



STRATEGIC
INSIGHT

TO GAIN A NEW
COMPETITIVE ADVANTAGE,

USE YOUR IT SERVICES FOR THE PLANET



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A STRATEGIC DECISION

Technology can help to reduce the ecological footprint of companies and individuals. But what is the net impact on the planet?

Too often, companies focus on digital transformation to dematerialize and automate some activities, without enough understanding and measurement of the ecological impact of their choices.

They could even shoot in their own foot by taking an approach that will not be sustainable in the longer term, requiring yet another transformation due to shortage of resources, to public pressure of NGO's or to new environmental legislation.

Manage your risks by adopting Green IT now.

ALL DOMAINS OF IT

When looking at the energetical and ecological efficiency of their IT, most companies look at their data centre and its cooling. While in fact, all other domains of their IT services also have major impacts that can easily be reduced, way beyond their electricity consumption: water shortage, greenhouse gas emissions, soil pollution...



4%

GHG emissions

The digital share of annual emissions of greenhouse gas is now more important than the share of the airline industry

1800

Billion kWh / year

If the IT sector was a country, it would be the 3rd in the world (after China and the USA) in terms of electricity consumption

The ecological footprint of IT is usually unknown or vastly underestimated

75

Million tons of waste / year

In total weight, 70 to 90% of the waste of electrical and electronic equipment (WEEE) is trafficked instead of being recycled despite all the regulations

1250 kg

of rock for 1 gram of Lutécium

Extracting rare metals for IT and batteries has an incredible impact on humans and nature. The demand for rare earths and metals is so high that it generates massive pollution but also wars and child labor

INCREASED EFFICIENCY AND COST SAVINGS



1.5 million € annual savings for one company

This is the tremendous result achieved by a member of the French "Club Green IT".

By applying best practices of Green IT adapted to your needs, you can:

- Reduce the cost of your IT services without changing the priority of your business projects,
- Engage your IT staff, your internal users and your customers,
- Enhance your CSR policy on its aspects related to carbon-emissions, ecological and societal footprint, to gain a competitive advantage but also a strategic edge (e.g. better access to capital markets).

Get accurate advice and access to a unique expertise

The Green IT recommendations relayed by the media are not always accurate: erasing old emails will not help much! You need accurate information, tailored to your needs.

Green IT Belgium is the first European partner of the French "Club Green IT" regrouping tens of major French companies (Société Générale, SNCF, Renault, Engie, Décathlon...) and benefits directly from the experience acquired by its members. We are also collaborating with several Belgian companies active nationally and internationally in reduction of GHG emissions and ecological footprint.

GreenITBelgium will assist you, your CSR and your IT departments achieve more. We will:

- Help you measure and benchmark your IT,
- Guide you to focus on what will make a real difference without competing internally with your business projects,
- Assist you to get your company Green IT certified,
- Train your key IT staff and help you inform your internal users,
- Federate major Belgian and international companies to share the best practices to manage IT services while taking into account the associated ecological impact,
- Communicate publicly via national media or conferences about our member companies and about this new axis in their CSR .

MAKE A DIFFERENCE. CONTACT US NOW.