

# Agenda

- Green IT Options
  - Option 1 – Green IT Leader
  - Option 2 – Green IT Exchange Hub
  - Option 3 – Green IT Members Act
- Which Option Do We Go for?
- Next Steps

[addings from the SIG-meeting on 22 September 2016 in red]

Green IT Leader is a knowledge hub where companies and individuals can seek knowledge and guidance on the subject of Green IT. Green IT Leader is active in communicating and spreading the awareness of the benefits of applying Green IT at all levels. We continue to be at the forefront of the latest developments in technology with a sustainability remit and provide educational services and best practice to all members both in- and outside Switzerland. Green IT Leader collaborates with a number of Swiss and International organisations sharing the same philosophy to ensure we stay at the forefront of new knowledge in and around Sustainable IT.

-> *Leadership in Green IT*

# Green IT Leader

Option 1

comparable models:  
• S.A.F.E (energieeffizienz.ch)

# Strategy

## Problems to solve

- 1) Public/companies are not aware about connection ICT ↔ Sustainability
- 2) Missing capability (knowledge, tools, business cases) for in-IT and by-IT
- 3) Difficulty to cope with technology/social change & take advantage of it (tech watch) and gap between state-of-the-art and practice

## Our solutions

- Marketing campaigns for awareness e.g. Chewbarka Mask! (go viral), ICT4S
- Tools, education (labels, services)
- Knowledge sharing
- ICT Sustainability radar

## Early adopters

- Government (mandatory! Energy 2050) e.g. BFE/BAFU
- Building sector

## Channels (customers/users)

- Ambassador / KAM Influencer Boards
- Social Media, Community building
- Partners (TCO, Gesi, SI, öBU, Universities)

