

<p>PROBLEM 1: Priorities? where to start? Effort and is it worth it? 2: IT Security, Risk & Compliance, Data protection, Budget, Employees' health 3: How to achieve sustainability goals?</p> <p>EXISTING ALTERNATIVES measurement of energy consumption: local utilities companies; Procurement: kompass-nachhaltigkeit.ch, Topten; Datacenter: ASUT datacenter swiss code of conduct; Assessment: Proofit Efficheck; Green-by-IT: energieschweiz.ch, Siemens; Ernst & Basler, Amstein & Walthert; Education: FHNW, HSLU, HSR</p>	<p>SOLUTION to Problem 1: Website to Get aware -> Get informed -> Assess -> Plan for action -> Implement -> Build awareness</p> <p>to Problem 2: in-house developed ideas, Intellectual Property developed by our partner organisations, moving emphasis from Green-in-IT to Green-by-IT</p> <p>to Problem 3: tools, services, standards, labels, certificates, education to assess and improve sustainability.</p>	<p>UNIQUE VALUE PROPOSITION Independent from providers of ICT products and services, comprehensive, up-to-date</p> <p>HIGH-LEVEL CONCEPT hub of knowledge in the area of Green IT: to be the "sharely" / "linkedin" / "facebook" / "local.ch" / "youtube" for Green IT</p>	<p>UNFAIR ADVANTAGE huge experience of its members; speciality teams will continue to develop specific domains</p>	<p>CUSTOMER SEGMENTS Businesses (large and small organizations), Government units, households, society at large, data centers</p> <p>EARLY ADOPTERS Public sector («Vorbildfunktion»); Energiestädte</p>
<p>COST STRUCTURE Fixed: 3 - 5 full time employees: 1 MD, 1 administrative assistance, 2 - 3 consultants keeping in touch and monitor developments mainly in the Green by IT domain.</p> <p>Variable: web site development</p>		<p>REVENUE STREAMS 150 Swiss members, 50 members from outside CH: CHF ??? Sponsoring partners; Government: BFE (e.g. Energieschweiz 2013 - 2020), cantons, cities; Fees for education services, Development of tools, standards, labels, certificates. -> people, funds, marketing, sponsoring, facilities, web links</p>		