

11 SEPTEMBER 2020

REDUCE THE FOOTPRINT OF DIGITAL SERVICES

Green IT Belgium



**YOU ARE
PERSONALLY
RESPONSIBLE
FOR BECOMING
MORE ETHICAL
THAN THE
SOCIETY YOU
GREW UP IN.**

RECYCLED
WELL BE
TOWER
RECYCLED WASTE AT
THE UNIVERSITY OF
LOUISIANA
3 ZERO 3
RECYCLED
100-100-100

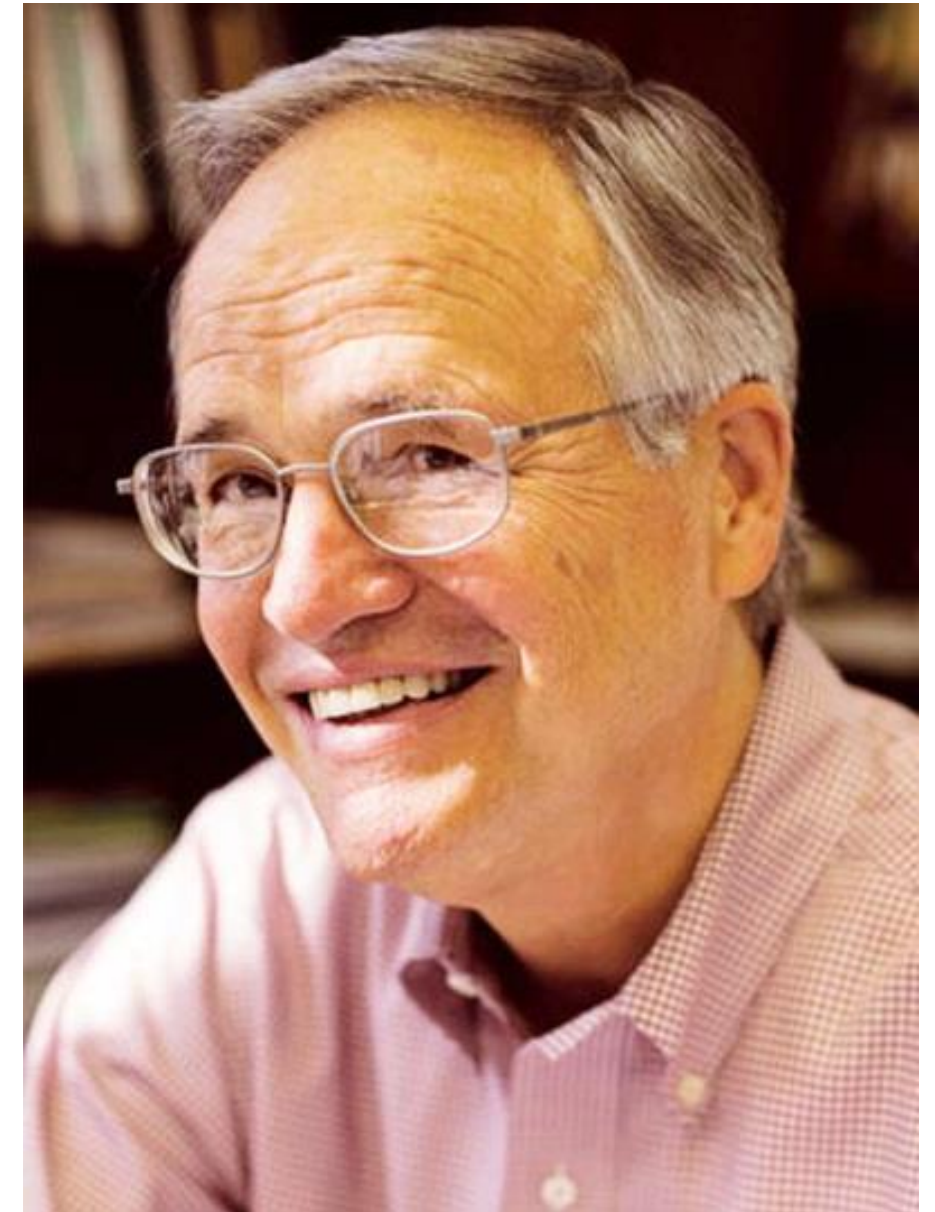
"I used to think the top environmental problems were biodiversity loss, ecosystem collapse and climate change.

I thought that with 30 years of good science, we could address these problems.

But I was wrong.

The top environmental problems are selfishness, greed and apathy... and to deal with those we need a spiritual and cultural transformation.

