

GREEN POUND OR GREENWASH?

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GREEN IT MAGAZINE

GREEN IT VIEWPOINT

- Manufacturers
- Resellers
- Government
- Public Bodies
- Industry Associations
- Environmental Consultants

The Six Sins of Greenwashing

- The Hidden Trade-Off
- No Proof
- Vagueness
- Irrelevance
- Lesser of Two Evils
- Fibbing!

Who's Doing What?

- Data Centres
- Manufacturers
- Re-Sellers
- Government

The Future

- Increased Legislation
- Self Regulation
- Initiatives
- More Defined Standards
- Clearer Communication
- Education
- Increasing Importance

Summary

- Avoid sinning!
- Government Action
- Industry Collaboration
- Research & Standards

HALF - TIME

ANY QUESTIONS?

The production and use of energy is the leading source of humanity's greenhouse gas emissions.

90% of badly polluting vehicles can be re-tuned within 15 minutes.

Every tonne of paper recycled saves 17 trees.

7 out of 10 journeys to work are by car.

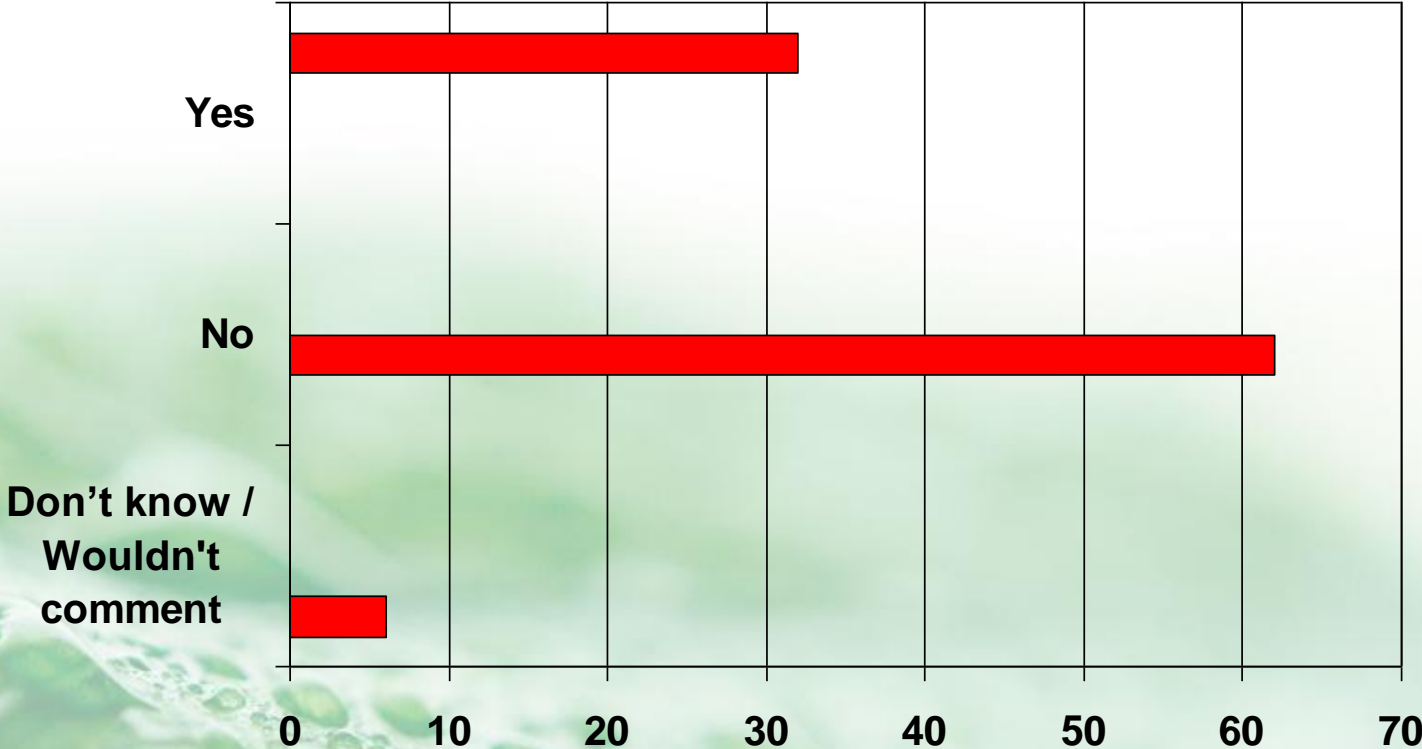
Is the Green Pound Greenwash?

- The theory of the **GREEN** POUND is that if you save energy you'll save money be it in business or at home.
- The reality, as you'll see from our research is a message of confusion from our readers.

