



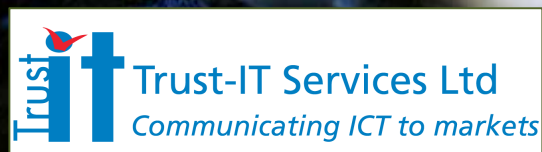
# ICTFOOTPRINT EU

European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

## Services within the ICTFOOTPRINT.eu ecosystem

**Silvana Muscella**  
Project Coordinator - Trust-IT Services

Webinar “Green ICT”  
7<sup>th</sup> November 2016,



Webinar organised by





# The ICTFOOTPRINT.eu initiative, in a nutshell

## Mission

Become “THE” consolidated effort that, at European level, raises awareness on metrics, methodologies & best practices in measuring the energy and environmental efficiency of the ICT-sector, to facilitate their broad deployment & uptake.

## Partners

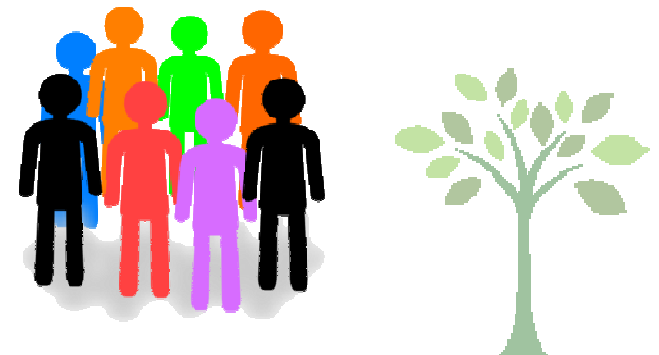


Deloitte

Deloitte  
Sustainability



## Support from External Advisory Group –EAG



# Low carbon from ICT

- 10,000,000 SMEs across Europe are ICT-intensive (they cannot perform their normal business operations without ICT products & services)
- Digitalisation of processes & intensive usage of ICT ->> **More energy is consumed**

ICT only is responsible for:

- 10% of all energy used
- 4% of carbon emissions in the environment
- € 2.200 B EU Public Sector spending (19% of GDP)

**Carbon footprint of ICT can be reduced by:**

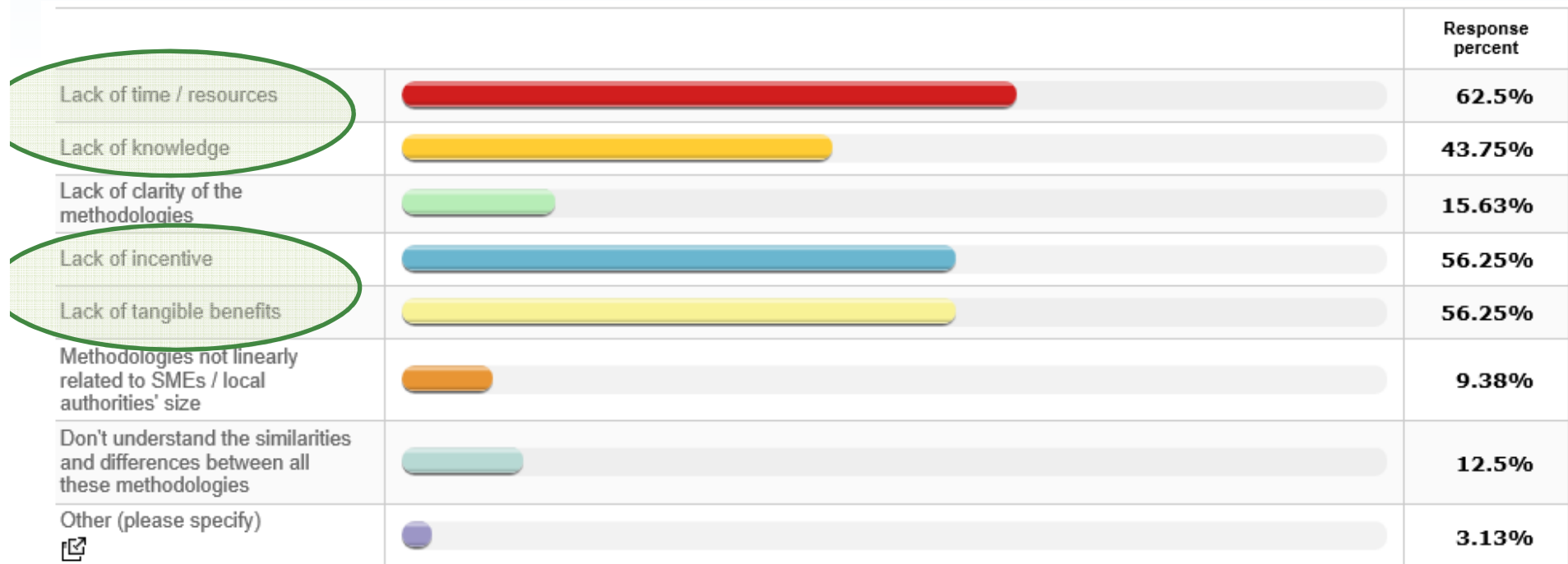
- Developing awareness of the advantages of adopting low-carbon ICT solutions**
- Using ICT products & services that are conscientious about energy efficiency**

