

## **Green IT 2.0 Vision 2020 proposed by the Marketing/ Finance Team**

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.

### **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