11 SEPTEMBER 2020

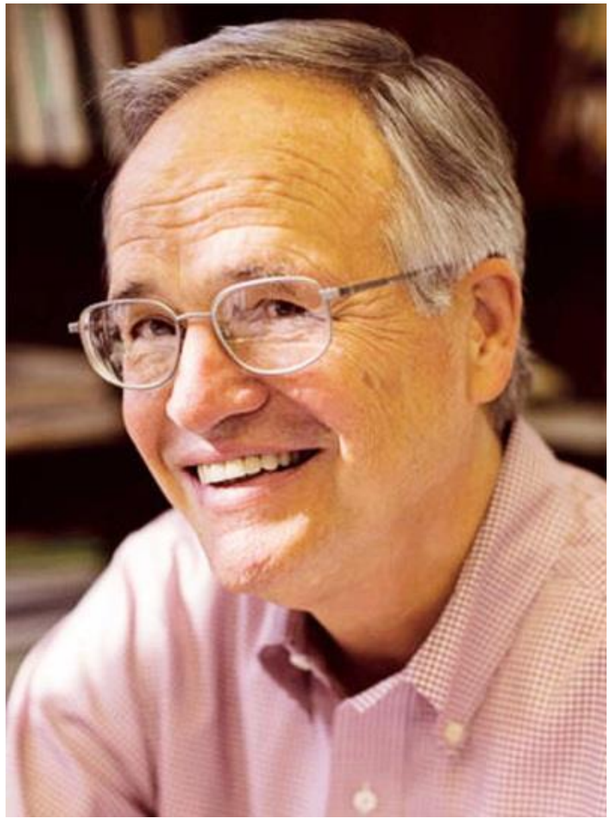
REDUCE THE FOOTPRINT OF DIGITAL SERVICES

Green IT Belgium

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

"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**."*

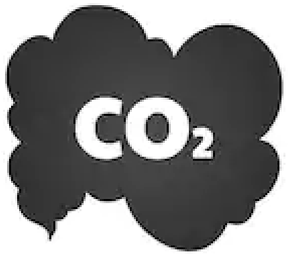
2013, Gus Speth

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



2,59g CO2e

x 18,32 million views per month

= 47,4 Tonnes CO2e per month

373.600 km/month

12.400 km/day

That's only for 1 homepage!

No video or article viewed yet

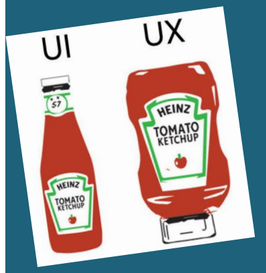
* Average car: 127g CO2/km

GREEN IT IS STRATEGIC

GreenITBelgium.be

REDUCE COST & RISKS

NEW LEGISLATION



IMPROVE USER EXPERIENCE

TANGIBLE CSR

aSmartWorld

RECRUITMENT & RETENTION

ACCESS TO CAPITAL MARKETS

A UNIQUE NETWORK OF EXPERTISE

https://collectif.greenit.fr/

greenIT.fr

French Green IT community

POINT DE M.I.R
Maison de l'Informatique Responsable

cnrs

EcoInfo

GreenITBelgium.be

Circular IT in Belgium and Europe

aSmartWorld

comex
Giving IT a second life

CLOSE THE GAP
CTG CIRCULAR

Cyréo
Générateur de valeurs

circular computing

SMAAART

European associations (IT providers)