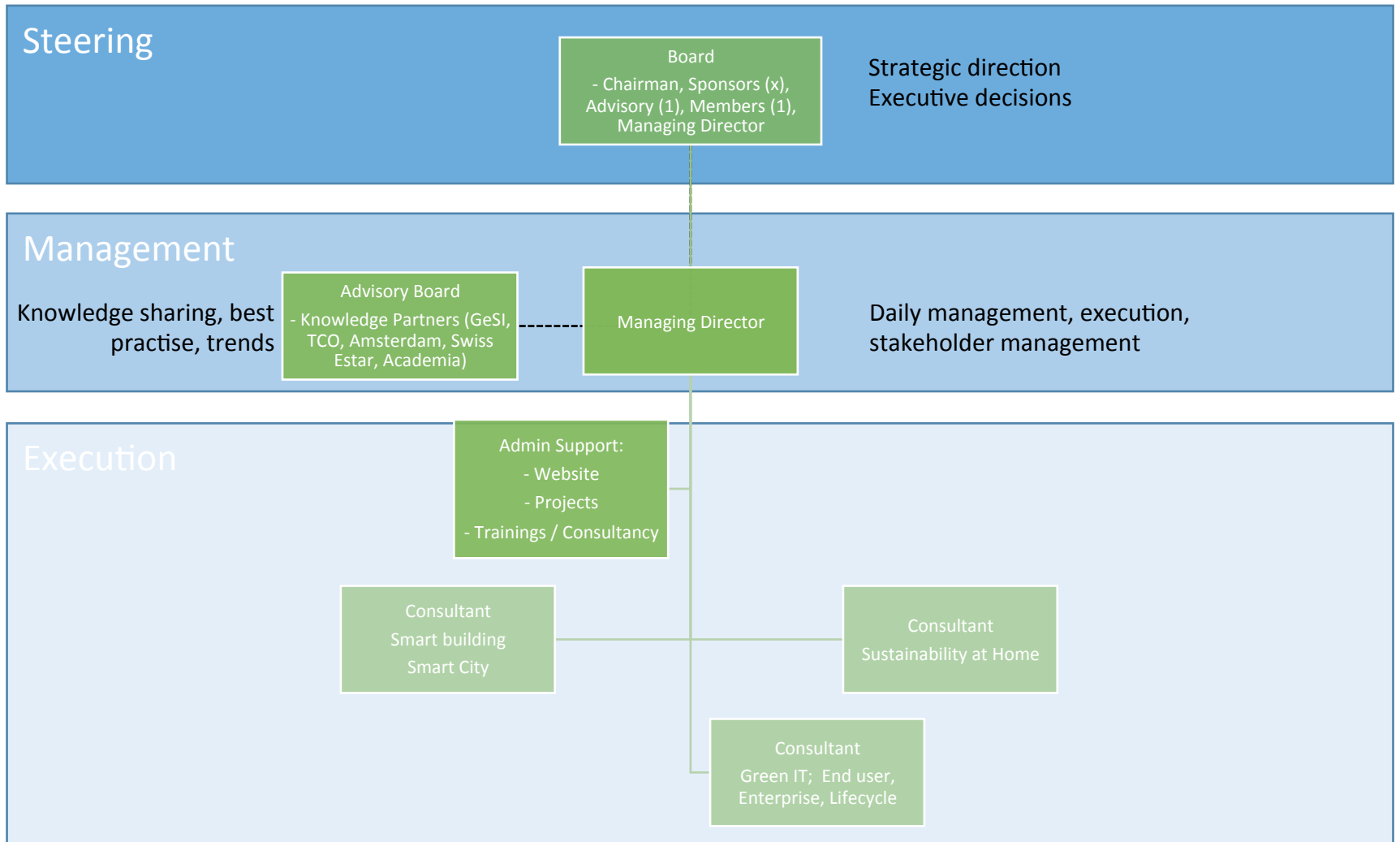
## Revenue through

- Membership fees
- Project Funding (public), e.g. BFE, H2020
- Finder's Fees for Freemium Services
- Teaching
- Events

## Our commitment

- Independent and neutral
- Competence hub delivering sustainable ICT advisory and real world expertise
- Provider of ICT-Sustainability knowledge for the public
- *Pollinator/incubator of good practices*

# Organisational Chart



# Risk analysis

## Cost structure

- Fixed: employees, administration, office, communications,
- Variable: project costs, events, travel, marketing, web Development

## Compared to revenue stream

- Membership fee
- Project Funding (public) e.g. BFE, H2020
- Finder's Fees for Freemium Services
- Teaching
- Market size: ?

## Existing alternatives for target audience

- NGOs (e.g. Greenpeace, TCO),  
energieschweiz.ch, Siemens
- Education: FHNW, HSLU, HSR, Sanu
- Consulting e.g. Ernst & Basler,  
Amstein&Walther

## Our advantage (not easily bought/copied)

- Knowledge
- Breadth and experience of network
- International network & access

## Key metrics

- Number of paying members, projects, students in courses
- Number of companies certified, assessed, kWh saved

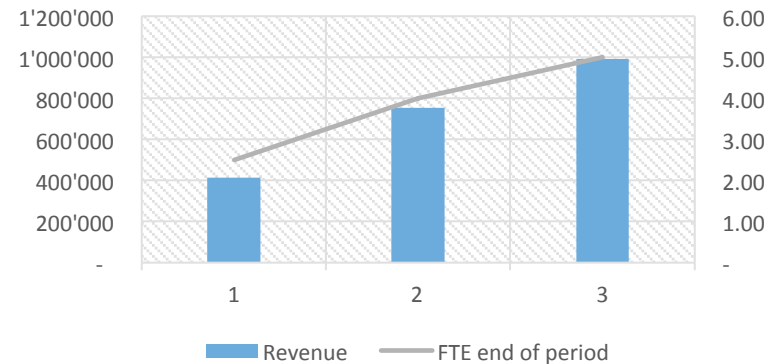
## Assumptions and impact if assumption is incorrect

# Financials

<u>Profit/Loss</u>	2018	2019	2020	<u>HC Ramp</u>	2018	2019	2020
Revenue	415,000	755,000	990,000	Managing Director	1.00	1.00	1.00
Gross Profit	415,000	755,000	990,000	Consultant	0.50	2.00	3.00
Overhead	376,334	675,181	947,959	Office Manager	1.00	1.00	1.00
Trading Profit	38,666	79,819	42,041	FTE end of period	2.50	4.00	5.00

<u>Cashflow</u>	2018	2019	2020
Net Cash Movement	39,242	83,448	47,520
Cash Brought Forward	-	39,242	122,690
Cash Carried Forward	39,242	122,690	170,210

Revenue and FTE Ramp



Green IT Exchange Hub serves mainly as a platform to exchange knowledge and experience amongst members. Meetings change to a format where different members expose their recent experiences or open questions for discussion, or they gather for a focused workshop, where all participants work on a particular Green IT subject. Lessons-learned are shared on the website for everyone, and could also be get packaged in occasional education programs.