**European ICT sector to save €600 billion by 2020 from energy consumption**

# Context

## 4 challenges

for SMEs & local authorities to assess environmental footprint of a product / services



# ICTFOOTPRINT.eu main goals for next 3 years



## Create an **LCE\* Support Framework Platform**

Informs end-users of the existence of the methodologies available & supports them in lowering barriers to entry



## Raise **awareness**

educate and empower (prospective) SMEs (and all other end-users) with actions and showcases, as well as informative material to **promote green strategies**



## Create an **aggregated community**

for solution providers and consumers in the field of energy and environmental efficiency in the ICT sector, with a **marketplace** of opportunities



## Design user-oriented, online implementation of **footprinting methodologies**



## Develop and implement a **sustainable business model** and leave a **lasting legacy**



Interface and liaise with the relevant standards bodies (**SDOs**)



## Develop a web platform with a **"Service Area"** **targeting SMEs** to help assess carbon and energy footprint and share experiences



\* *Low-Carbon Economy*

# ICTFOOTPRINT.eu Stakeholders



## Public Administration & Cities

**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 for its activities. They do not know where to start nor have the adequate time or resources to pursue energy-efficient products and services.



## 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.

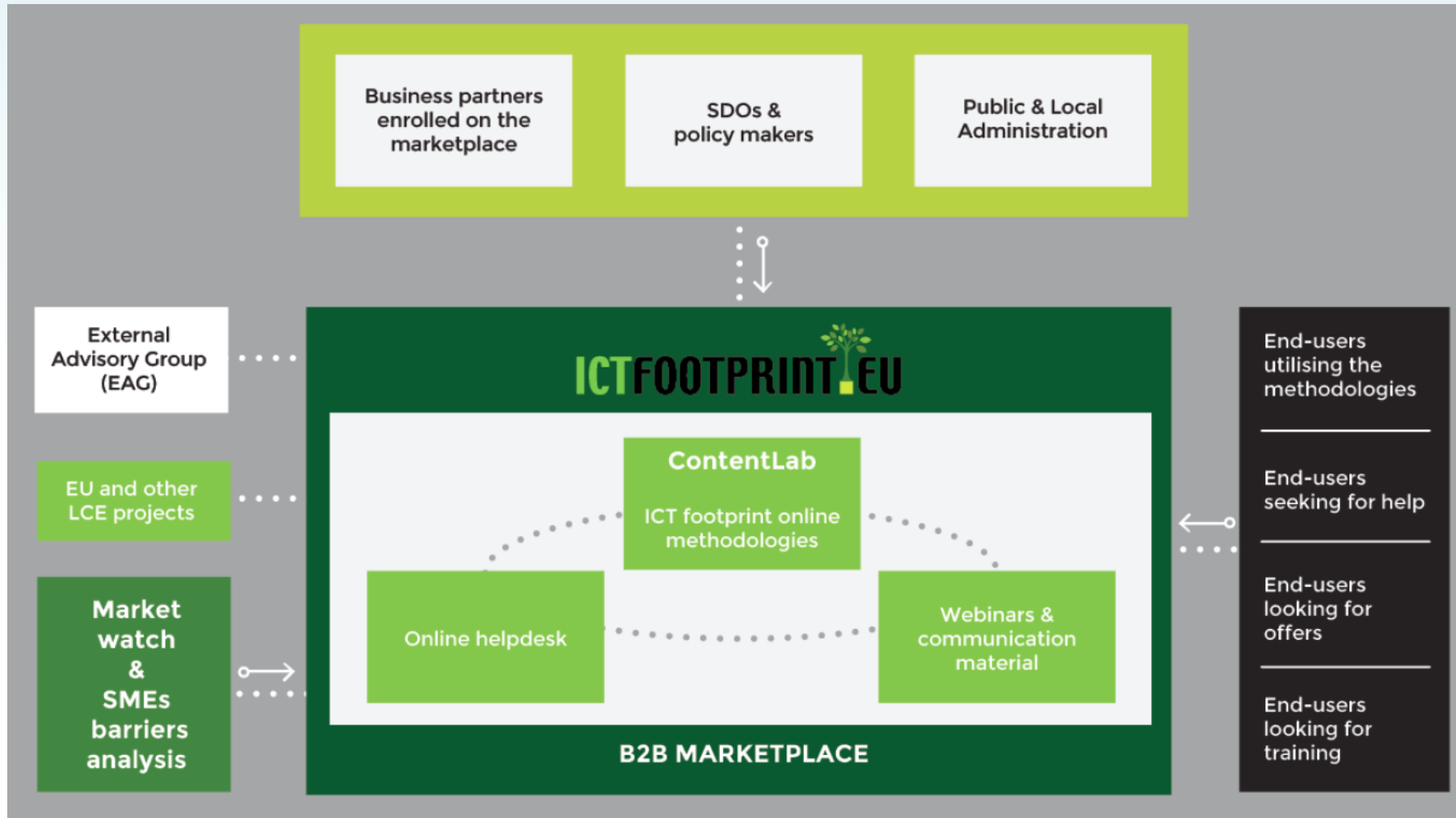


## Standard Development Organisations

Standard development organisations which created methodologies, metrics and standards regarding energy efficiency in the ICT sector, with interest to promote them close to targeted audience and get feedback from practitioners.



