

# Green IT SIG

Leaders/Followers

Global/Local

Competence centre

Enterprise

What do we want to be?

Public

Academia

Advisors

Influencers

# Green IT SIG Vision 2.0

## **Vision:**

Achieving Sustainability in and with ICT through Awareness, Expertise and Technology

- In the year 2020 Green IT Special Interest Group (SIG) is a well established organization unit in Switzerland known for its practical and well founded approaches to achieve greater sustainability in our society with the means of Information and Communication Technologies (ICT). Businesses, Government units and the society at large are benefitting routinely from the services of Green IT SIG and its member companies to achieve their own sustainability goals.
- The role of Green IT in 2020 is to be the hub of knowledge in the area of Green IT using both in-house developed ideas and concepts as well as Intellectual Property developed by our partner organisations. Green IT SIG is bringing the huge experience of its members to a common platform. It offers a set of tools, services, standards, labels, certificates and education for large and small organizations, data centers and households to assess and improve their sustainability. Green IT is increasingly moving its emphasis from greening the ICT operations (“Green in IT”) to greening businesses and society (“Green by IT”).
- Green IT SIG is a non profit organization and stays independent from providers of ICT products and services. Green IT SIG will not provide fee based consulting services.

# Green IT SIG Vision 2.0

## **Members**

- There will be at least 150 Swiss members from all types of organisations (public and private) and we will also seek to get about 50 members from outside Switzerland who have an interest in sustainability and ICT for a total of about 200 members.

## **Organization**

- We envision an organisation with 3-5 full time employees with a governing body (Board) made up of the main public and private organisations who are funding Green IT SIG. The Board agrees to strategy, financing, organisation, job description of the Managing Director (MD), hiring of the MD. The MD is supported by the Advisory Board with delegates of organisations and government units operating in the same sustainability domain as Green IT SIG. The MD disposes of a staff of 2-4 persons to carry out the administrative jobs as well as keeping in touch and monitor developments mainly in the Green by IT domain (1 administrator, 2-3 consultants). The role of the MD will be to organize the Board and Advisory Board meetings, propose the strategic and operational plans and to get results together with the whole Green IT SIG Team. Specialty teams will continue to develop specific domains and will meet separately in addition to the regular team meetings.

