

# “Green IT Leader” narrative

## 1. Business Name

To be determined. Option could be: Sustainability

Working name: Green IT Leader

*Name to be refined once the future structure is confirmed (away from SI-SIG).*

## 2. Description of what Green IT Leader does: make it simple

High-level concept (what to become):

- Pollinator/incubator of good practices in relation to sustainable IT
- Wikipedia for Green IT practices
- Sharely for Green IT practices

## 3. What makes Green IT Leader special?

Unique Selling Proposition (USP):

- Independent and neutral, non-profit
- Competence hub delivering sustainable ICT advisory, and real world experience
- Network partner in global competence network (GESI, GIT Amsterdam, ....)

## 4. What market does Green IT Leader address?

Market Segments:

- Government (federal/local) -> Energy 2050; BFE/BAFU
- Businesses/corporations
  - Building sector/real estate
  - Utilities: electricity
  - Financial/IT sector
- Sustainability associations (Asut, GESI, ....)
- Early adopters: member of Sustainability associations (Circular economy, WBCSD, Öbu, Re100, ...)

## 5. Unique selling point

The Swiss Green IT Leader brings together Switzerland's most experienced and cutting-edge Green IT experts. We are a 'one-stop shop' of experts able to advise individuals and organizations on how their Green IT questions or needs can be addressed.

We generate tools and concepts that provide guidance to organizations for their strategy and operations in relation to sustainable IT like our data center assessment.

## 6. The ideal customer

Individuals and organizations aiming at developing their strategy around sustainable IT or improve their own operations.

## 7. What customer pains can Green IT Leader cure? What benefits does it provide?

### Problem statement:

P1: Public/companies are not aware about connection ICT <-> Sustainability and related potential for their business

P2: Missing capability (knowledge, tools, business cases) for in- and by-IT

P3: Difficulty to cope with technological (& societal) change & take advantage of it (technology Watch) and the gap between state-of-the-art and practice – need for hands-on experience and business-cases

### Proposed solution:

P1: Marketing campaigns for awareness (e.g. support to Energie Schweiz campaign) e.g. Chewbarka Mask! and go viral, ICT4S

P2: Tools, education (labels, services)

P3: ICT Sustainability radar

## 8. What are your long-term business goals? (1, 2, 5 years; realistic)

Become the Swiss Expertise hub for sustainable IT, within the global network, with specific expertise in data-center, ... (e.g. IOT, smart grid, smart cities, building IT.....).

## 9. What resources / actions are needed to achieve the goals?

Green IT SIG is now at a transition stage, and is looking for a new format with strong partners and financial support, to be able to continue with its advisory and advocacy role. The group is convinced that its members can have more impact when working together, and in partnership with international and national organizations in order to provide advanced knowledge and solutions. The group needs seed funding to enable a coordinated approach to pursuing the opportunities that will enable it to generate income to continue to exist as an organization.

As a group, Green IT Leader needs to be specific about what it has to offer. We should **create a service catalogue** listing our areas of expertise by member (e.g. data center management).

Sample services Green IT Leader may provide:

- Responding to requests for best practice and guidance on Green IT
- advice by phone (such as pointing people to other experts)
- advice in person/writing (expert advice is probably not services Green IT Leader would offer, but most probably, members of it would do this)
- develop Green IT strategies
- review other people's or organization's Green IT-related strategies/plans/ ideas, etc.

- (may well be done by members and not Green IT Leader itself)
- Participating in conferences or be guest speakers at schools / universities, to raise awareness both of the potential of Green IT and the services the Green IT Leader can provide
- Contributing to the development of educational programs and materials, and provide content that could be included in technology/environmental university courses
- *...any other services?*

It should also be clearly defined for each service

- if the service is provided by the Green IT Leader member as a private individual, or as part of their business/educational role
- if the service is provided for free, or if a fee is attached
- availability of timing and geography (immediate, with one week's notice, with one month's notice, etc.; in Zurich/Bern available to travel outside of Switzerland, etc.)

Apart from developing this service catalogue, **the group should work on raising its profile**: let people know the Green IT Leader exists and what it can do, through activities such as:

- have a booth at tech/sustainability conferences such as the Swiss Green Economy Symposium
- appear as guest speakers at conferences, universities and schools, and for groups such as GreenBuzz, LifeFair, Swiss Tech Association etc.
- have a Green IT Leader members' blog, in which any member can write a short description of their latest Green IT-related activity (and share photos)

Green IT Leader should offer a specific service such as a **Green IT recognition** for individuals and companies that seek Green IT advice, similar to the "climate neutral company" sticker offered by South Pole Group (offer the individuals and organizations that seek Green IT advice the opportunity to put a Green IT logo on their website).

With the group's new name confirmed, service catalogue developed and way forward agreed, Green IT Leader should approach tech and environmental organizations for seed funding to enable Green IT Leader to continue to exist and to reach the tipping point where it will become self-funding. Potential supporters include:

- Digitec
- Galaxus
- Google
- ETH
- EPFL
- Universities with a Corporate Responsibility program such as Geneva, Lausanne
- South Pole Group
- Swiss Climate Foundation
- MyClimate
- CSEM

## 10. Why will we succeed (resolution from above)

~~Green IT Leader will succeed because there is no other comparable incubator for good practice in Green~~

~~and sustainable IT in Switzerland.~~ Government agencies, companies and public are not aware (enough) about the connection between ICT and Sustainability. Green IT Leader will raise this awareness in collaboration with partners such as the authorities, media, research, NGO's etc. At the same time, it will provide the knowledge, tools and business cases for Green-in- and -by-IT. It will help organizations and companies to cope with technical and societal change and take advantage of it, as well as closing the gap between state-of-the-art and best practice. Green IT Leader will thoroughly watch the development in ICT and become their vanguard.

Green IT Leader has developed an assessment tool allowing organization to review their strategy and operations of IT related systems (e.g. data-centers) and learn about appropriate improvements and state of the art strategies. Green IT Leader has also developed and run curriculum on green IT for HSLU and other course and conferences. Green IT Leader is regularly invited to present at conferences, and to advise governments about Green IT developments.

### **Green IT Leader Elevator speech**

What is the Swiss Green IT Leader?

- The Swiss Green IT Leader is a non-profit organization dedicated to raising awareness about "green" IT: IT solutions that enable people and organizations to minimize the environmental impact of their activities
- Green IT Leader's core team is composed of IT and/or environmental sustainability experts, that meet regularly to share best practices and learn of new developments in Green IT. The partners of Green IT Leader are NPO organizations and corporations having expertise in the domain and interest at developing public knowledge on the Green IT topic
- Green IT Leader offers the service of being a first point of contact for any organization wanting to learn more about Green IT solutions

Green IT Leader welcomes new members, and encourages you to visit online at <http://greenit.s-i.ch/en>