Topic: Green IT

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A. Based on the TCO presentation at the conference:
E-waste, the CO_2 impact of the IT industry, and increasing social demands for corporate social responsibility are the driving forces behind the recent "Green IT" boom. Environmental labelling of IT equipment, therefore, is receiving renewed market attention; yet environmental labelling alone does not reach the hearts and minds of consumers. Acknowledging consumer demands for high performance, functionality, durability and general usability, TCO certifies sustainable technology that meets both environmental and product usability criteria. In a price driven commodity market like the IT industry, aligning user demands with environmental stewardship as a medium of market differentiation has been a dynamic driver for sustainable product design and development. When eco-labelling factors in both product usability and environmental issues, it creates a competitive differentiation advantage for producers as well as leading the IT industry to develop eco-efficient design solutions which satisfy you, the user, and the planet.

Read more at www.tcodevelopment.com (behöver lägga ut vårt paper vilket inte är gjort!)

B. Green IT – towards a reduced carbon footprint and sustainable development
The term "Green IT" has become more common in the last two or three years, and it has rapidly become a known and accepted term for designating green products and services. Many use the term when referring to energy consumption and to carbon footprint reduction for products and services. It is also used to promote software and services that replace a product or eliminate the need to travel (i.e. dematerialization and digital meetings). Sometimes even existing products and services are promoted as "Green IT" even though there has been no change made to increase the energy efficiency or reduce the environmental impact. This misinformation is sometimes referred to as "greenwash". What does Green IT really mean? For us at TCO Development Green IT is a more complex area than mere energy efficient products or services. We include hazardous substances, environmental performance and many more product attributes that are part of the product life cycle. This may include stand alone products such as a desktop or notebook computer and also imbedded software that leads to improved environmental performance of cars and houses for example. As you see, the term needs to be discussed in order to reach a common understanding of what it really is and to avoid green noise on the market. And so far no one has set a definition of Green IT. We would like to discuss Green IT with interested parties from industry, the scientific and user communities. Our aim is to influence, define and to act as a catalyst to the greening of the IT-industry and the IT-use in our world.

Read more at www.tcodevelopment.com, http://www.tcodevelopment.com/tcodevelopmentnew/Artiklar/TCO_Development_Position_on_Green_IT.pdf

C. How to achieve 80% reduction of computers climate impact

The climate has been a central global issue during the last years. People on all continents are seeing, learning about and understanding this alarming state. Al Gore and the UN's IPCC received the Nobel Peace Prize 2007. People now have an increased awareness and with that, an increased concern about what is happening to the climate. A survey conducted by Accenture consulting company shows that 85 percent of the worlds' consumers are "extremely" or "somewhat" concerned by the climate changes. This concern is most pronounced in the so-called growing economies. There are many environmental problems regarding IT-industry and IT-products. On the other hand there are also many commercial available solutions. With small means it's possible to achieve 80 percent reduction
in climate impact from use of computers compared if we continue as today. The 80 percent reduction corresponds to IPCC reduction targets. The solution is divided in two parts:

1. Green procurement
2. Green Usages

An issue with most electrical products is the energy use and the climate impact in the user phase. According to a preparatory study to the EuP-directive (Lot 3, www.ecocomputer.org) calculations say that 73 percent of the climate impact from a laptop comes from the user phase. See figure below.

Purchasing the most energy efficient and most environmental adapted computer and by easy actions such as switching off computers when not in use and power management could be a powerful combination.

Read the full report Your computer and the climate: http://www.tcodevelopment.com/tcodevelopmentnew/Artiklar/YourComputerAndtheClimateExecSummary.pdf

Read more about energy use at www.ecocomputer.org or at http://www.tcodevelopment.se/tcodevelopmentnew/Artiklar/EupLotFinalReport_20070913.pdf

Text about TCO-label (shall be added to any text of the above!)

The TCO-label is one of the leading eco- and usability labels for ICT-equipment in the world. By setting high standards based around environmental and human factor needs, the multi attribute TCO-label has been a successful demand shaper and is today regarded as one of the most important factors driving environmental issues in the ICT-industry. This according to Display Search in the report "Green Technology in Flat Panel Displays: MarketTechnology and Trends"
(http://www.displaysearch.com/cps/rde/xchg/displaysearch/hs.xsl/green_is_next_wav

e_in_flat_panel_displays011909.asp) TCO Development has been working with Green IT and usability topics since the first TCO-label was launched in 1992 when requirements on low energy use and emissions from electromagnetic fields were included as part of the certification criteria. From TCO'95 the visual ergonomics criteria as well as the environmental criteria were included and the existing requirements were tightened.