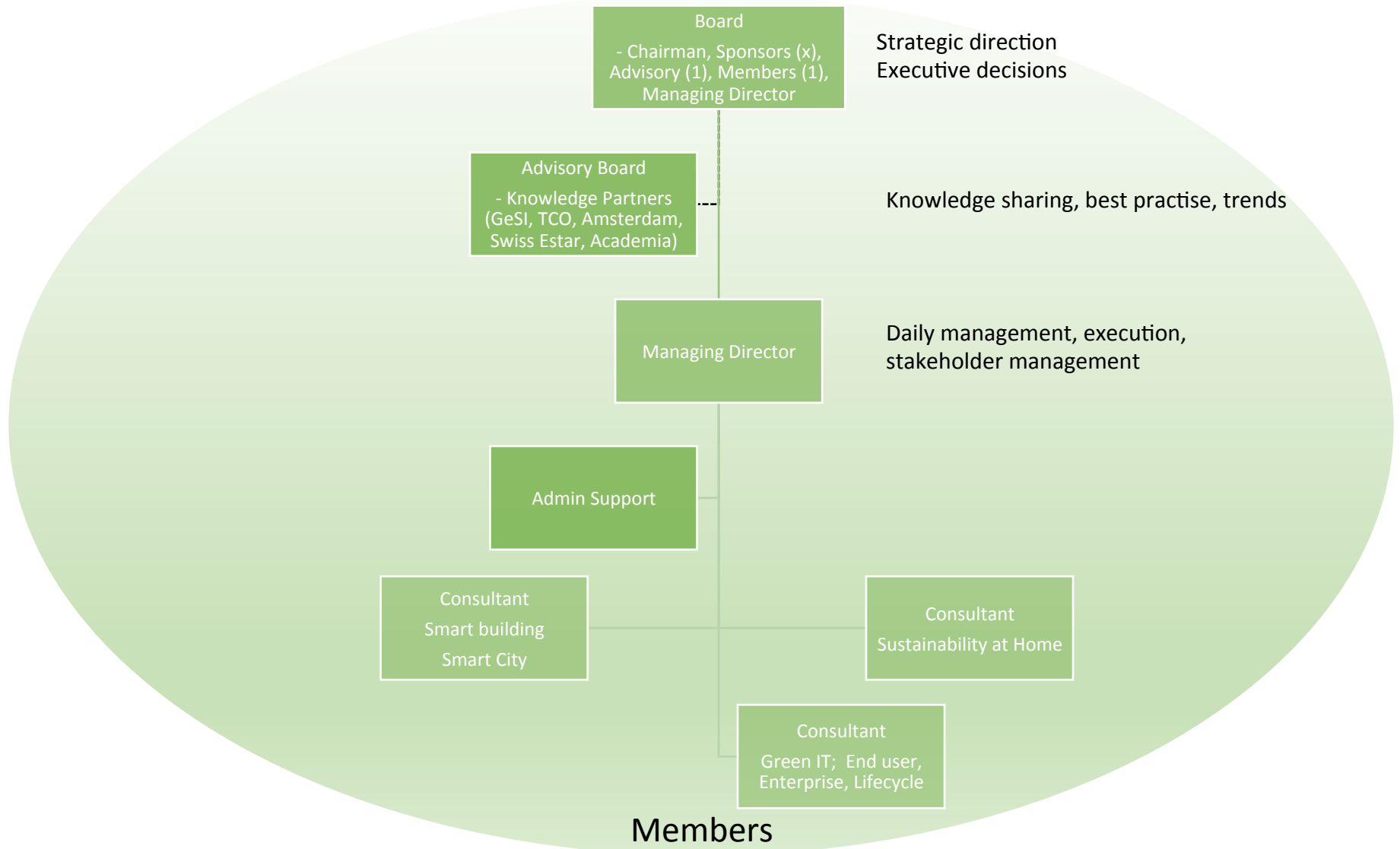
## **Financing**

- Green IT SIG will be financed by sponsoring partners, membership fees (company members and individual members), fees for education services as well as developments of tools, standards, labels and certificates. Sponsors from outside of Switzerland are welcome and participate on equal terms to other members.

February 2016, Vincent Eckert, Christen Oesterbye and Niklaus Meyer

# Green IT SIG Vision 2.0

## Organisational Model



# Green IT SIG Vision 2.0

## Governance

### Board (sponsors)

- ASUT
- ITU
- VSE
- Swico
- Members
- Management

### Advisory Board

- GeSI
- TCO
- Swiss E-star
- WBCSD
- HSLU
- UniZH
- Uni Amsterdam

### Members

- SwissRe
- Zurich Insurance
- ABB
- Schneider
- Individual members

# Green IT SIG Vision 2.0

## Creating a Plan

- Why Green IT SIG 2.0
  - Vision & Mission Green IT SIG 2.0
  - The Meaning and Impact of Green IT 1.0 and Green by IT 2.0
    - From the Micro to Macro level
      - Enterprise (Green IT 1.0) to Domestic and Global implications (Green by IT 2.0)
    - Social, environmental, economic outcomes
    - The opportunity for Switzerland and Swiss ICT
      - Current context
      - What will ICT do for Switzerland now and ahead (tie to 2020-30-50 plans)
      - What are the outcomes in economic, environmental and social measures
    - Local play with international reach
      - Partnership with leaders
- How Green IT SIG 2.0
  - Competence centre and advisory
    - Building up the Swiss expertise to become a Leader
    - Develop KPI's and establish measurements that are tracked with advisory how to benefit from ICT
    - The value to Policy Makers, Business Leaders and Consumers in Social, Economic and Environmental context
    - Develop proprietary IP and engage with Academia (Assessment tools)
  - Create Awareness - Marketing
  - Our Stakeholders and Their Contribution
    - Swiss Policy Makers, Business Leaders and Consumers
- Our Next Actions
  - Buy-in from Stakeholders
  - Resource support – Administrative to start with
  - Capital to expand
  - Financial plan & budget