Sustainability for London
Your Future In Your Hands

Fachgruppe Green IT

AGIT
ALLIANCE GREEN IT

Greenit
amsterdam region

FiSMA
Finnish Software Measurement Association

GREEN IT GLOBAL
Collaboration Network

Belgian universities

UCLouvain

UNIVERSITÉ DE NAMUR

LIÈGE université

ULB

Energy, environment and sustainable development

TWEED

CLIMACT

Justice & Paix

DAPESCO
OPTIMISING ENERGY

Success / failure factors

Senior management

Imbed in day-to-day

BUDGETS

Internal champions

GREENWASHING

Control on IT supply chain

Marketing

ENVIRONMENT AND CSR

Externalisation of IT services

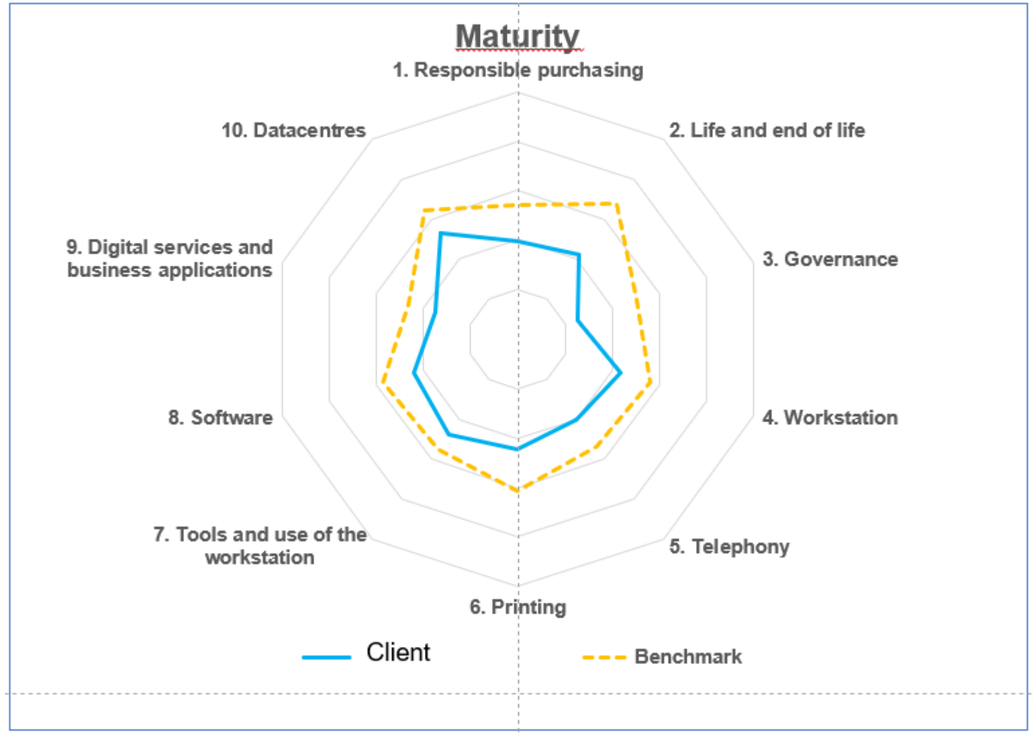
Is IT a core activity

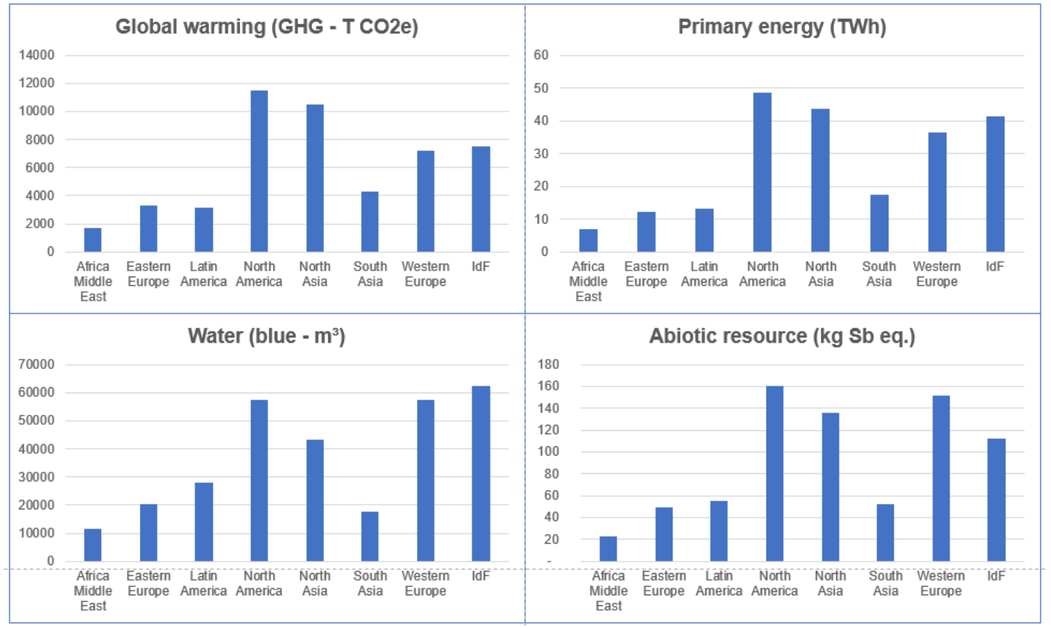
Resistance to change

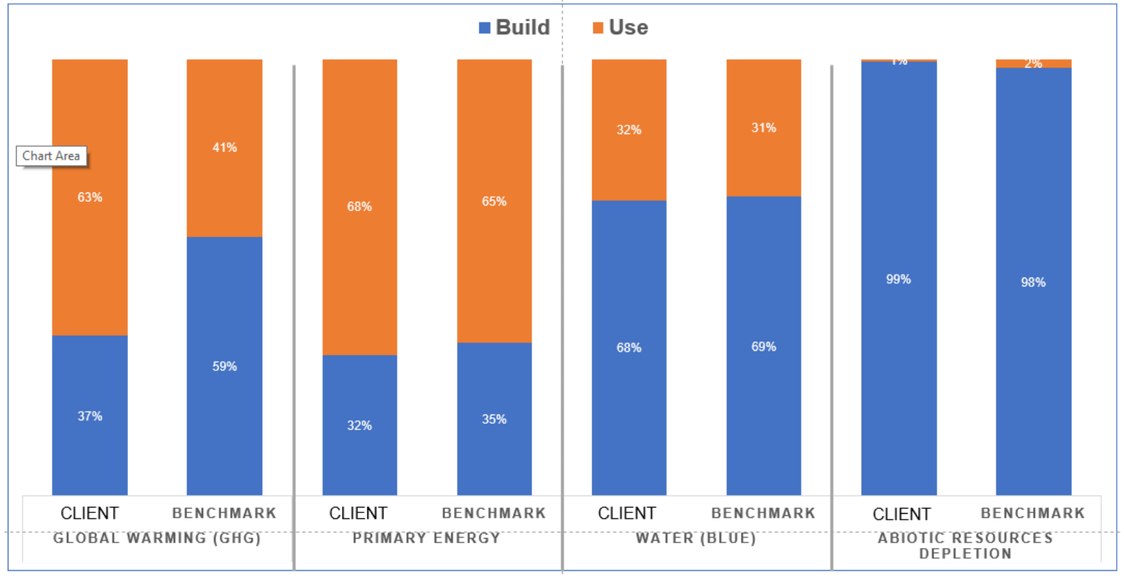
Green IT coordinator

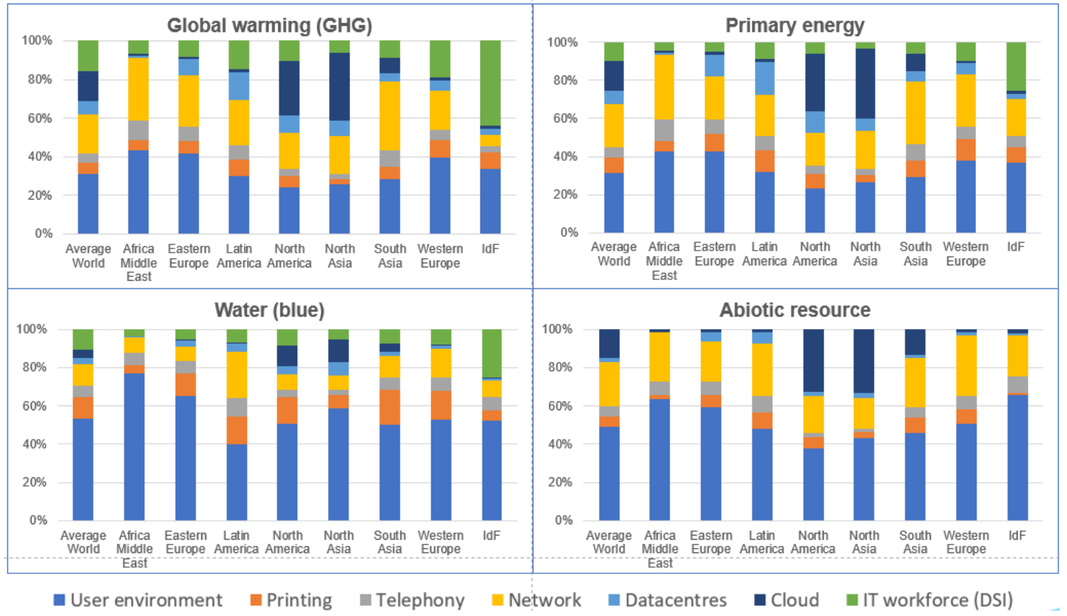
Internal communication

Measure first, define strategy after


Maturity
1. Responsible purchasing
2. Life and end of life
3. Governance
4. Workstation
5. Telephony
6. Printing
7. Tools and use of the workstation
8. Software
9. Digital services and business applications
10. Datacentres
Client
Benchmark


Global warming (GHG - T CO2e)
Primary energy (TWh)
Water (blue - m³)
Abiotic resource (kg Sb eq.)
Africa Middle East
Eastern Europe
Latin America
North America
North Asia
South Asia
Western Europe
IdF


Build
Use
Chart Area
63%
37%
41%
59%
68%
32%
65%
35%
32%
68%
31%
69%
99%
98%
CLIENT
BENCHMARK
GLOBAL WARMING (GHG)
PRIMARY ENERGY
WATER (BLUE)
ABIOTIC RESOURCES DEPLETION


Global warming (GHG)
Primary energy
Water (blue)
Abiotic resource
Average World
Africa Middle East
Eastern Europe
Latin America
North America
North Asia
South Asia
Western Europe
IdF
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

Institut du numérique responsable

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[redacted]