And we scientists don't know how to do that."



2013, Gus Speth

How companies see the climate crisis



So how to convince them ?

- ✓ Shock them (just a bit) and raise awareness
- ✓ Show the potential business benefits
- ✓ Build trust and relationship
 - Propose a tailor-made Green IT strategy
 - Or work on a specific initiative
- ✓ Bonus: join a non-competitive network

Simple example: websites

The RTL INFO website features a dark blue navigation bar with categories: ACTU, SPORT, PEOPLE & BUZZ, VOUS, VIDÉOS, and ALERTEZ-NOUS. A prominent advertisement for VELUX windows is at the top. The main content area is divided into several sections: a large article about a truck accident in England, an economic news piece about ING bank closing 22 agencies, a 'DERNIÈRES INFOS' section with a list of news items, a 'VIDÉOS' section with a video player for a 13H RTL INFO broadcast, and a 'TOP FACEBOOK' section. A sidebar on the right promotes a 'Pack adapté à vos besoins' with logos for One TV, NET, and MOBILE. The bottom of the page includes a 'REVOIR RTL INFO 13H' section with a video player and a 'TOP FACEBOOK' section with a list of news items.

The VRT website has a dark blue navigation bar with categories: Aanbod, Nieuws, Organisatie, Jobs, Contact, Wist je dat?, and Heeft u een vraag?. The main content area features a large banner for 'VOOR WIE GA JIJ ALLES GEVEN?' with a yellow heart graphic. Below the banner are three buttons: 'Bezoek de VRT', 'Woon een opname bij', and 'Kijk en Luister'. A blue bar below the buttons contains the text '4 november 11:27 - Kom op tegen Kanker en Eén houden allerlaatste Rospot-actie'. The main content area is divided into several sections: a large article about the 'BOEKENBEUR wereldhaven voor boeken' with a date of 29/10 - 3/11 and 6/11 - 11/11, and a grid of smaller articles with titles like 'MNM zet week lang in op verkeersveiligheid', 'Allereerste beelden van nieuwe reeks Dag Sinterklaas', 'VRT op de Boekenbeurs', 'Waarom hecht de VRT zoveel belang aan fictie?', and 'Wissel van de macht seizoen 2'. The bottom of the page includes a 'TOP FACEBOOK' section with a list of news items.

→ www.vrt.be/nl
calculé le 30 / 10 / 2019

→ Performance environnementale ⓘ



→ Classement ⓘ

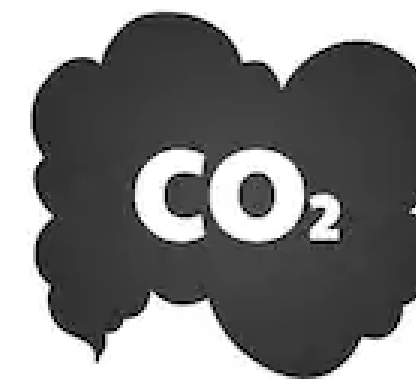
Cette page est le 20787^{ième} sur 23498 pages

→ Empreinte environnementale ⓘ

Empreinte GES ⓘ **2.59 gCO2e** Empreinte eau ⓘ 3.89 cl eau

→ Complexité de la page ⓘ

min : 0 élém. médiane : 603 élém. max : 594601 élém.



2,59g CO2e

x 18,32 million views per month

= 47,4 Tonnes CO2e per month

Traffic Overview ⓘ

Estimated Data [Verify Your Website](#)