Next Step

# Back-Up Slides

# Green IT SIG Vision 2.0

## USP's

- Provide guidance on Green IT related matters
- Act as knowledge hub for a large audience including academia, public and private stakeholders
- Monitor and collect information about latest and future technology trends and their application to achieve sustainability in IT
- Collaborate with other similar organisations both in and outside Switzerland
- Provide members with value added services and high level guidance and white papers though not with specific strategic advice or implementation services
- Be the de facto linkage with the political sphere and the users – public or private - of Green IT
- Participate in the formation of Green IT initiatives and innovation on a local (Switzerland) and global level
- Demonstrate “Swissness” to all members and drive how Switzerland wishes to become a world leader in the area of achieving sustainability in IT and by IT



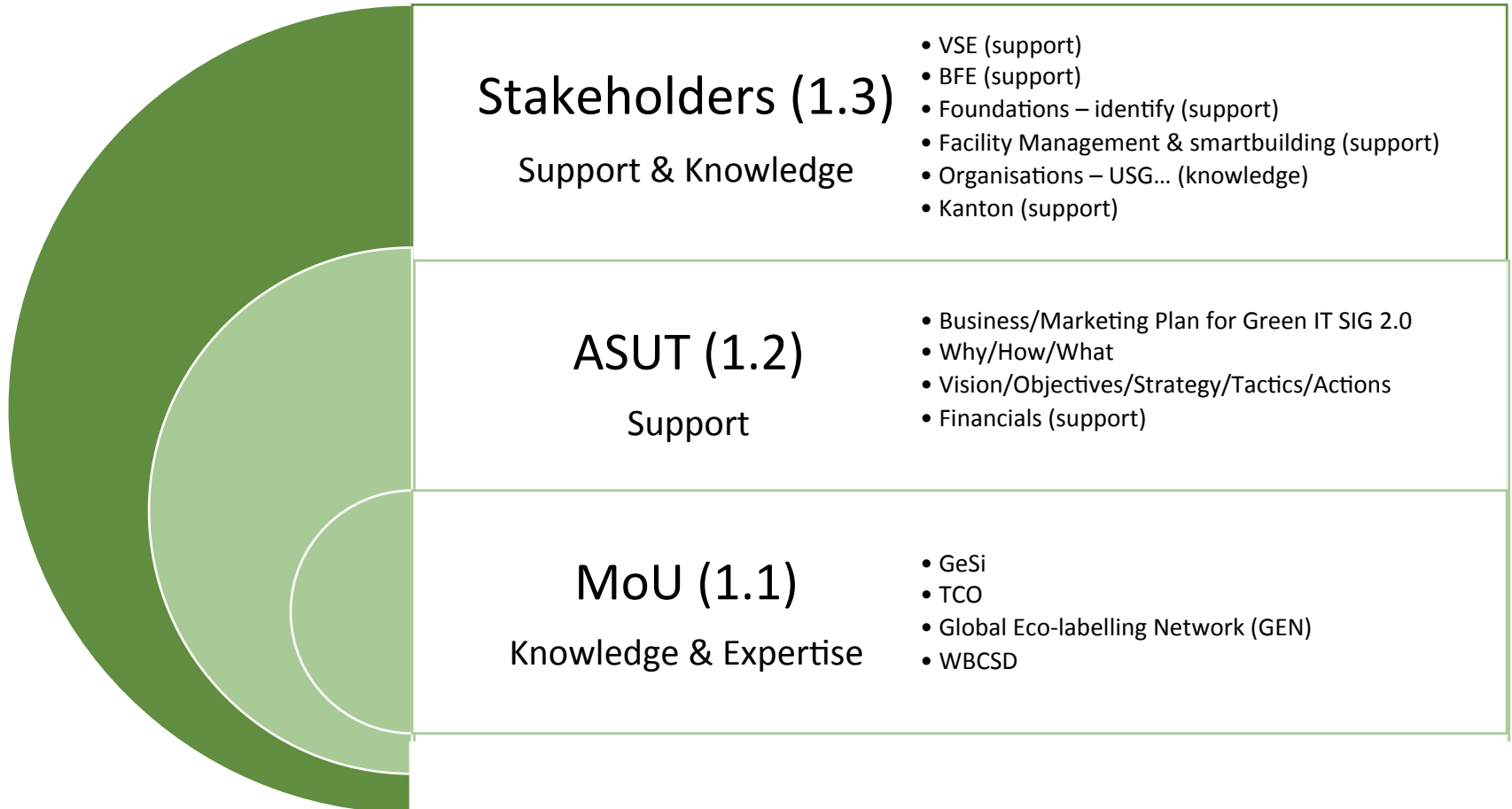
# Partners & Stakeholders 1

Organisation	Access	Value	Risk	Partner potential	Why	Contact	Status and actions
GESI – Belgium Global reach	<a href="http://gesi.org/">http://gesi.org/</a>	Influencers	Low	High – knowledge	Strong global network	Luis Neves, President	Niklaus in touch
ASUT – Swiss Switzerland only	<a href="http://www.asut.ch/">http://www.asut.ch/</a>	Influencer – political connection – financing GIT	Low	High – support, networking	Quasi political with focus on ICT in Switzerland – lacking green knowledge	Christian Grasser	Niklaus in touch - He will reach out
WBCSD – Swiss Global reach	<a href="http://www.wbcd.org/home.aspx">http://www.wbcd.org/home.aspx</a>	Business community, CEO connections	Low	High – knowledge, networking	Strong global network – focus on sustainability and business	<b>Dominik Breiting</b> Managing Director <a href="mailto:Breiting@wbcsd.org">Breiting@wbcsd.org</a>	To connect - CO connected 18/1 awaiting feedback
Öbu – Swiss Switzerland only	<a href="http://www.oebu.ch">http://www.oebu.ch</a>	Swiss NGO focused on sustainability with company backing	Low	Medium to low – knowledge	Core focus is sustainability so overlap with our goals	<b>Seta Thakur</b> Geschäftsleiterin <a href="mailto:thakur@oebu.ch">thakur@oebu.ch</a>	Connected - Stay in touch
ITU (International Telecommunications Union) – Swiss Global reach	<a href="http://www.itu.int/en/Pages/default.aspx">http://www.itu.int/en/Pages/default.aspx</a>	Global public and private sector organisation for telecom.	Low	High – knowledge, networking	Strong global network with business and governmental connections	To be determined	To connect - Klaus to reach out – CO potentially join