-> *Community of Interest*

# Green IT Exchange Hub

Option 2

comparable models:  
• [greenIT.fr](http://greenIT.fr)

# Strategy

## Problems to solve

- 1) Lessons-learned in Green IT initiatives cannot be used by others, so overall effort is bigger than needed
- 2) If you work on your own, motivation may be low

## Our solutions

- Platform to exchange knowledge and experience amongst members. Meetings change to a format where different members expose their recent experiences or open questions for discussion
- Focused workshops where all participants work on a particular Green IT subject
- Occasional education programs

## Target audience

- People interested in sharing information about and discussing Green IT subjects.
- Not necessarily experts or practitioners of Green IT.

## Channels (customers/users)

- Website
- SIG meetings
- Social media

## Revenue through

- Membership fee
- Project Funding (public), e.g. BFE, H2020
- Teaching

## Our commitment

- Independent and neutral
- Exchange hub delivering sustainable ICT advisory and real world expertise
- Provider of ICT-Sustainability knowledge for the public
- *Pollinator/incubator of good practices*



# Risk analysis

## Cost structure

- Fixed: coordinator of activities, event moderator
- Variable: web development, documentation

## Compared to revenue

- Membership fee
- Project Funding (public), e.g. BFE
- Teaching
- Market size: Member pool [also SI?]

## Existing alternatives for target audience

- NGOs (e.g. Greenpeace), ASUT, energieschweiz.ch, Oeko-Kompass etc.
- Education: FHNW, HSLU, HSR, Sanu
- Profit Effichcek

## Our advantage (not easily bought / copied)

- Compared to other platforms: Real focus on Green IT, Up-to-date information and feedback due to the direct meetings
- Focus on Swiss setup and conditions

## Key metrics

- Number of paying members
- Number of success stories

## Assumptions and impact if assumption is incorrect

- Green IT remains for some time a special focus, and does not simply get integrated into other sustainability efforts. For the light-weight setup of a Green IT Exchange Hub, there would not really be a problem ending this hub, once it is not needed anymore.
- Organisations that need further assistance with their Green IT initiatives can revert to existing market players for their particular need. Support by the Exchange Hub alone may not be sufficient to actually carry out a whole Green IT initiative within an organization.

Green IT Members Act share tips and best practices, ask questions to their colleagues, and provide support for each other.

They fund themselves the Green IT projects important to them, to be carried out by the SIG (instead of going to third-party consultants). General outcomes may be offered to others on the web site for free.

*-> Community of Practice for Members*

# Green IT Members Act

Option 3

comparable models:

- [WBCSD.org](http://WBCSD.org)
- [GreenITAmsterdam.nl](http://GreenITAmsterdam.nl)

# Strategy

## Problems to solve

- 1) Lessons-learned in Green IT initiatives cannot be used by others, so overall effort is bigger than needed
- 2) If you work on your own, motivation may be low

## Our solutions

- Members share tips and best practices, ask questions to their colleagues, and provide support for each other.
- Members fund themselves Green IT projects important to them, and promote Green IT within organizations.
- The results may be offered to others on the web site for free

## Target audience

- Members are active Green IT practitioners and should have at least some recent experience performing in the role or subject area of Green IT.

## Channels (customers/users)

- Website
- SIG meetings
- Individual program and project organisations

## Revenue generation through

- Membership fees
- Additional funding of specific projects through (company) members

## Our promise

- Independent and neutral
- Competence hub delivering sustainable ICT advisory and real world expertise
- Provider of ICT-Sustainability knowledge for the public
- *Pollinator/incubator of good practices*

# Risk analysis

## Cost structure

- Fixed: coordination of activities
- Variable: web development, documentation, project management

## Compared to revenue

- Membership fees
- Additional funding of specific projects through company members
- Market size: ???

