

Umwelt
Bundes
Amt
Für Mensch und Umwelt

Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit

BITKOM

TechAmerica

WHERE THE FUTURE BEGINS

THE ASSOCIATION OF COMPANIES DRIVING INNOVATION WORLDWIDE

James Lovegrove, TechAmerica
Europe
CEBIT, 3 March 2009

Daimler Advert (S. Africa, 2006)

German engineering
Swiss innovation
American nothing

smart for four get more

Daimler

Source: US Senate Environment & Public Works Committee

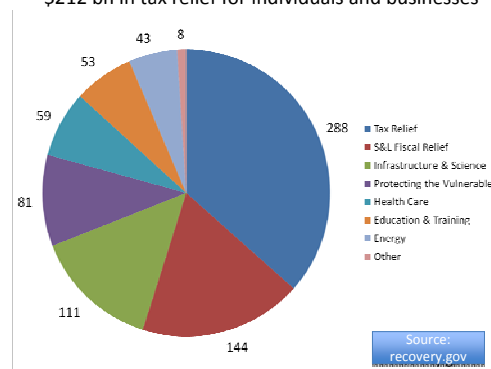
(I) Introduction to TechAmerica & US Green IT

- **TechAmerica (merged, 1 Jan 09) – largest & oldest US high-tech association**
 - 20 offices (two international)
 - Lobbying, Procurement, Access to investors, Executive Education, Insurance
- **Similarities with EU IT companies**
 - **enabling role** of the sector
 - driving down our **own carbon footprint**
 - **global**
 - climate change crisis
- **Difference(s)...?**
 - A multi-billion dollar Stimulus package?



(II) US Stimulus Package (contd.)

- **\$787.2 billion package**
 - \$575 bn in investments
 - \$212 bn in tax relief for individuals and businesses



(II) US Stimulus Package (contd.)

- **A green technology wish-list:**
 - 2 billion dollars for National Science Foundation on “expanding job opportunities in science and **engineering** to meet environmental challenges”
 - 300 million in **rebates** for customers who buy energy efficient E* products to replace old ones
 - 400 million dollars for Advanced **Research** on energy efficiency (DOE)
 - 4.5 billion dollars for **smart grid** demonstration
 - 6.5 billion dollars for R&D on **smart grids**
 - 2.5 billion dollars to fund energy efficiency and renewable energy **research**
 - 2 billion dollars to “support US manufacturers of advanced vehicle **batteries** and battery systems”
 - 4.7 billion dollars to facilitate **broadband** deployment to un-served / underserved areas

(II) US Stimulus Package (contd.)

- **new US administration**
 - “*energy efficiency is the cheapest, cleanest and fastest energy source*”, President Obama
 - Climate Change Tsar: Carol Browner
 - DoE: Steven Chu (Nobel prize winner)

(II) US Stimulus Package (contd.)

- **Where the future begins?**
 - a “futuristic” nation-wide smart grid, e-health system and broadband penetration
 - Largest ever “Public Private Partnership”:
<http://www.recovery.gov/>
- **TechAmerica’s role**
 - Several months of lobbying campaign trail and transition administration
 - Network of offices throughout the US to assist companies to access these funds
 - Strongly against Protectionism
 - Exploit possible R&D synergies in other jurisdictions

(II) US Stimulus Package (contd.)

- **Access Tips**
 - *Get ready:* Projects to start within 30-120 days of tender accepted by government agencies.
 - *Get set:* 50% funds to be used within first 120 days!
 - *Go!:* TechAmerica Webinar on 5 March at 14:00, ET:
<https://www1.gotomeeting.com/register/818621407>

(III) US Regulatory Green IT initiatives

Federal

- Energy Star
- EPEAT
- Encouraging signs within US Congress (Boxer, Reid, Waxman), however, risk that our sector's enabling role may be misunderstood and bi-partisanship needed

State :

- approx. 400 State Bills
- California continues to be the leader
- Other US States catching-up

(IV) US industry involvement in GREEN IT

- **US company & association participation** in important initiatives to both reduce *own carbon* but also *enable* others to reduce by a order of magnitude
 - EU regulatory activity / leadership (spill-over):
 - 2020(30 (or 40?)) Climate Package
 - Upcoming Council Summit Conclusions (end March)
 - EuP directive (*covered by next speaker*)
 - EU Commission's ad-hoc advisory group on EE (upcoming ICT4EE Recommendation, end March '09)
 - Standards
 - Primarily thorough [ISO](#), CEN and other stds bodies including private groups such as [ECMA 370 eco-declaration](#)

(IV) US industry involvement in GREEN IT

- Voluntary Agreements
 - [80plus](#), [Climate Savers Computing](#), [Green Grid](#)
 - EU code of conduct for battery chargers; EU code of conduct for servers

- Individual Company initiatives to measure and mitigate carbon emissions and partnerships with key green NGOs

- Carbon foot-printing
 - [WRI's GHG protocols](#) (protocol 1 + 2)
 - UK's [DEFRA PAS2050](#), France's [ADEME](#), Germany's [THEMA1](#) etc



(V) CONCLUSION & CONTACT

- Close **EU/US co-ordination/leadership** between Climate-Change Policy makers
- EU year of Creativity & Innovation: EU + Member states to convert **rhetoric (December '08) into action (March '09)**
- Global approach - G20, G8, COP 15 – for a truly global sector to ensure the green shoots of a **low carbon knowledge economy**

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