

Introduction

Environmental awareness is increasing and forces IT departments to becoming green. This is a direct consequence of the ever raising electricity bill and the pressure of clients and suppliers to only do business with green partners. Gartner calls Green-IT the number 1 priority of the CIO in 2008. It is therefore interesting to investigate what the current level of awareness and maturity is around this topic.

In December 2007 Adjuco conducted a large-scale survey, aiming to investigate the level of awareness and maturity around Green-IT in Belgium. The survey was sent out to almost 1000 respondents, all active in the area of IT.

We were extremely satisfied with the high response rate. This indicates that environmental consciousness is a topic of interest to many of us. In this report, we highlight the main outcomes of the Green-IT survey.



Key findings

It appears that in many organizations several dispersed initiatives are taken to becoming a greener organization. Green-IT is however not perceived as something to be governed as part of a bigger strategy. Few organizations take a holistic approach to implementing green measures. Accordingly, IT initiatives are often not aligned with initiatives taken by other departments within the organization.

57% does not view Green-IT as part of corporate and/or social responsibility, or is not aware of it.

Still, climate change is a topic that is found to be important by many of us and many see the potential benefits of implementing Green-IT. At least half of the respondents consistently agreed or strongly agreed with the fact that Green-IT introduces benefits in terms of cost savings, improved brand image, higher shareholder value and a positive contribution to the overall IT Governance.

Companies are gradually putting the topic higher on the agenda. Many companies are in the process of defining concrete targets in terms of CO2 reduction. The downside is however that only 27% has a clear view on their current CO2 emissions. The lack of measurement of CO2 emissions indicates that there is still scope for improvement, both in terms of measuring and in a second stage, in terms of managing their CO2 emissions.

69% is in the process of setting up concrete targets to limit the CO2 exhaust. Currently however, only 27% is also measuring against these targets.

Many companies do report on their *initiatives* to reduce CO2. This reporting is partly externally (e.g. in CSR related reporting), but mostly internally, which seems logical.

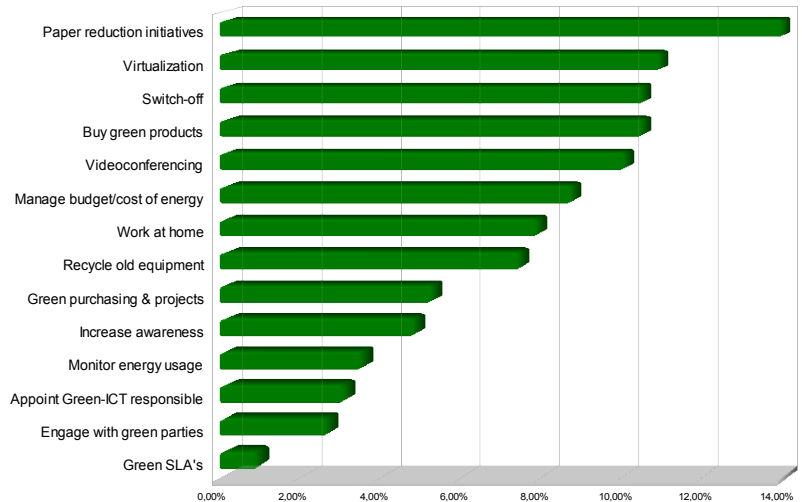
When investigating the concrete initiatives that drive these CO2 reductions in more detail, we found that most current initiatives are taken at an operational level and relate to the so-called 'equipment life cycle'. This encompasses purchasing, using and disposing of equipment. Recycling, be it in the area of paper, PC's or other devices like toners, is the greenest initiative taken by organizations.

Recycling is the greenest initiative taken by organizations so far. More that 75% has a recycling policy in place.

71% does not purchase green energy or is not aware of it.

Initiatives on a higher (tactic or strategic) level are often not yet taken. This would include drafting a green strategy in alignment with the business strategy, appointing someone responsible for 'green', active energy cost management, concluding green agreements and SLA's with green kpi's etc. The maturity of such initiatives is very low. Moreover, when we inquired the future green priorities, we found that most planned activities will again focus on the operational level.

1. Introducing paper reduction initiatives (13.97%)
2. Exploring server and storage virtualisation to maximise efficiency of equipment use (10.92%)
3. Turning off systems which are not in use (10.48%)
4. Buying products which require less energy or have been produced in an environmentally friendly fashion (10.48%)
5. Reducing business travel by using video conferencing (10.04%)



This is surprising given the fact that more and more pressure is coming up via customers who demand green products, shareholders who want to invest in green companies, the government who will likely impose stricter regulation etc. Our survey shows that there is awareness at an operational level, but how Green-IT is to be managed and governed at a tactic or strategic level, is often unknown. Introducing decent Green-IT Governance however, would rather opt for a structural, top-down and holistic approach.

The vast majority of about 79% of the respondents share the belief that regulations regarding Green-IT will come up. Reason moreover to proactively plan for implementing Green-IT.

Almost 60% indicated that no awareness sessions have been organized in the past.

Fortunately, almost all respondents believe there is still scope for improving the 'green-ness' of their IT organization. This is promising for the future. Now it's just a matter of choosing the right strategy and starting with the right initiatives...

87% believes that there is still scope for improving the 'green-ness' of their IT organization.



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