



Why implementing Green-IT in Companies?

Environment has become an important issue among business and government worldwide. In 2005, in the World Economic Forum in Davos, the former UK Prime Minister, Tony Blair made strong emphasis on taking actions to address global warming. In 2009, then-US Vice President Al Gore, urged the Congress to take decisive actions for the drafting of a new global climate treaty, for the Copenhagen UN climate summit in December 2009, to succeed the Kyoto Protocol. Concern for paying attention to climate change and sustainability is growing and businesses are working on reducing carbon footprint without losing profitability.

A study commissioned by IBM and conducted by Info-Tech Research Group, among 1,047 IT and business professionals and decision-makers from 12 countries, including the US, Canada, Germany, France, the UK, Japan, India and Brazil, revealed that mid-size companies are investing now in Green IT. Companies have found out that *going green* is not just good for the environment; it is also good for their bottom lines. The study also states that mid-size companies are experiencing important cost savings when they implement Green IT initiatives.¹

The main areas where companies have implemented Green IT have had a focus on **energy efficiency**, including server room upgrades, printer consolidation and PC power management. **Virtualization & Consolidation**, which includes storage consolidation and desktop virtualization, through optimized use of existing and new computing and storage capacity, electricity, cooling, ventilation and real estate.

Kevin Klustner, president and CEO of Verdiem, a leader IT energy management and Efficiency Company in the US also supports this view. Klustner, describes 10 reasons or facts to *go green* in IT:

1. *saves money;*

¹ Green-IT: Why Mid-size Companies are investing Now. IBM and Info-Tech Research Group. Consulted on Nov. 09, 2012. <http://www-03.ibm.com/press/attachments/GreenIT-final-Mar.4.pdf>.

2. *is the right thing to do;*
3. *is not easy being not green;*
4. *sustained growth requires sustainable operation;*
5. *attracts and retains customers;*
6. *inspires employees;*
7. *improves reputation and brand value;*
8. *is a cost-savings and sustainability hero for your organisation;*
9. *lowers exposure to energy prices;*
10. *energy-efficient IT is high performance IT.*²

The Grin-CH consortium has detected the need of qualified professionals able to implement Green IT technologies in their current or potential employers, therefore, five Role Profiles for Green-IT professions have been drafted, including the skills, competences and knowledge required for working in this field, which support training institutions in up-dating their training offer, and ICT companies to have guidelines for implementing in-house training or hiring new employees in this area: *Green-IT software engineer, Green-IT infrastructure and operations expert; Green-IT auditor, Green-IT Consultant, Green-IT ambassador*

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² Top 10 Reasons To Green IT. Kevin Klustner. Consulted on May 31. 2012.
<http://www.environmentalleader.com/2008/02/05/top-10-reasons-to-green-it/>