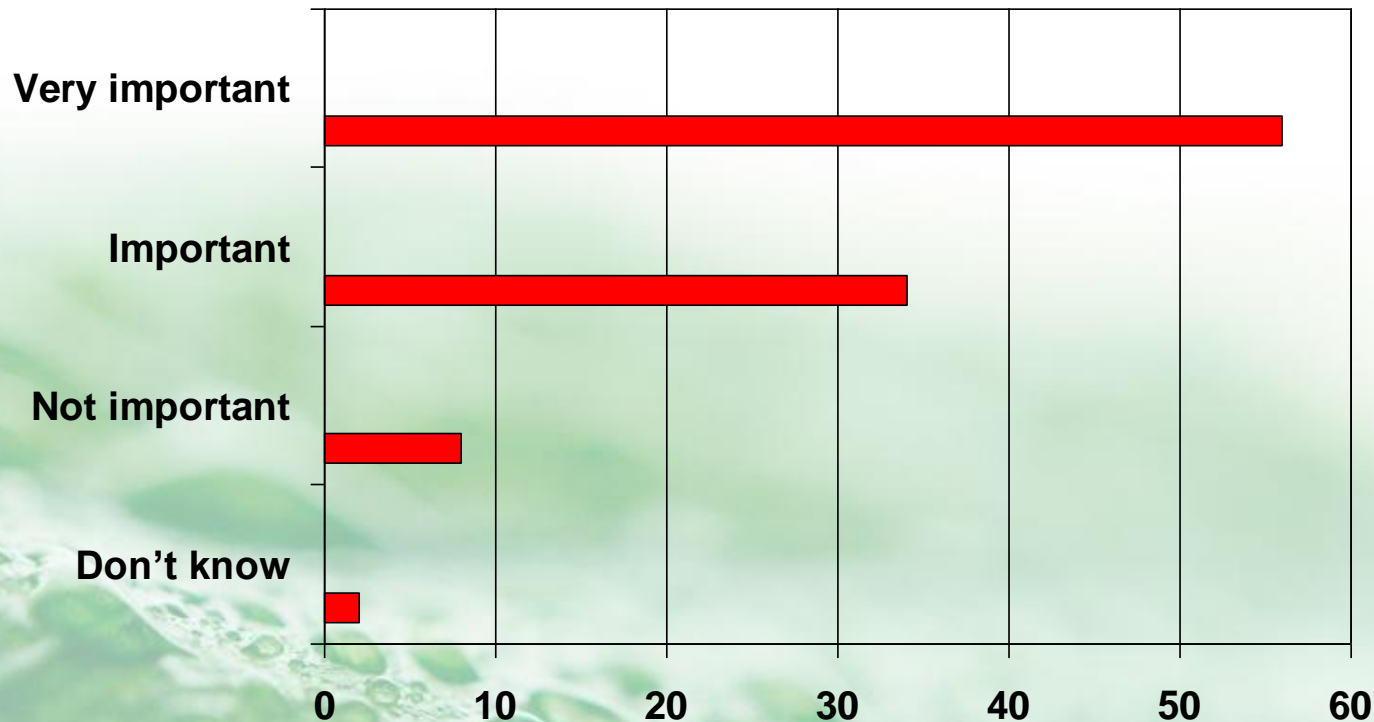
GREEN IT SURVEY

- Since the launch of Green IT how far have we come?
- Telephone survey to 3102 IT Managers / Directors
- What is their current perception?
- How confused is the market?
- What are the main job functions of the IT Manager / Director?
 - Procurement, Security, Cost savings
 - Sarbanes Oxley II, Data protection act
 - Staff, Training, Infrastructure,
 - Applications, Licences, Policy,
 - Compatibility, SLA's, Budgets,
 - Forecasts, Planning, Business continuity
 - Backup & Recovery, Keeping up to date
 - risk management. Internet / e-business
 - Development, regulation & compliance.