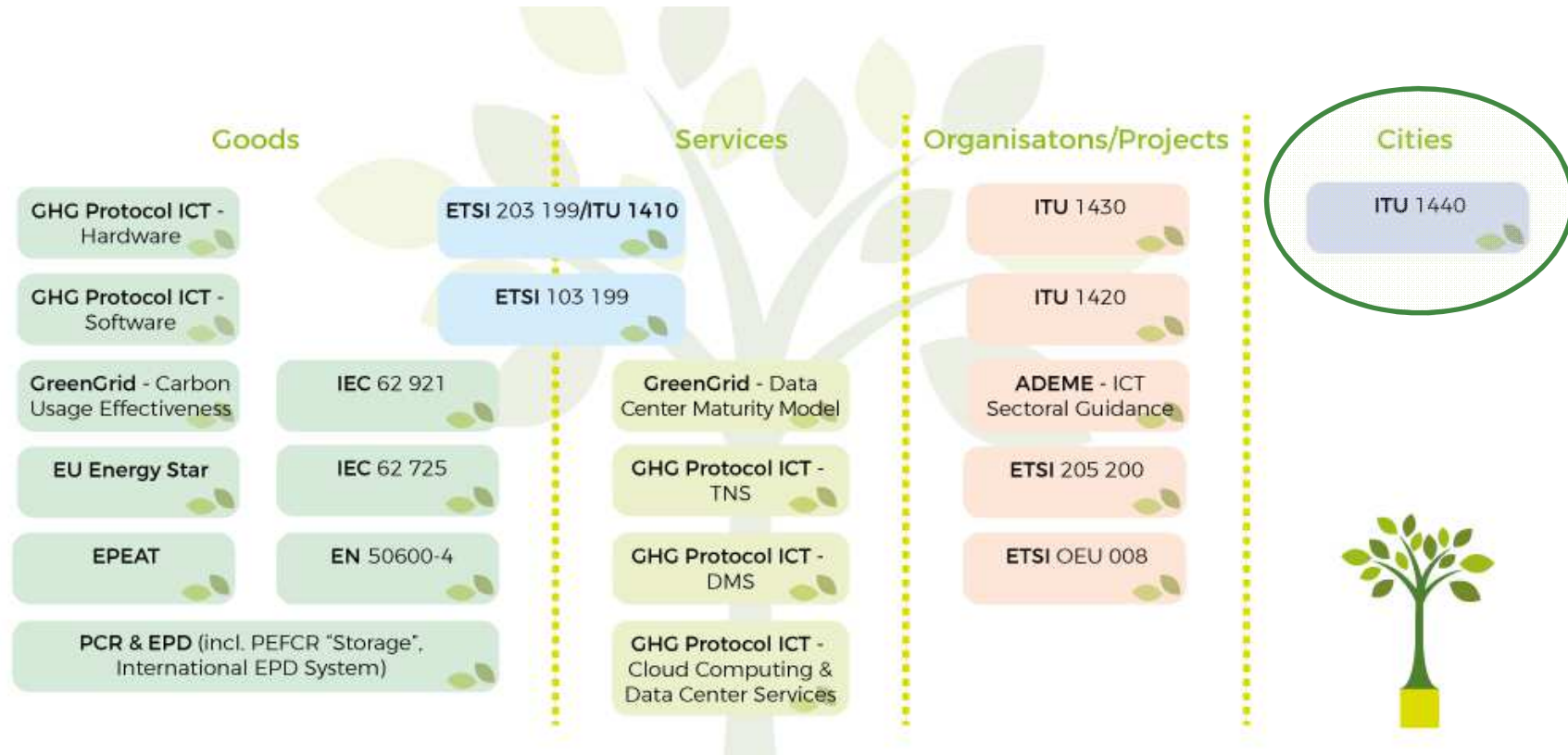
# The ICTFOOTPRINT.eu ecosystem



# Map of ICT Standards

## MAP OF ICT STANDARDS

Click on the ICT Standard you are interested in to go to the factsheet & read all the details





# Main Services for Public Administrations & Cities



**1 website – [ictfootprint.eu](http://ictfootprint.eu)**



## Marketplace

Find sustainable ICT suppliers & showcase sustainable procurement policies concerning ICT energy efficiency and low carbon footprint solutions.



## Webinars

Know more on sustainable ICT: get practical guides from a highly qualified group of experts in the Sustainable ICT sector and learn how to apply them in your City!



## Help Desk

In 5 languages

Get support about how to decrease your city's carbon footprint & implement ICT energy efficiency standards with the Online Multilingual assistance!



## Success Stories

Showcase your city success story on energy savings & carbon footprint reduction and discover European Best Practices in energy efficiency!



## Self Assessment Centre

Measure your city carbon footprint and start learning how your city can become sustainable thanks to ICT methodologies

**Join us and get energy savings by choosing low carbon ICT for your city**

# How Cities may benefit from ICTFOOTPRINT.eu



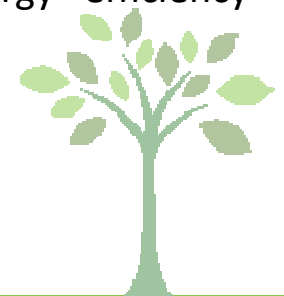
## As Public Administration

- Showcase Green procurement procedures & policies
- Support Policy Action Plan Strategy
