

Green IT 2.0

Workshop summary

Rationale 1: status

- GIT-SIG has ambitious goals (see past and current long term plan)
- Most of the work and administration is performed on a voluntary basis through members
- Klaus is today the non-replaceable pivot, who carries all admin and most of the key works. He plans on third retirement!
- Due to the lacking infrastructure, GIT SIG has not been able to attract funding (eg BfE) needed to actuate the strategy

Rationale 2: need for change

- Green IT (and especially Green BY IT) is on the verge of significant development accelerating
- A small group drafted a vision for Green IT 2.0
 - in line with the ambitions stated in the yearly report
- Made need for change more visible
 - => sharpening of the profile
 - => stronger structure
 - => prioritized actions with assigned resources

Aim of the strategy workshop

Beatenberg

- Work out a “business case” for the Vision GreenIT 2.0
- Develop a clear action plan with milestones and exit gates
- Increase understanding of the participants & members of the GIT SIG

Tremendous work has been achieved
Thanks to the participants for the dedication and concentration. Quality of engagement was exceptional

2 days, 10 workers, 17 pages of minutes: key results

- Green IT SIG is/remains a NPO with no commercial intention
- Draft business case based on canvas from Rolf
- A far better understanding on where we are and where we might go to.
- A lot more questions that need to be answered
- A concrete action plan
- A main assumption: we need more structure & resources to reach the vision

PROBLEM

1: ...
2: ...
3: ...



5 whys.
What Job
hired for?

SOLUTION

to Problem 1: ...
to Problem 2: ...
to Problem 3: ...



How to
produce
value?

**UNIQUE VALUE
PROPOSITION**

[why are we different
and worth paying
attention?]
...



What's the
promise?

UNFAIR ADVANTAGE

[something that cannot
easily be bought or
copied]
...



**CUSTOMER
SEGMENTS**

...
Which ones are
just users?
Which ones will
pay?



**EXISTING
ALTERNATIVES**

[how are these
problems solved by
customer segment
today?]
...

KEY METRICS

...



Customer
action that
drives value?
How to define
success?

**HIGH-LEVEL
CONCEPT**

[e.g. YouTube = Flickr
for videos]
...

CHANNELS

[inbound and outbound]
...



Start with
outbound

EARLY ADOPTERS

...
What customer
segment do we
know best?

COST STRUCTURE

Fixed: ...
Variable: ...



customers to
break-even?
customers to reach
success metric?

REVENUE STREAMS

...

Not
necessarily
money!

Price relative to
existing alternatives!
Keep as simple as
possible!



<p>PROBLEM P1: Public/companies are not aware about connection ICT ⇔ Sustainability P2: Missing capability (knowledge, tools, business cases) for <u>in</u> and <u>by</u> IT P3: Difficulty to cope with techno/(& societal) change & take advantage of it (techn. Watch) (Gap between state-of-the-art and practice)</p> <p>EXISTING ALTERNATIVES NGOs (e.g. Greenpeace, TCO), energyschweiz.ch, Siemens Education: FHNW, HSLU, HSR, Sanu Consulting e.g. Ernst & Basler, Amstein&Walther</p>	<p>SOLUTION to P1: Marketing campaigns for awareness e.g. Chewbarka Mask! (go viral), ICT4S to P2: Tools, education (labels, services) to P3: ICT Sustainability radar</p>	<p>UNIQUE VALUE PROPOSITION Independent and neutral Competence hub delivering sustainable ICT advisory and real world expertise Provider of ICT-Sustainability public knowledge</p> <p>HIGH-LEVEL CONCEPT Polinator/incubator of good practices Wikipedia for Green IT practices Sharely for Green IT practices</p>	<p>UNFAIR ADVANTAGE 6 years proven record</p> <ul style="list-style-type: none"> • Assessment • Webpage • CAS Green IT • Base for Profit <p>Efficheck of öbu</p> <p>CHANNELS Ambassador / KAM Influencer Boards Social Media, Community building Partners (TCO, Gesi, SI, öBU, Universities)</p>	<p>CUSTOMER SEGMENTS Government (federal/local)</p> <ul style="list-style-type: none"> • e.g. BFE/BAFU <p>Business/corporations</p> <ul style="list-style-type: none"> • Building sector/real estate • Early adopters -Circular economy -WBCSD-members -öbu-members -RE100 • Utilities: electricity • Financial sector <p>EARLY ADOPTERS Government (mandatory! Energy 2050) e.g. BFE/BAFU Building sector Members of sustainability associations</p>
<p>COST STRUCTURE Fixed: Employees, Administration/Office, Communications, Variable: Project Costs, Events, Marketing, Web Development</p>		<p>REVENUE STREAMS Membership fee (Public) Project Funding, e.g. BFE, H2020 Finder's Fees for Freemium Services, Teaching</p>		

Action plan

- Present status to SIG SIG today, VE
- Refine the narrative
 - what problem for whom
 - what solutions, howdraft July
final sept
AH/SW
- Refine the finance/structure CO, VE
- ◆ Decision in GIT SIG => do we go for implementation Sept. 16
- Implementation of strategy
- ◆ Verification of plan => ? alternative April 17