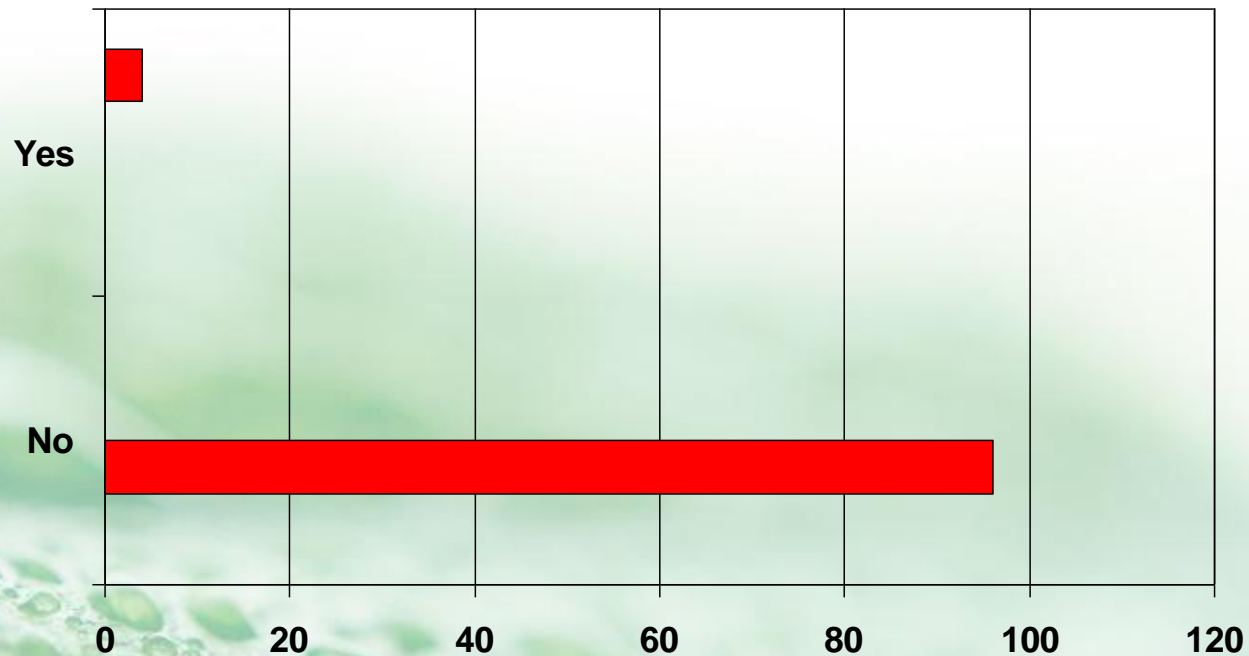
1. Does your company have a green policy?



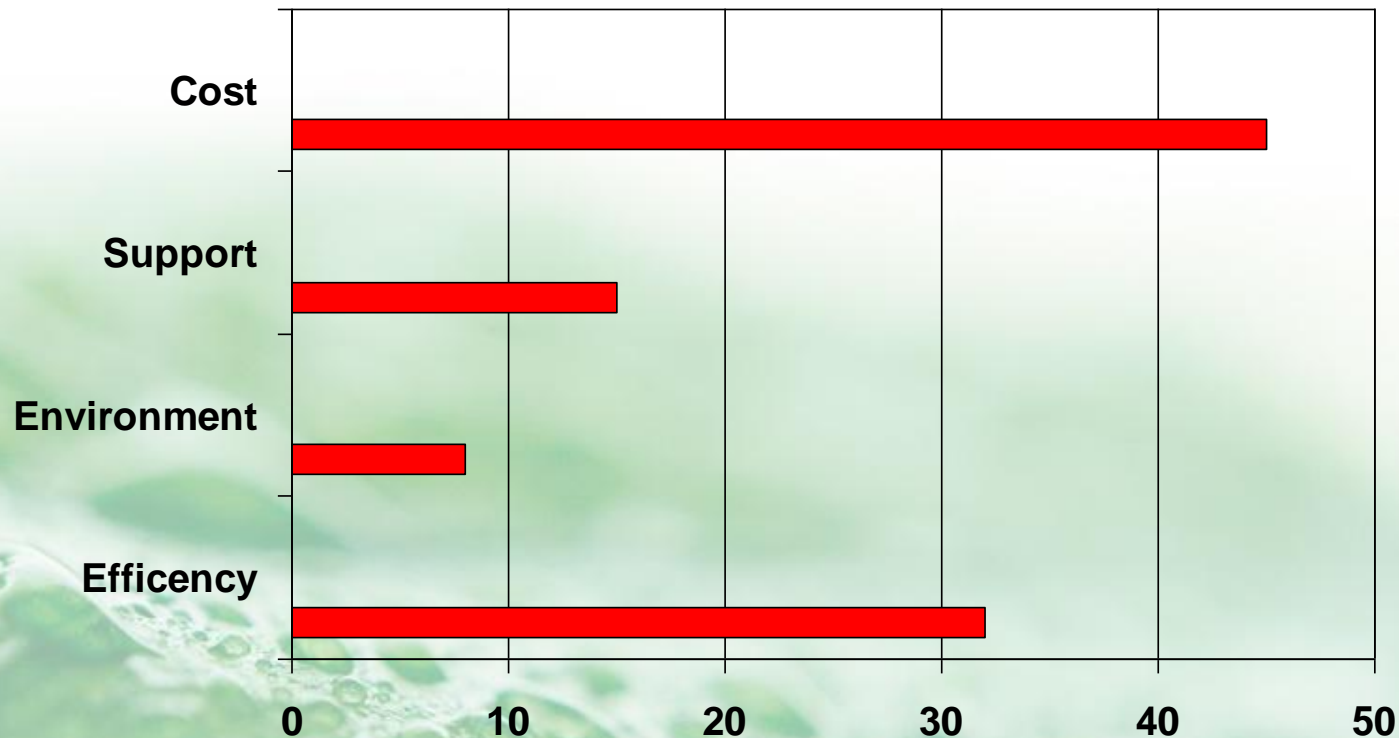
2. How important is the environment in your operations?



