



Going green is no longer a Corporate Social Responsibility, it is a Corporate Social Obligation...



The IT organisation is one of the few departments with a helicopter view of the company, both in terms of systems and processes.

The CIO can play a pivotal role in helping to better inform the organisation's green agenda.

## The **firstservis** 5 Sustainable IT Goals:

### **1: Curtailment:**

What is your organisation doing to reduce energy waste, energy consumption & emissions within its operations?

### **2: Improvement:**

What is your organisation doing to implement innovative IT technologies and processes designed to reduce its carbon footprint?

### **3: Management:**

What is your organisation doing to measure and benchmark environmental and other non-financial information?

### **4: Engagement:**

What is your organisation doing to engage with the whole supply chain and customers to undertake industry-wide improvement?

### **5: Commitment:**

How committed is your organisation to a business model and strategy to reflect a carbon-constrained economy?



## Some Important Statistics:

**Business ICT electricity use has increased by nearly 70% between 2000 and 2005. Today, it is estimated that servers and data centres account for 1.9% of the UK's national electricity demand.**

*Source: UK Government's Market Transformation Programme*

**Across all industries, average server utilization is 6%, with facility utilization at 56%**

*Source: Revolutionizing Data Center Efficiency, McKinsey & Company, February, 2008*

**The energy intensity of Australia's service sector improved by only 6% over the period 1990-2004. In contrast, Germany achieved a reduction of energy intensity in the commercial services sector of 43%, while the UK achieved a 23% improvement. The average reduction over this period was about 19%.**

*Source: The Climate Institute, Briefing Paper, July 2008*

**Existing studies reveal extensive opportunities for energy efficiency savings across all Australian sectors:**

Sector	Potential for Energy Efficiency Improvements
Residential	13 – 73%
Commercial	10- 70%
Manufacturing	6 – 46%

*Source: The Climate Institute, Briefing Paper, July 2008*

**By focusing on the "fifth fuel" otherwise known as the "Negawatt" the potential energy savings are enormous: energy efficiency (versus improved performance) is expected to account for about half the reduction in CO<sub>2</sub> emissions.**

*Source: The Economist, May 10, 2008*

**Less than half (45%) of firms have a programme in place to reduce their carbon footprint. And of those that do have a carbon reduction strategy, the majority have no specific targets for it.**

*Source: Global survey, Economist Intelligence Unit, 2008*

**So you think this won't include your organisation?**

**In a move with potentially far-reaching consequences, Wal-Mart is engaging its supply chain in a product level analysis of GHGs. Ultimately, Wal-Mart plans to use a carbon scorecard as a tool to reward suppliers that demonstrate superior environmental performance, and as a business development tool.**

*Source: Wal-Mart Supply Chain GHG Reporting Initiative*