of Cooling System Energy Efficiency Upgrades](#)
- [Green IT Calculator Assesses ROI - Smarter Strategies](#)



Further Reading (web links)

Green Strategy

- [AT&T and impressive cash saving green strategy](#)
- [Companies are Cutting Costs by Implementing Green Treasury Strategies](#)
- [Corporate Environmental Responsibility - Marriott Hotel Green Initiatives](#)
- [Deloitte - Sustainability](#)
- [Green IT - Corporate Strategies](#)
- [Green Marketing Strategy in Two Easy Steps](#)
- [US government flicks switch on green IT strategy](#)
- ['Green' Strategy Can Save Business Big Bucks](#)

Steps to Green

- [10 Key Steps to Green Information Technology](#)
- [3 Building Blocks to a Green IT Strategy](#)
- [4 Steps for Deploying Telework Technologies](#)
- [5 Steps to Green IT - IT Infrastructure](#)
- [5 Steps to Have Green IT Infrastructure](#)
- [A CLEAR Approach to Connect Sustainability to Business Strategy](#)
- [Green Your Job - 5 Easy Eco-Friendly Steps](#)
- [It's Easy Bein' Green - 16 Simple Steps to More Eco-Friendly Living](#)
- [Six Steps To Adopting A Green Lifestyle](#)
- [Ten Steps to Green IT](#)
- [Baby Steps for Going Green](#)



Organizations and standards

- United Nations Intergovernmental Panel on Climate Change (IPCC)
- United Nations Environment Program (UNEP)
- Agenda 21
- International Federation of Consulting Engineers Project Sustainability Management (FIDIC's PSM)
- ISO 21931
- U.S. Environmental Protection Agency
- Energy Star – Green Buildings
- Restriction of Hazardous Substances (RoHS - UK)
- 2002/96/EC Waste Electrical and Electronic Equipment requirement (EU)
- Climate Savers Computing Initiative (CSCI) – Go Green IT
- Green Computing Impact Organization, INC. (GCIO)
- Green Electronics Council – Redesigning society's relationship with electronics
- The Green Grid – getting connecting with efficient IT – PUE estimator
- American Society of Heating, Refrigerating and Air-Conditioning Engineers
- International Professional Practice Partnership (IP3)
- State regulatory issues and practices
- IRS and tax incentives
- NREL, NSF, others
- City-HOA regulations





Thank You

In Challenge Lies Opportunity

Challenge		Opportunity
<p>Lack of Capital/Economic Crisis Companies are struggling to justify investments in sustainability. Traditional accounting models make it difficult to calculate costs and benefits of non-traditional value across long time horizons.</p>	▶	<p>Reduce Costs Cost reduction measures help create new funding</p> <p>Build Strong Business Case</p>
<p>Non-standard Definitions Companies struggle to define sustainability – what it means, why it impacts business, and how to address it.</p>	▶	<p>Tailor to Your Organization/Industry Making sustainability relevant to your business will enhance stakeholder awareness and engagement.</p> <p>Influence Emerging Standards Be proactive instead of reactive; partner with other organizations to influence emerging standards & legislation</p>
<p>Overwhelming and confusing data</p>	▶	<p>Demonstrate Transparency Developing effective metrics and reports will enable transparency and generate executive as well as employee and consumer buy-in.</p>



Overcoming Challenges

“Those who say this is the wrong time to act because of the economic recession are wrong... Sustainability is becoming a driver of business strategy for smart companies. Sustainability trends affect competitiveness, costs, regulatory risk and market position.”

~ Jonathan Lash, President of World Resources Institute (WRI)



Business Implications

“When the benefits... greener projects... expressed in terms of money, risk, or brand, people take notice. Fortunately you can align these legitimate business concerns with the broader issue of leaving a planet worth living on for our descendents.”

~ Green IT for Dummies, Special Edition HP 2009

“Sustainability isn’t the burden on bottom lines that many executives believe it to be. In fact, becoming environmentally friendly can lower your costs and increase your revenues... Sustainability = Innovation.”

~ Why Sustainability Is Now the Key Driver of Innovation, HBR Sept 2009

“Once companies begin to pursue sustainability activities in earnest, they tend to unearth opportunities to reduce costs, create new revenue streams, and develop more innovative business models.”

~ The Business of Sustainability, The Boston Consulting Group Sept 2009