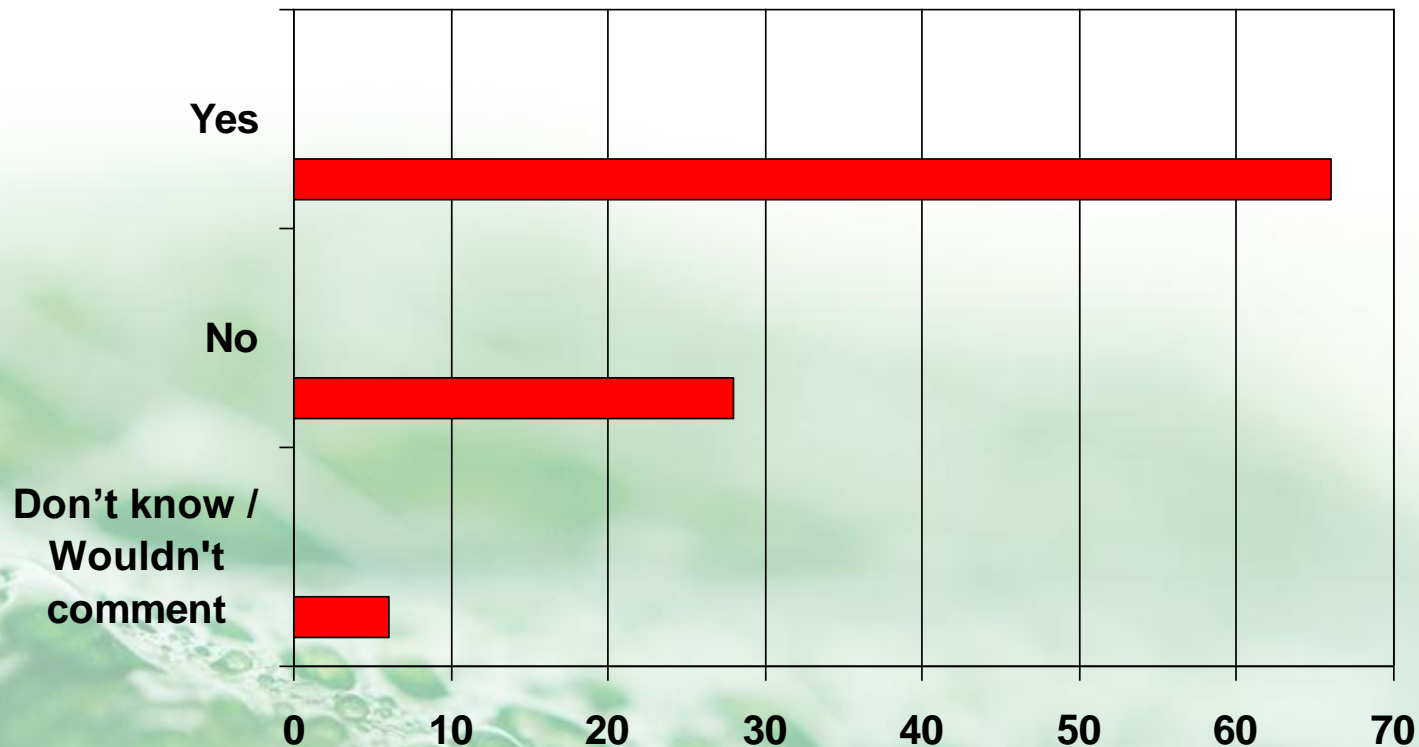
3. Have you seen or are you responsible for your company's utility bills?