## Existing alternatives for target audience

- NGOs, energieschweiz.ch, WBCSD, Siemens
- Education: FHNW, HSLU, HSR, Sanu
- Consulting e.g. Ernst & Basler, Amstein&Walther

## Our advantage (not easily bought / copied)

- Building of intimate knowledge of our sponsors (members)

## Key metrics

- Number of paying members
- Number of success stories

## Assumptions and impact if assumption is incorrect

- Green IT remains for some time a special focus, and does not simply get integrated into other sustainability efforts. If incorrect, existing alternatives may be more suitable to take on this work, and just add this particular subject to their portfolio.

# Which Option Do We Go for?

- Green IT Options
  - Option 1 – Green IT Leader
  - Option 2 – Green IT Exchange Hub
  - Option 3 – Green IT Members Act

Evaluation Criteria	O1 Leader	O2 Exchange hub	O3 Members Act
Time/resources needed for implementation	Test the demand between Oct 2016 and April 2017. Launch Q2 2017 and complete end of 2017	Little	Medium: Initial agreement will take some effort, but should not be an issue with common agreement to go this way
Costs			
<ul style="list-style-type: none"> <li>Up-front costs</li> <li>Repeat costs</li> </ul>	<ul style="list-style-type: none"> <li>CHF 200k to 400k</li> <li>CHF 800k to 1,000k</li> </ul>	<ul style="list-style-type: none"> <li>CHF 30k to 50k</li> <li>CHF 20k (same as today?)</li> </ul>	<ul style="list-style-type: none"> <li>CHF 150k to 300k</li> <li>dependent on projects</li> </ul>
Benefits			
<ul style="list-style-type: none"> <li>Quantifiable benefits</li> <li>Non-quantifiable benefits</li> </ul> <p>...also regarding long-term sustainability</p>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Knowledge hub - best practise (incl. option 2)</li> <li>Education</li> <li>Environmental, social and economic outcomes</li> </ul>	<ul style="list-style-type: none"> <li>? Spreading of lessons-learned -&gt; individual initiatives more effective.</li> <li>? Occasional education programs</li> </ul>	<ul style="list-style-type: none"> <li>? Members would get exactly what they ask for.</li> <li>? Progress and results more easily achieved through directed funding and projects</li> </ul>
Risks/major obstacles/ L&C issues			
<p>...also regarding long-term sustainability</p>	<ul style="list-style-type: none"> <li>? Requires significant resource commitment from volunteers</li> <li>? Capital requirements</li> <li>? Could 'fold' half way through project – long push</li> </ul>	<ul style="list-style-type: none"> <li>? Few contributors – most only “consume”</li> <li>? People with little knowledge may still need further assistance to be able to act</li> </ul>	<ul style="list-style-type: none"> <li>? Because of different interests, members may not easily get to an agreement.</li> <li>? Green IT may be a focus too narrow for maintaining a long-term organisation</li> </ul>
Possible „show stoppers“			
	<ul style="list-style-type: none"> <li>? Missing a leader</li> <li>? No or little <i>initial</i> funding</li> <li>? Who gets the money for projects?</li> </ul>	<ul style="list-style-type: none"> <li>? Lack of interest due to low value =&gt; already too many places with no real value added</li> </ul>	<ul style="list-style-type: none"> <li>? Too few paying members</li> <li>? Too few topics to work on?</li> </ul>

# Taking the temperature...

Spontaneous votes of the meeting attendants:

Option	Interesting	No way!
1 - Green IT Leader	7	0
2 – Green IT Exchange Hub	5	2
3 – Green IT Members Act	2	5

# Voices from the SIG-meeting

- Instead of deciding for an option, it could be an evolution from Option 2 to 3 to 1.
- Does SIG Green IT currently take all the advantages from SI-membership (e.g. networking for funding)? ...should be checked before taking a decision.
  - Informatics should try to have one voice, the same way other areas have – SI should be more than the sum of the individual SIGs.
  - SI has switched from typo 3 to wordpress recently – this resource could be used by SIG Green IT also instead of doing its own web-site administration.
- Instead of each SIG hiring their own project manager / ambassador, there could be an SI-pool for all SIG in need (e.g. similar to the «ETH-pool»?). This could be presented at the next SI-board meeting, or to other SIG, like SIRA, data base etc.
- Option 1:
  - Who would actually execute the projects, and get the revenue from executing projects?
  - How would you kick-start funding?