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

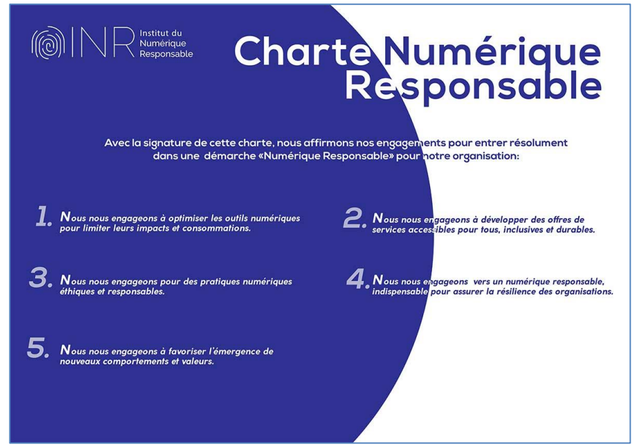
Composée de 5 domaines, listés ci-dessous, et 16 sous-domaines pour couvrir l'ensemble du cycle de vie, les impacts, législations, enjeux, solutions et méthodologies de mise en œuvre.

D1 : Connaître les impacts des TIC et la législation associée
D2 : Maîtriser le cycle de vie et les leviers du numérique responsable (enjeux 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_0000[redacted] Code de vérification pour l'authentification sur le site http://ecocertification.univ-lr.fr/ : 9bl[redacted]

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



Institute for Sustainable IT

isit-fr.org = institutnr.org

isit-be.org

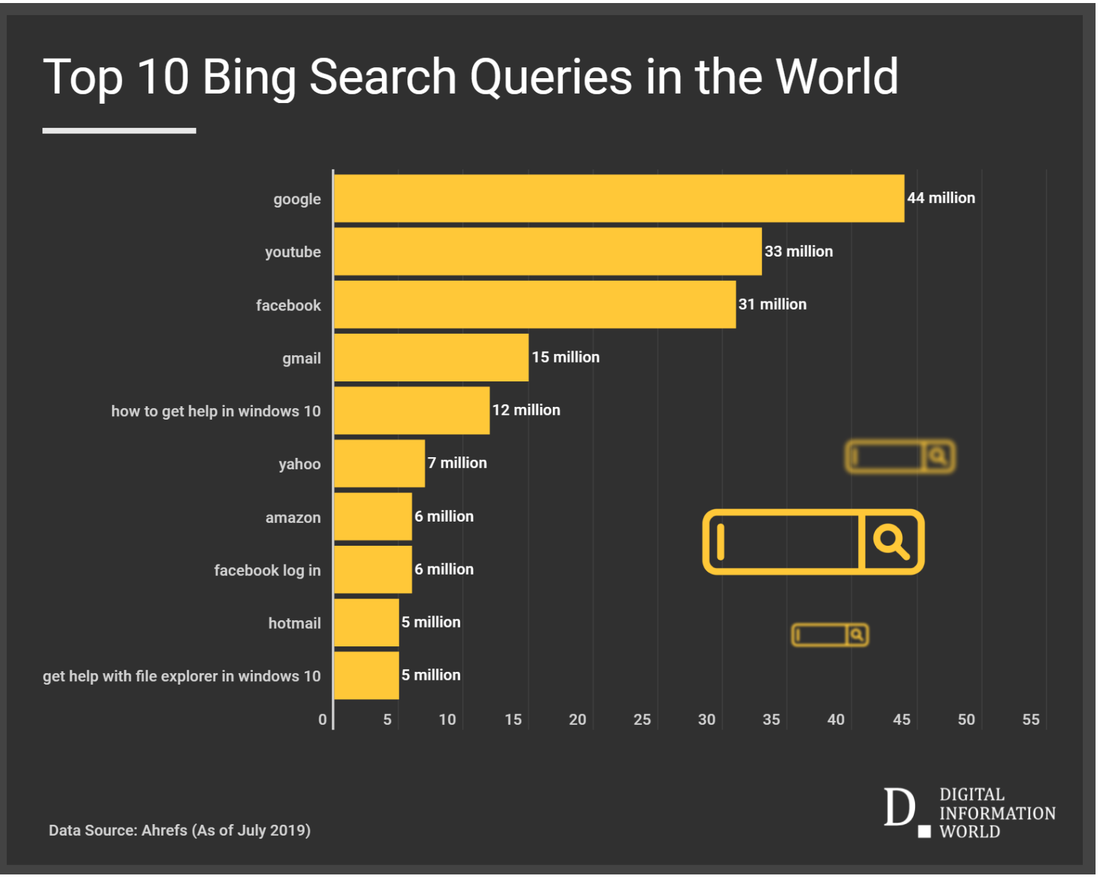
isit-ch.org

...

isit-eu.org

Move forward and never despair !

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



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

JOHN F. KENNEDY

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