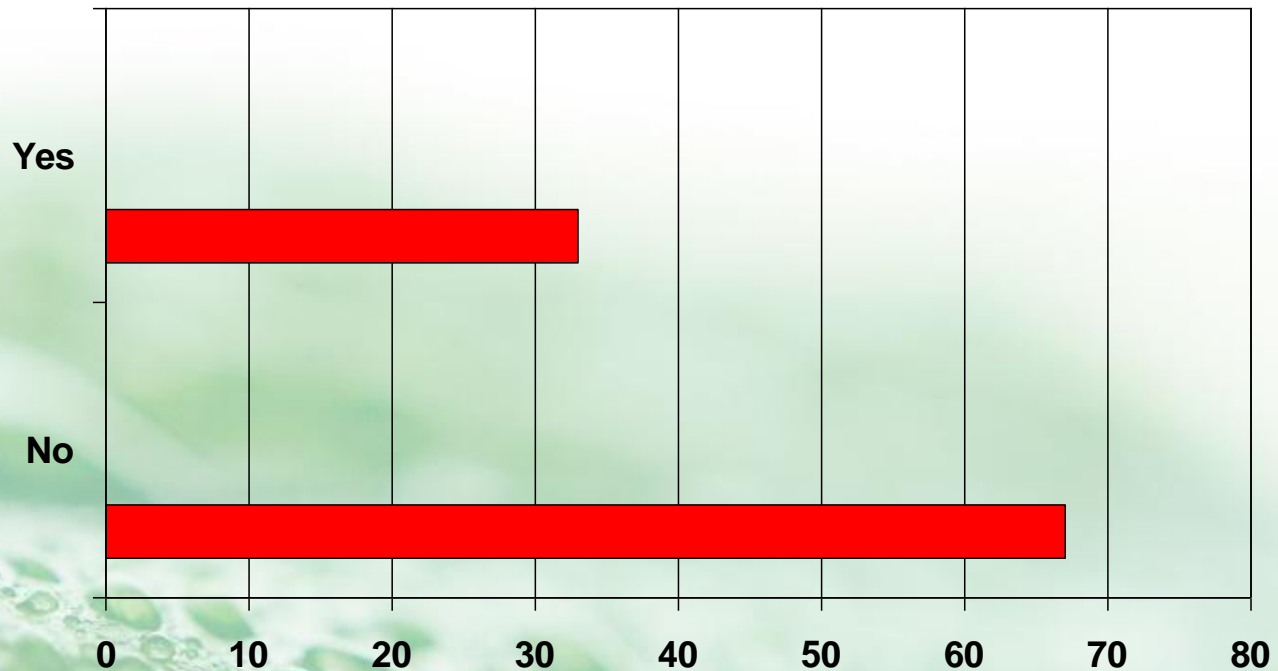
4. Which of these is more important when purchasing – Cost, Support, Environment or Efficiency?



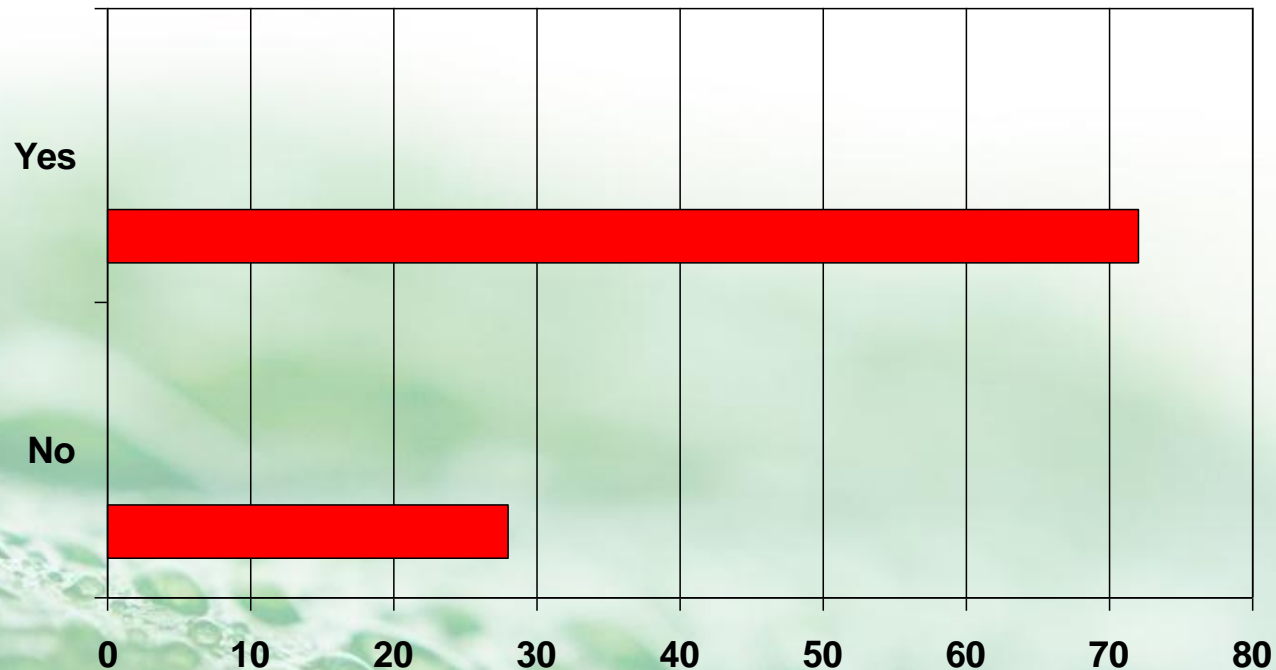
5. Do you believe you can save your company money and be green at the same time?