# Next Steps

- Present status to SIG Today
- Decision in GIT SIG
- ⇒ do we go for implementation Sep 22<sup>nd</sup>
- Who would like to take part Sep 22<sup>nd</sup>
- Implementation of strategy
- Verification of plan ⇒ or alternative April 17

➤ *Go ahead detailing Option 1*

➤ *Take advantage of SI support for detailing the future of SIG Green IT*

➤ *Involve members not present today through an online survey*

Back-Up Slides

# Implementation plan

Task	Deadline	Who
Detail roles and functions of organisational chart for hiring process		
Generate high-level process overview through use cases		
Detail new solutions / products		
Detail communication plan & channels		
Detail financial plan & budget		
Get buy-in from stakeholders (SI)		
Get funding		
Hire administrative support		
Develop channels		
Develop new solutions / products		

<p><b>PROBLEM</b> P1: Public/companies are not aware about connection ICT ⇔ Sustainability</p> <p>P2: Missing capability (knowledge, tools, business cases) for _in_ and _by_ IT</p> <p>P3: Difficulty to cope with techno/(&amp;societal) change &amp; take advantage of it (techn. Watch) (Gap between state-of-the-art and practice)</p>	<p><b>SOLUTION</b> to P1: Marketing campaigns for awareness e.g. Chewbarka Mask! (go viral), ICT4S</p> <p>to P2: Tools, education (labels, services)</p> <p>to P3: ICT Sustainability radar</p>	<p><b>UNIQUE VALUE PROPOSITION</b> Independent and neutral</p> <p>Competence hub delivering sustainable ICT advisory and real world expertise</p> <p>Provider of ICT-Sustainability public knowledge</p>	<p><b>UNFAIR ADVANTAGE</b> 6 years proven record</p> <ul style="list-style-type: none"> <li>• Assessment</li> <li>• Webpage</li> <li>• CAS Green IT</li> <li>• Base for Profit</li> <li>• Efficheck of öbu</li> </ul>	<p><b>CUSTOMER SEGMENTS</b> Government (federal/local)</p> <ul style="list-style-type: none"> <li>• e.g. BFE/BAFU</li> <li>• Business/corporations</li> <li>• Building sector/real estate</li> <li>• Early adopters</li> <li>-Circular economy</li> <li>-WBCSD-members</li> <li>-öbu-members</li> <li>-RE100</li> <li>• Utilities:electricity</li> <li>• Financial sector</li> </ul>
<p><b>EXISTING ALTERNATIVES</b> NGOs (e.g. Greenpeace, TCO),energyschweiz.ch, Siemens Education: FHNW, HSLU, HSR, Sanu Consulting e.g. Ernst &amp; Basler, Amstein&amp;Walther</p>	<p><b>KEY METRICS</b> ratio funding through projects ↔ fixed cost</p> <p>Numbers of paying members, of projects, students in courses</p> <p>(social) Media KPIs (community size, number of events, publications, partners)</p> <p>Mandate success metrics (number of companies certified, assessed, kWh saved)</p>	<p><b>HIGH-LEVEL CONCEPT</b> Polinator/incubator of good practices</p> <p>Wikipedia for Green IT practices</p> <p>Sharely for Green IT practices</p>	<p><b>CHANNELS</b> Ambassador / KAM Influencer Boards</p> <p>Social Media, Community building</p> <p>Partners (TCO, Gesi, SI, öBU, Universities)</p>	<p><b>EARLY ADOPTERS</b> Government (mandatory! Energy 2050) e.g. BFE/BAFU</p> <p>Building sector</p> <p>Members of sustainability associations</p>

**COST STRUCTURE**

Fixed: Employees, Administration/Office, Communications,  
Variable: Project Costs, Events, Marketing, Web Development

**REVENUE STREAMS**

Membership fee  
  
(Public) Project Funding, e.g. BFE, H2020  
Finder's Fees for Freemium Services, Teaching