Engagement

Total Visits

18.32M

▼ 8.31%

Avg. Visit Duration

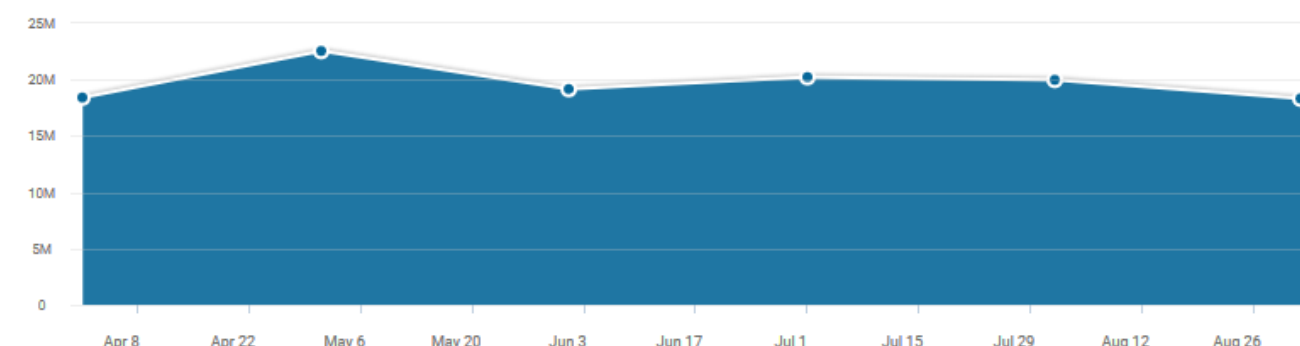
00:05:14

Pages per Visit

3.36

Total Visits ⓘ

On desktop & mobile web, in the last 6 months



373.600 km/month

12.400 km/day

That's only for 1 homepage!
No video or article viewed yet

* Average car: 127g CO2/km

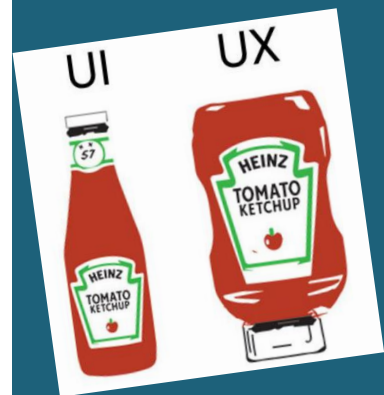
GREEN IT IS STRATEGIC



**REDUCE
COST & RISKS**



**NEW
LEGISLATION**



**IMPROVE
USER
EXPERIENCE**



**TANGIBLE
CSR**



**RECRUITMENT
& RETENTION**



**ACCESS TO
CAPITAL MARKETS**



green IT.fr

<https://collectif.greenit.fr/>



INR Numérique Responsable

French Green IT community



A UNIQUE NETWORK OF EXPERTISE



Circular IT in Belgium and Europe



European associations (IT providers)