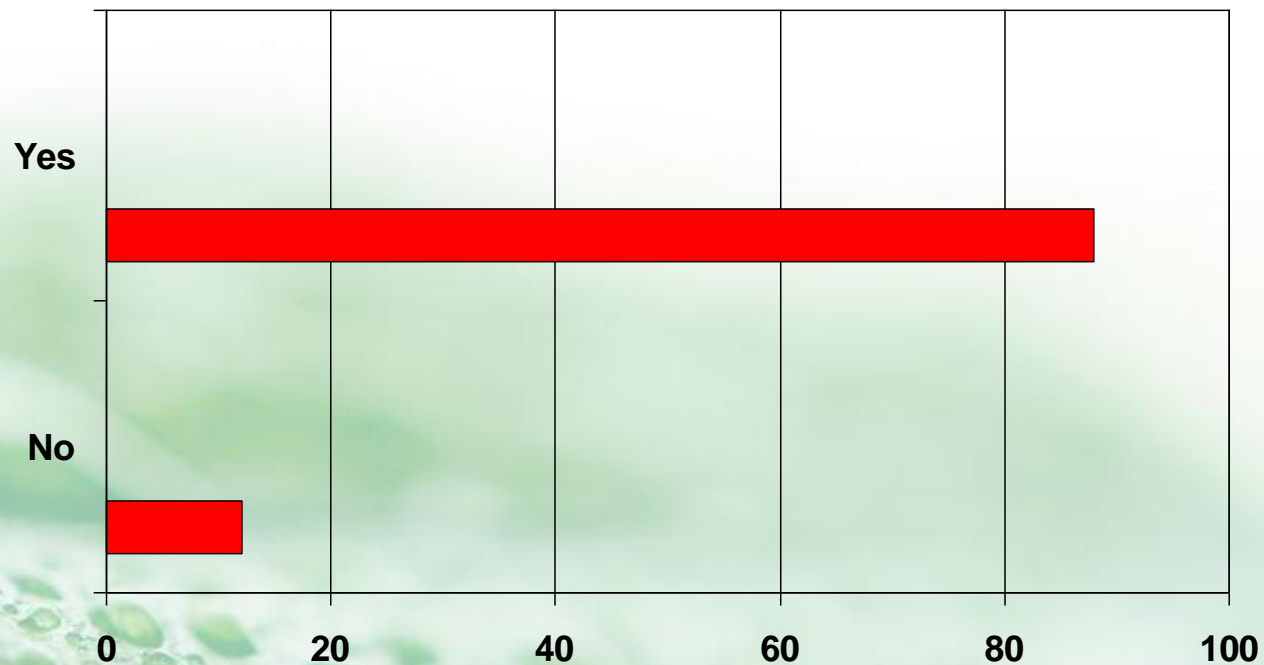
6. Do you think manufacturers / industry are/is providing you with enough green products?