- Feedback on implementation of ICT methodologies framework
- Give competitive advantages to local business industries, by placing incentives for green initiatives
- Go to the next step in their “green engagement” (“the municipality and my local industry is using low-carbon footprint solutions”)



## As Cities ICT consumers

- Measure your city’s carbon footprint with the **self-assessment tool**
- Find ICT “green” solution providers on the **marketplace**
- Contact the **helpdesk** for support regarding energy efficiency in ICT
- **Consult the success stories** of EU cities which digitized successfully & have reduced their carbon footprint, increasing energy efficiency levels
- **Showcase your success stories**



# How Cities may benefit from ICTFOOTPRINT.eu



## As Public Administration

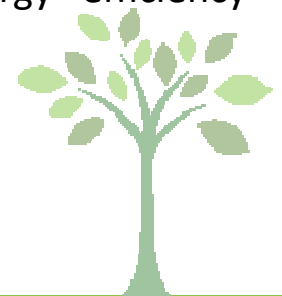
- Showcase Green policies
- Support Policy
- Feedback on methodologies
- Give competences to industries, initiatives
- Go to the next step ("the municipality and its low-carbon footprint solutions")



## As Cities ICT consumers

- Measure your city's carbon footprint with the assessment tool
- Get information from providers on the
- Get support regarding
- Find out of EU cities which have reduced their energy efficiency
- Find cities

Join us on [www.ictfootprint.eu](http://www.ictfootprint.eu) to make your city low carbon ICT 😊



# Join our community

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