USGBC – US US/Global	<a href="http://usgbc.org/home">http://usgbc.org/home</a>	LEED certifications – US focused	Low	Medium – knowledge	Global leader in building efficiency including energy	To be determined	To connect eventually
Green Building / Swiss Engineering / Swico (Energystar) / VSE	<a href="http://greenbuilding.ch">http://greenbuilding.ch</a>	Building technology	Low	High - knowledge	Leading building technologies for Green – connected to BFE	To be determined	Vincent to get in touch Klaus to get in touch
TCO – Sweden Global	<a href="http://tcodevelopment.com/">http://tcodevelopment.com/</a>	Competences, certifications knowledge	Low	High – knowledge, networking	Global competence leader in green IT including certifications	Anna Pramborg <a href="mailto:Anna.pramborg@tcodevelopment.com">Anna.pramborg@tcodevelopment.com</a> Head of Communications. +46 706676404	To connect – CO connected 18/1 awaiting feedback
BFE – Swiss Switzerland only	<a href="http://www.bfe.admin.ch/">http://www.bfe.admin.ch/</a>	Strong political influence, focus on energy preservation	Low	High – support, networking	Key for Switzerland and funding	?	Niklaus connected
Energy Cluster Bern Bern/Switzerland	<a href="http://www.energie-cluster.ch/ecweb5/de/ecweb_site">http://www.energie-cluster.ch/ecweb5/de/ecweb_site</a>	Energy and technology but more in the building space	Low	Medium to low – knowledge	Important form energy aspect of green IT but still to assess their influence in Switzerland	Dr. Frank Kalvelage <a href="mailto:frank.kalvelage@energie-cluster.ch">frank.kalvelage@energie-cluster.ch</a>	Niklaus connected
Global Eco-labelling Network (Blue Angel) – Germany Global	<a href="http://www.globalecolabelling.net/">http://www.globalecolabelling.net/</a>	Product labelling certification	Low	Medium – knowledge	Leader in green certification including energy	?	No connection yet – wait until later (target TCO first)
VSE - Verband Schweizerischer Elektrizitätsunternehmen	<a href="http://www.strom.ch/de.html">http://www.strom.ch/de.html</a>	Association of all energy companies in Switzerland	Low	High - support	Association focused on energy and also sustainability – technology is key to their existing and future strategy	Daniela Gübeli <a href="mailto:daniela.guebeli@strom.ch">daniela.guebeli@strom.ch</a> Verbandssekretariat +4162 825 25 16	Klaus to get them on-board

