

The Benefits of Green IT

The story of **Green IT** began in the early 1990s, when both the number and size of datacenters began to soar. Even the term Green IT is used less frequently these days, as it is now seen as part of Corporate Social Responsibility (CSR), and CSR falls under the responsibility of a dedicated corporate officer, who rarely doubles as CIO.



GREEN IT (green computing/green technology/ICT sustainability) is manufacturing, using and disposing of PCs, servers, peripherals and other hardware in environmentally friendly ways. Green IT practices revolve around reducing energy consumption and disposing of equipment responsibly.



In 2006, BMW started a **green IT** program that saw it take gas from a waste dump to generate data center electricity.



Green IT gained real traction in 2007-2008, as companies vied for position as the most sustainable on the block, often with massive projects.

IBM invested **\$1 billion** in Project Big Green, consolidating data centers and axing thousands of servers.



4 Major Areas of Green IT



Green Use of IT Systems

Using resources in such a way that reduces the usage of hazardous materials.



Green Design

Designing objects and services that comply with the environment. For example, cooling systems are designed to help emit enormous heat in data centers.



Green Disposal

Recycling e-waste with no or little impact on the environment.



Green Manufacturing

The discovery and development of new products that reduces or eliminates the use or generation of hazardous substances in manufacturing.

Positive Impact of Green IT

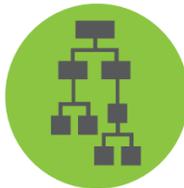


Green computing helps minimize CO2 emissions by using green technology and IT systems that harness renewable energy sources, instead of drawing out power from fossil-fueled electric grids.



Green initiatives being implemented and imposed on computer manufacturers as a means to eliminate the production of more e-wastes that deplete, degrade and spoil the environment.

7 Green IT 'Strategic and Tactical Initiatives'



1. Change the structure and culture of organisations so that Green IT is high on the corporate agenda and aligned with Corporate Social Responsibility policies.

2. Make sure individuals and teams are in place to carry out structured Green IT activities.



3. Embed Green IT practices into IT processes (based on the Information Technology Infrastructure Library framework).

4. When procuring IT infrastructure, adhere to standards (such as Energy Star and EPEAT) which emphasize both lower embodied emissions and lower power consumption.



5. Manage data centre power efficiency, with an emphasis on PUE (Power Utilization Efficiency).

6. Move towards virtualization, cloud computing and software as a service.



7. Encourage common-sense actions and tactics such as switching off computers, and duplex printing.

The Green IT initiatives are from O'Neill, Mark, *Green IT for Sustainable Business Practice*



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