Belgian universities

Energy, environment and sustainable development

Circular IT in Belgium and Europe

Success / failure factors

GREENWASHING

Senior management

Control on IT supply chain

Imbed in
day-to-day

BUDGETS

Internal champions

Marketing

Externalisation of IT services

Is IT a core activity

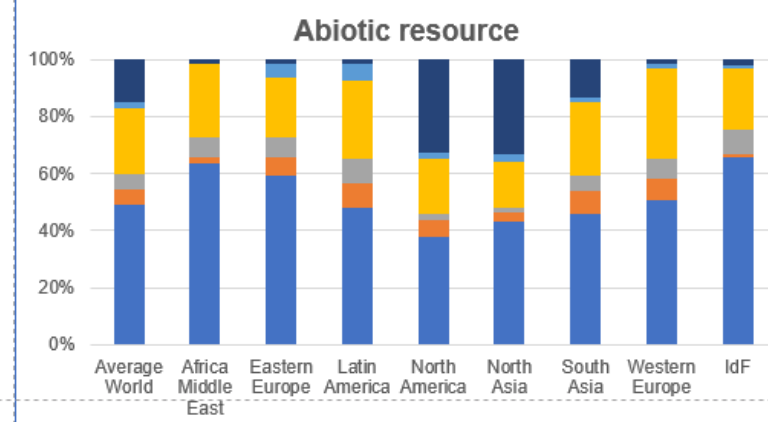
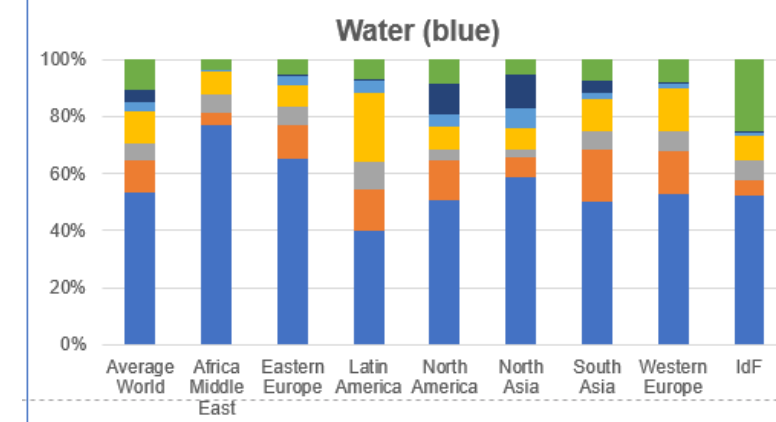
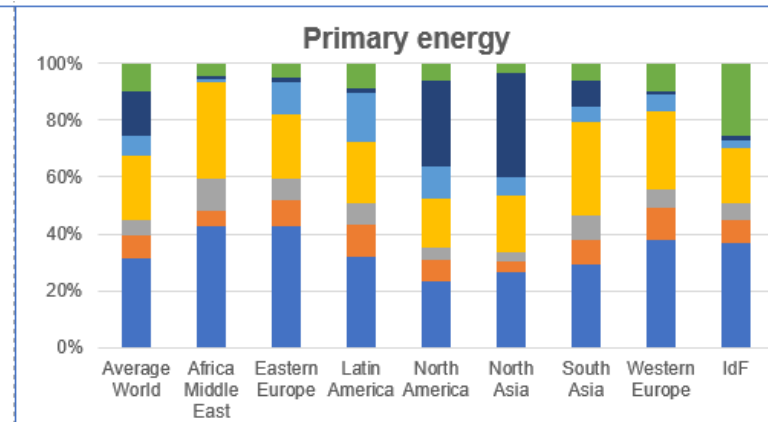
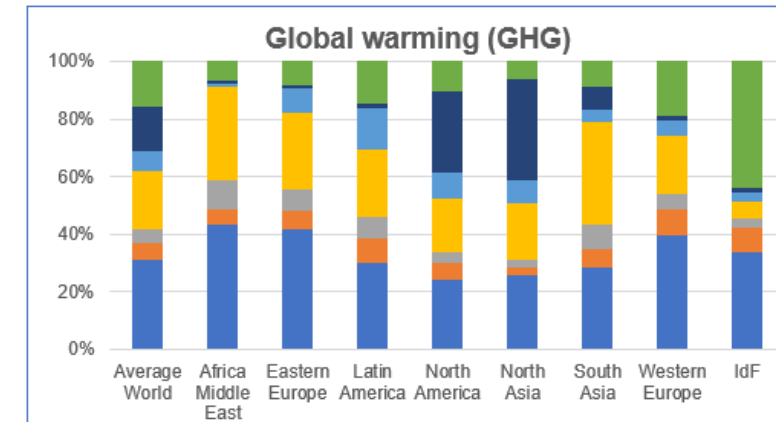
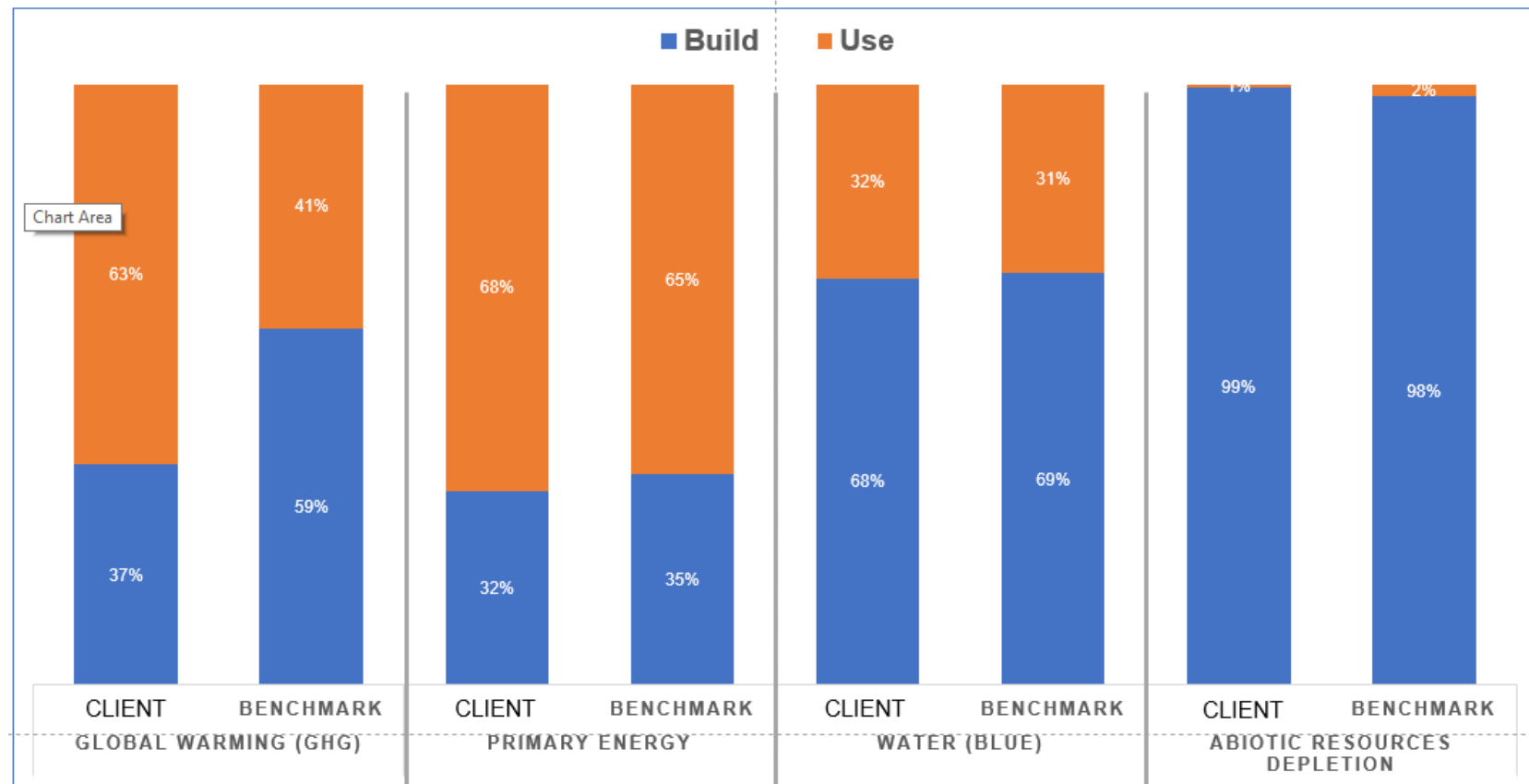
