LIQUIDTECHNOLOGY
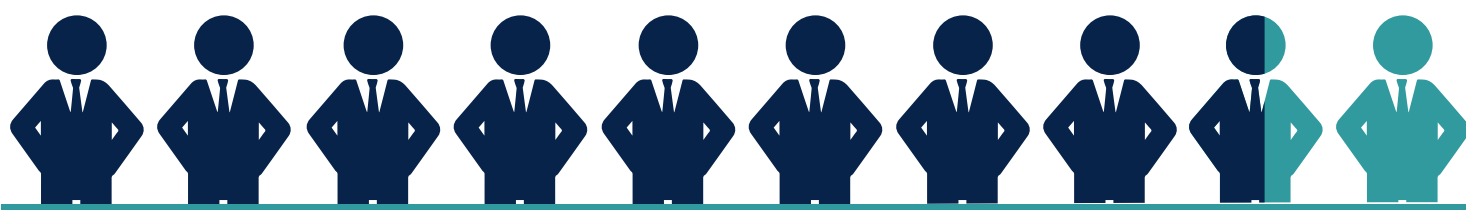
SUSTAINABILITY
in the
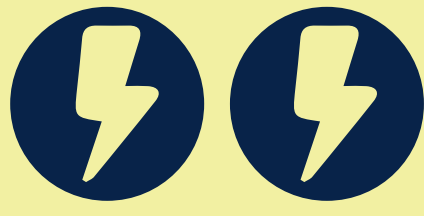# TECH INDUSTRY

86% of **corporate executives** (with $500M+ annual revenue) believe that emerging technologies will help their bottom line while improving their environmental impact, according to a new survey of The Environmental Defense Fund
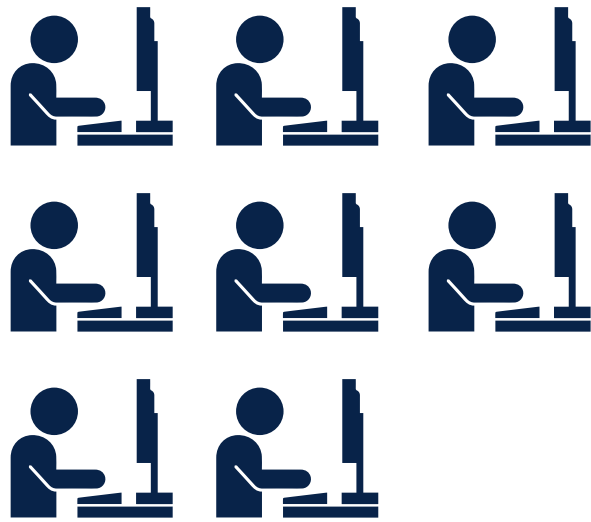
It is estimated that IT would use **20%** of **electricity** globally in 2020, contributing significantly to carbon emissions.

CHALLENGES TO IMPLEMENT SUSTAINABLE IT

In the same survey of organizations of all sizes across both the government and corporate sectors,

51% of **IT decision makers** cite cost as a barrier to implementing sustainable IT

80% of **IT decision makers** believe that implementing Sustainable IT in their organizations is important, according to a survey of organizations of all sizes across both the government and corporate sectors.

25% of **IT decision makers** cite complexity of implementation and maintenance as a barrier to implementing sustainable IT

21% of **IT decision makers** cite potential disruptions to current IT systems as a barrier to implementing sustainable IT

WHAT IS SUSTAINABLE IT MANAGEMENT AND USE?

Sustainable IT management and use has to do with the way a company manages its IT assets. It includes purchasing energy-efficient desktops, notebooks, servers and other IT equipment, as well as managing the power consumption of that equipment. It also refers to the environmentally safe disposal of that equipment, through recycling or donation at the end of its lifecycle.

3
SPECIFIC GOALS OF SUSTAINABLE IT

1 Compliance with rules and regulations

2 Cost savings

3 Contribution to a more sustainable world

2
CHALLENGES CIOS FACED WHEN IMPLEMENTING SUSTAINABILITY INITIATIVES

1. The first concerns measuring the realized IT energy efficiency

Power Usage Effectiveness (PUE) is the unit of measurement used by datacenters. To measure and monitor the sustainability results of all IT services (datacenters and IT outside datacenters), the level of CO_2 emissions is the most obvious unit of measurement, especially since it is already being used by many organizations as one of the yardsticks for measuring sustainability.

2. The second challenge facing CIOs is reducing the environmental impact of IT products

CIOs take relevant environmental impacts and social aspects into account in their decisions regarding purchase, use and removal of IT products. This is a growing area of concern with regard to sustainability and the responsibilities of a CIO, in view of the diminishing lifespan and the growing number of end-user devices.

Sources:
https://www.compact.nl/en/articles/sustainable-it/
https://nayaenergy.com/how-technology-is-helping-drive-sustainability/
https://research.qut.edu.au/tnep/curriculum/sustainable-information-technology/
https://www.wsj.com/articles/tech-executives-spearhead-green-initiatives-11561368600
https://www.cio.com/article/2437751/environmentally-sustainable-it-definition-and-solutions.html