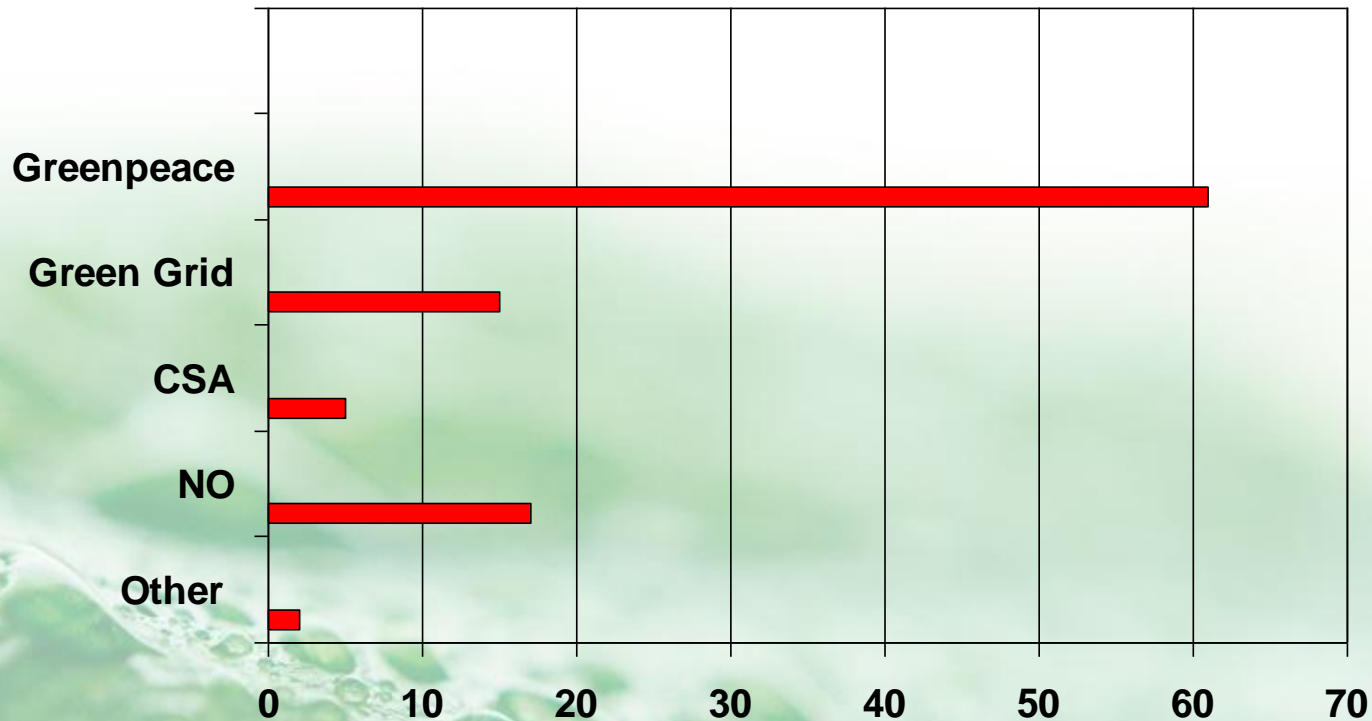
7. Do you think the industry is misleading you (Greenwashing you) over their green offerings?



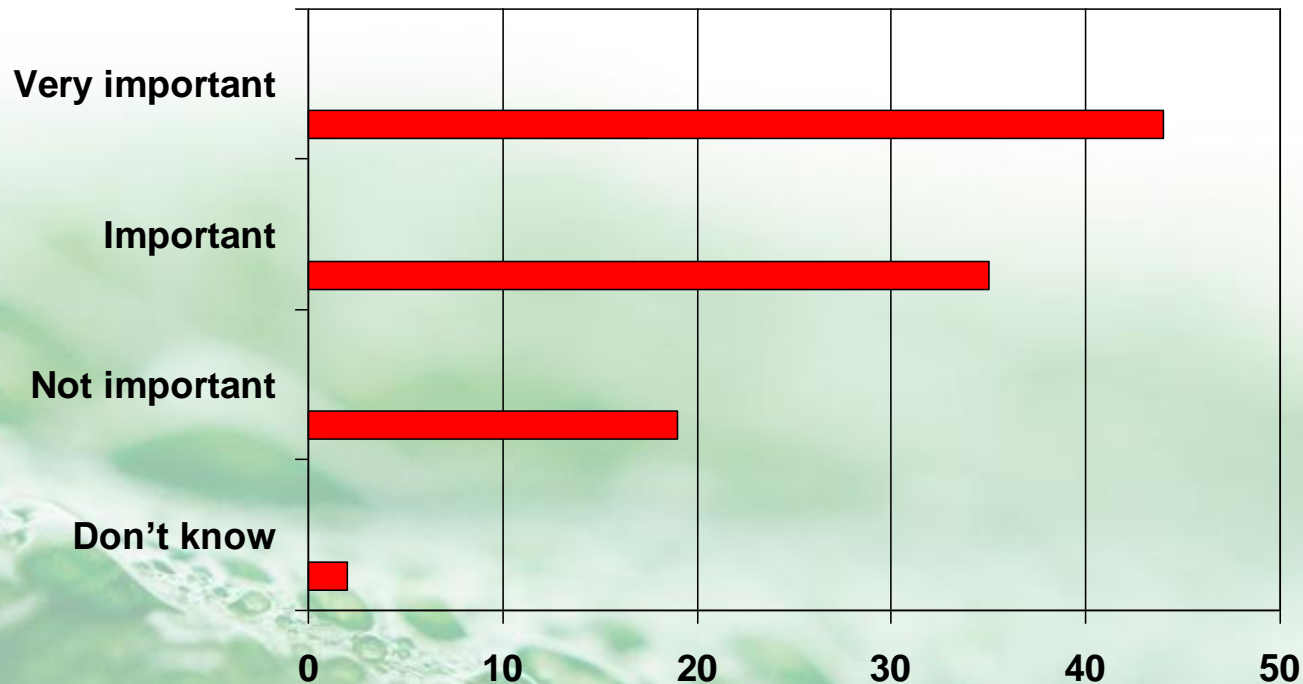
8. Will the economic climate change the way you view the greening of IT?