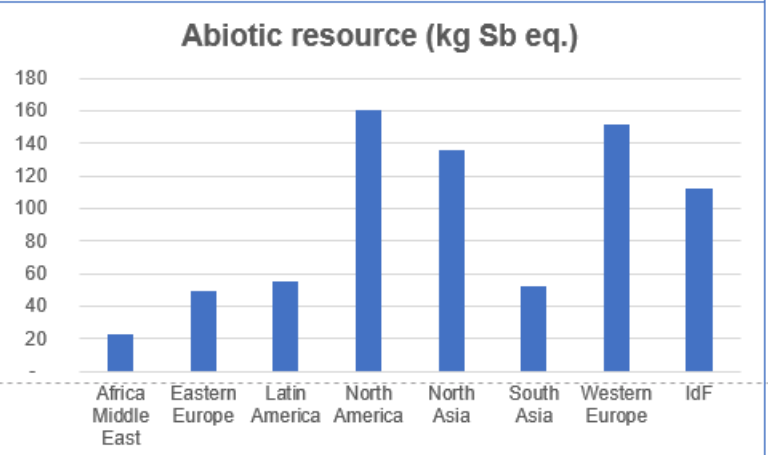
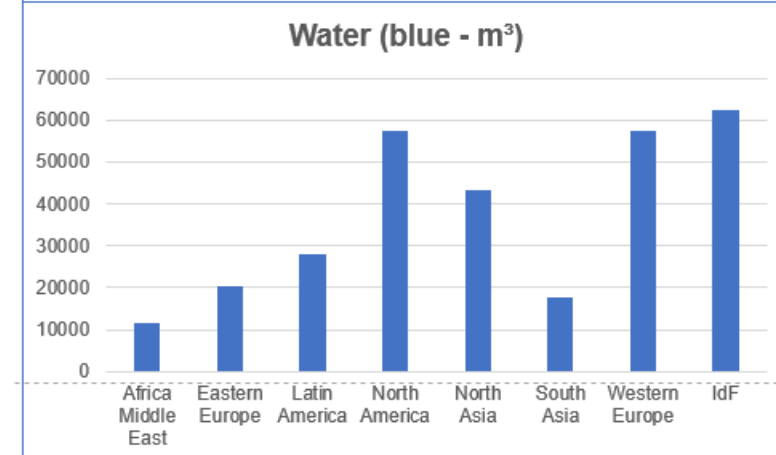
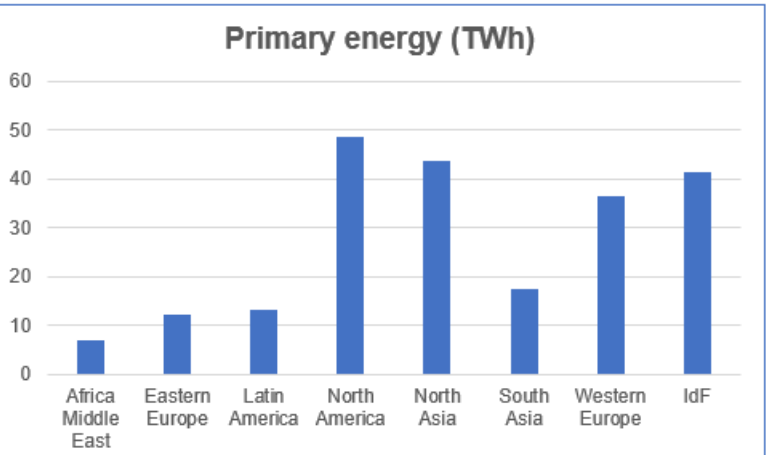
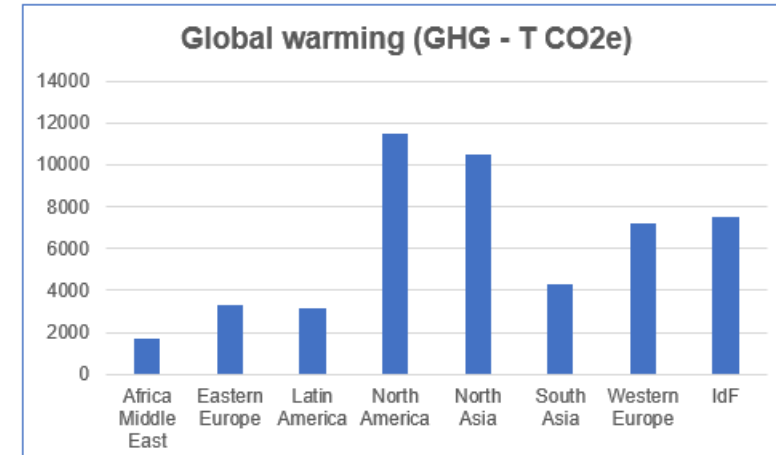
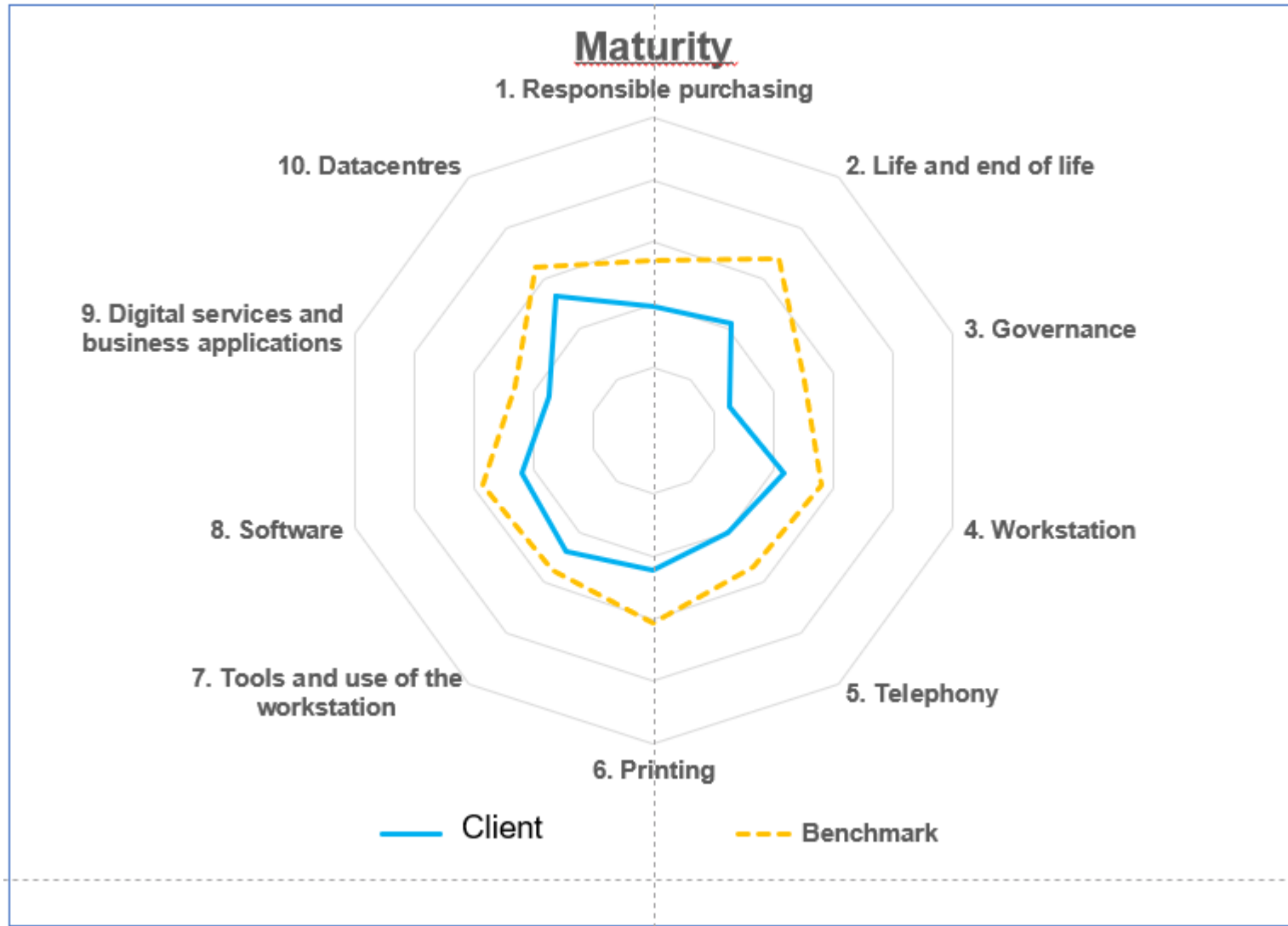
Green IT coordinator