# Partners & Stakeholders 2

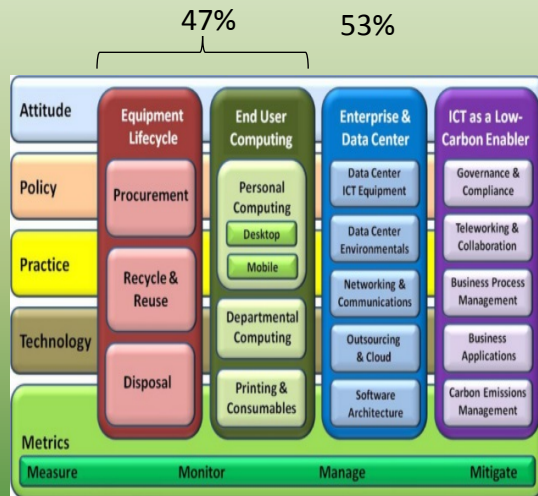
Organisation	Access	Value	Risk	Partner potential	Why	Contact	Status and actions
HS Luzern							Klaus in touch
University Zurich							Klaus/Vincent in touch
Green IT Amsterdam							Klaus in touch

# Green IT SIG Vision 2.0 Planning



# Green IT SIG Vision 2.0 Scope

## Enterprise - Micro



## Green IT 1.0

## Global - Macro

Stakeholders Consumers/  
Business Leaders/Policy Makers

Countries

Verticals

- Manufacturing
- Building
- Mobility & Logistics
- Energy
- Agriculture
- Health
- Learning
- Work & Business

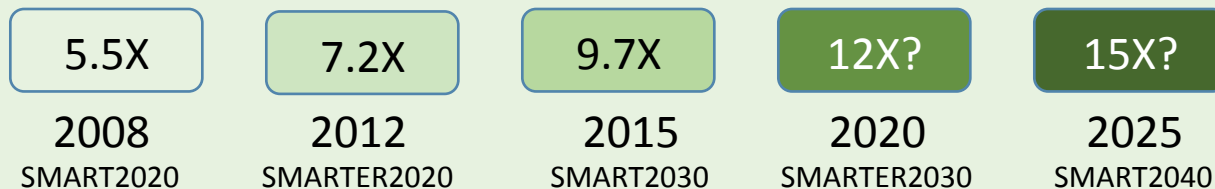
Social, Economic &  
Environmental  
Outcomes & Performance (KPI's)

ICT - Digitization - IoT

## Green by IT 2.0



## Decoupling IT from CO2 (GHG)



# Why Green IT SIG Vision 2.0

## Global Potential Outcomes from Main Verticals 2030

Main Verticals	Economic Potential (revenues/cost savings)	Economic Potential ICT (direct/in-direct)	Environmental Potential CO2 (GHG)	Social Potential
Health	\$209 billion	\$66 billion	NA	Improved health for 1,600 billion people
Learning	\$1,181 billion	\$75 billion	NA	450 million e-learning participants
Energy	\$811 billion	\$2 billion	1.8 Giga ton	Improved supply and reliability
Building	\$360 billion	\$200 billion	2.0 Giga ton	Improved living conditions
Agriculture	\$1,800 billion	\$53 billion	2.0 Giga ton	Food waste reduction
Mobility & Logistics	\$1,450 billion	\$60 billion	3.6 Giga ton	Time in traffic reduction
Work & Business	\$861 billion	\$537 billion	331 billion litres of fuel	105 billion hours saved
Manufacturing	\$12 billion	\$3 billion	2.7 Giga ton	Better health and safety and better time utilisation
<b>Total (all verticals)</b>	<b>\$11,400 billion</b>	<b>\$2,000+ billion</b>	<b>12.08 Giga ton</b>	<b>Significant</b>

Anticipated CO2 impact from ICT: 1.25 Giga ton -> 12.1 Giga ton saving upside = factor 9.7  
 (Total Global base line 63.5 Giga ton – ICT: 1.97% or 1.25 Giga ton)