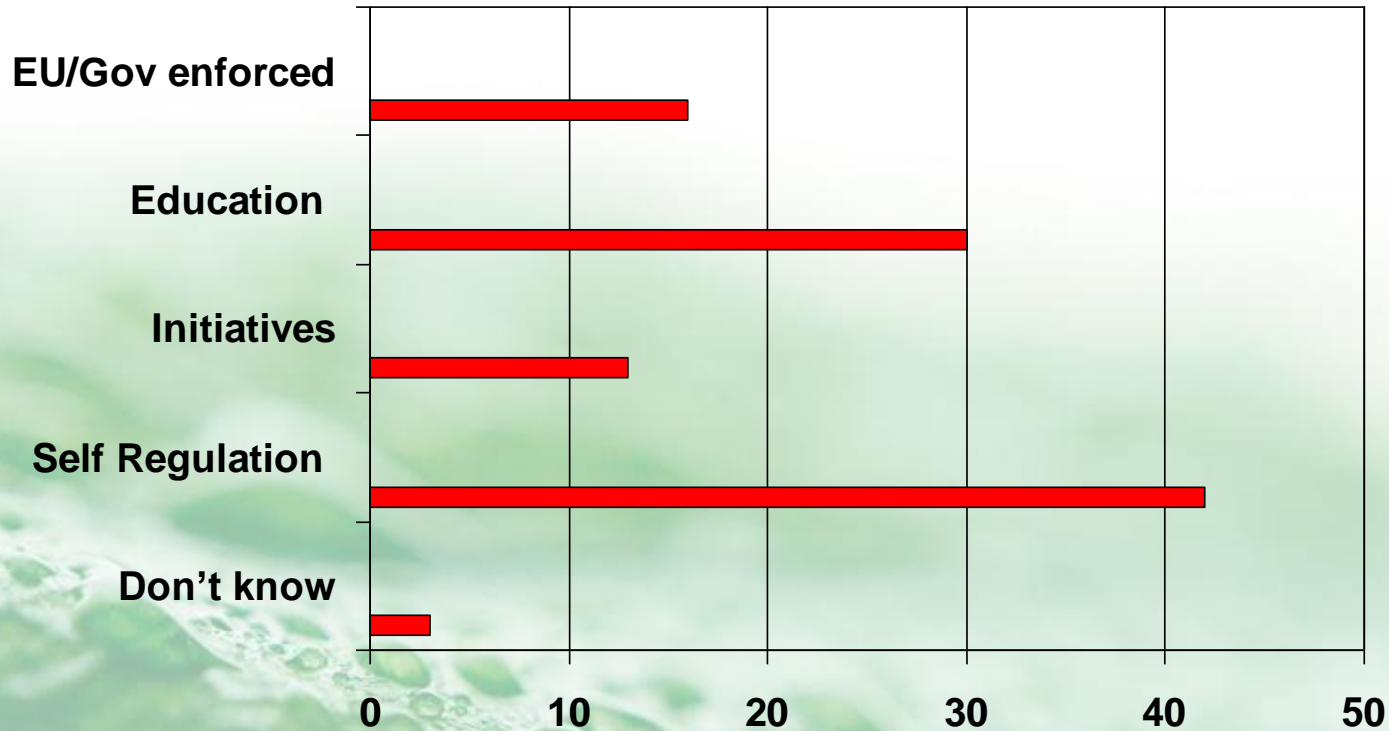
9. Are you aware of any green organisations?



10. In 2009, how important will the environment be in YOUR operations?



11. How do you see the Greening of IT going in the future?



Summary negatives

- Less than a **THIRD** of the companies Surveyed **HAVE** a green policy of **ANY** kind.
- Hardly any of the IT Managers / Directors surveyed had seen their Electricity bill.
- Cost is **FOUR** times more important than the environmental when purchasing IT equipment.
- Not enough competitively priced green products to choose from
- Very little trust of the IT industry
- Too little education

Summary positives

- 9 out of 10 said the environment is important / very important to their day to day operations
- 2/3rds of the respondents believe you can save money and be green.
- An increase in green IT product sales inevitable – Starting in 2009

Conclusion

- We are selling to a sold audience that wants to 'do the right thing.'
- Self regulation or legislation will soon be the only option available
- Sooner or later buyers of IT equipment will demand proof of greenness.

The Final Whistle

ANY QUESTIONS?

By switching off your PC's and lights at work you could save 50% on your electricity bill.

The UK is likely to see more hurricanes, floods and water shortages.

Climate change is a far greater threat to the world than terrorism.

Only 3% of electricity generation is from renewable sources.