Internal communication

**Resistance to
change**

ENVIRONMENT AND CSR

Measure first, define strategy after



■ User environment
 ■ Printing
 ■ Telephony
 ■ Network
 ■ Datacentres
 ■ Cloud
 ■ IT workforce (DSI)

ACTIONS TO TAKE – some examples

AS BUYER/USER

EXTEND LIFE OF EQUIPMENT

Only buy if needed, reconditioned material first
Responsible purchasing policy, repairability
Avoid large screens and connected objects

ENERGY & CONSUMABLES

Renewable energy, switch off equipment at night,
review printing, educate end-users and IT staff

AVOID WEEE TRAFFICKING

Collect your waste via certified partners (full chain)
Facilitate re-use & reconditioning

AS PROVIDER

ECO-DESIGN YOUR SERVICES

Focus on sobriety to enable longer use of
equipment and energy efficiency
Avoid obsolescence of users' equipment

DECOMMISSION

Get rid of unused services, re-use equipment
Minimise footprint, maximise productivity

RECONDITION i.o. RECYCLE

Re-use is more environmentally
friendly than recycling

Green IT
IT for Green
IT for Human
Human for IT



La Rochelle Université

INR Numérique Responsable

La Rochelle, Octobre 2019
Je soussigné, Vincent Courboulay, Maître de Conférences – HDR à La Rochelle Université, certifie que :

Olivia B

A validé la *Certification Numérique Responsable* lors de la session de Octobre 2019 avec un taux de réussite de 90 %.

Composée de 5 domaines, listés ci-dessous, et 16 sous-domaines pour couvrir l'ensemble du cycle de vie, les impacts, législations, enjeux, solutions et méthodologies de mise en œuvre.

D1 : Connaître les impacts des TIC et la législation associée
D2 : Maîtriser le cycle de vie et les leviers du numérique responsable (enjeu et constats globaux)
D3 : Identifier les enjeux spécifiques à chaque grand domaine du numérique
D4 : Connaître les solutions pour réduire les impacts de l'informatique
D5 : Connaître des méthodologies de travail pour la mise en place du numérique responsable

Vincent Courboulay

Certificat n° 2019_00000 Code de vérification pour l'authentification sur le site <http://ccocertification.univ-lr.fr> : 9bi

NOTE : L'identité du bénéficiaire de cette attestation n'étant pas vérifiée, ce document ne confère ni mention, ni crédit, ni diplôme de l'établissement susnommé.
La Rochelle Université- 23 Avenue Albert Einstein, 17000 La Rochelle

INR Institut du Numérique Responsable

Charte Numérique Responsable

Avec la signature de cette charte, nous affirmons nos engagements pour entrer résolument dans une démarche «Numérique Responsable» pour notre organisation:

1. Nous nous engageons à optimiser les outils numériques pour limiter leurs impacts et consommations.
2. Nous nous engageons à développer des offres de services accessibles pour tous, inclusives et durables.
3. Nous nous engageons pour des pratiques numériques éthiques et responsables.
4. Nous nous engageons vers un numérique responsable, indispensable pour assurer la résilience des organisations.
5. Nous nous engageons à favoriser l'émergence de nouveaux comportements et valeurs.

