...in a nutshell

Become the effort that, at European level, raises awareness on metrics, methodologies & best practices in measuring the energy and environmental efficiency of the ICT-sector and facilitates their broad deployment & uptake

Partners
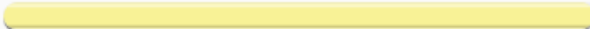
Support from External Advisory Group –EAG

EURO CITIES

Trust-IT Services Ltd
Communicating ICT to markets

Deloitte.

Deloitte Sustainability

Context

- ICT sector accounts for around 7.7% of the energy consumption worldwide in 2011 and is expected to increase to 8.1% by 2020

- The use of ICT products has been increasing over the years and the contribution of the ICT sector to global environmental impacts is gaining importance

		Response percent
Lack of time / resources		62.5%
Lack of knowledge		43.75%
Lack of clarity of the methodologies		15.63%
Lack of incentive		56.25%
Lack of tangible benefits		56.25%
Methodologies not linearly related to SMEs / local authorities' size		9.38%
Don't understand the similarities and differences between all these methodologies		12.5%
Other (please specify)		3.13%

Results from "End-user requirements gathering and validation" meeting

- 50% of companies from survey are unfamiliar about ICT methodoligies related to energy efficiency, which impedes cost reductions and utilmately environmental impact.

- Launch of **marketplace** in summer 2016, which will connect the demand and supply side, where players interested in adopting low carbon footprint solutions can match their requirements with solutions available from suppliers

- **Webinars** to facilitate the adoption of a common framework driven by ICTFOOTPRINT.eu

- **Online services** available in December 2016, for free, helping users raise awareness in ICT energy efficiency

ICTFOOTPRINT.eu Stakeholders

Public Administration

Governmental & non-profit institutions interested in shaping policies on carbon footprint reduction methodologies, which want to propose green solutions to ICT-intensive organisations in their territory.

ICT Intensive Small Medium Enterprises

SMEs for which ICT is at the foundation of the various processes the organisation carries out its activities. Do not know where to start nor have the adequate time or resources to pursue energy-efficient products and services.0

ICT Suppliers

Deliver energy efficiency ICT products & services to business or public organisations. They want to foster the usage of their solutions, searching for new business opportunities with organisations willing to adopt ICT carbon footprint methodologies.

Standard Development Organisations

Standard development organisations which created methodologies, metrics and standards regarding energy efficiency in ICT sector, with interest to promote them close to targeted audience and get feedback from practitioners.
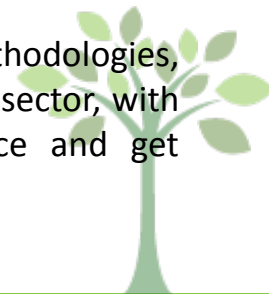
Main Services for Public Administrations & Cities

🌐 1 website – ictfootprint.eu 🌐

🛒	**Marketplace**	Platform for energy and resource efficient solutions. Facilitate real business opportunities among Cities and ICT suppliers. Window for Public Administration to promote green procurement policies concerning ICT energy efficiency and low carbon footprint solutions.
🔍	**Self Assessment Centre**	**ICT carbon and energy footprint calculation methodologies** that will support and guide Cities in adopting the ICT methodologies based on their profile indicated in the web application;
🎧	**Help Desk**	Online multilingual platform (ENG, FR, DE, ES, IT) to assist Cities in adopting a methodology & making decisions on how to reduce environmental impact & energy consumption.
🏅 BEST PRACTICES	**Best Practices**	Examples of how low-carbon footprint solutions can generate cost savings and represent competitive advantage for stakeholders, especially for SMEs and cities. Achieved results, how was it possible and commitments for the future.

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