Nos membres





Institute for Sustainable IT

isit-fr.org = institutnr.org

isit-be.org

isit-ch.org

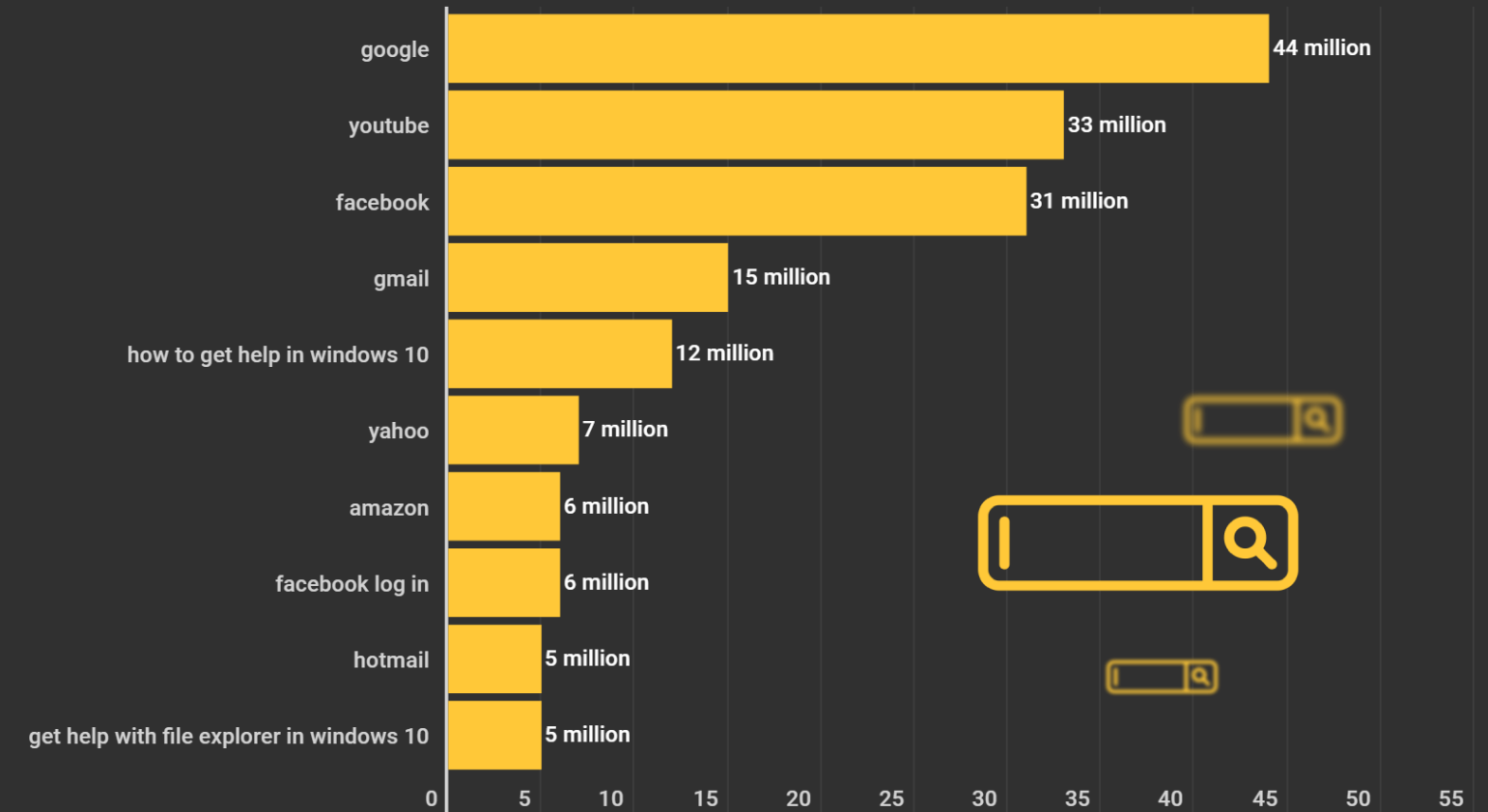
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isit-eu.org

Move forward and never despair !

If you ever feel useless, just remember that Bing's top searched word is Google.

Top 10 Bing Search Queries in the World



Data Source: Ahrefs (As of July 2019)



**IF NOT US, WHO ?
IF NOT NOW, WHEN ?**

JOHN F. KENNEDY

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