



Ministeriet for Videnskabelig
Teknologi og Udvikling

Green IT policy initiatives in Denmark

CeBIT – Green IT World
Hannover, March 3, 2009

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Technology and Innovation

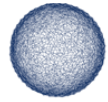
Agenda

- The road towards the COP 15 climate conference in Copenhagen
- The Danish action plan for green IT – focus areas and initiatives
- Green IT guide lines for public authorities and enterprises





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COP15
COPENHAGEN

UNITED NATIONS
CLIMATE CHANGE
CONFERENCE
DEC 7-DEC 18
2009

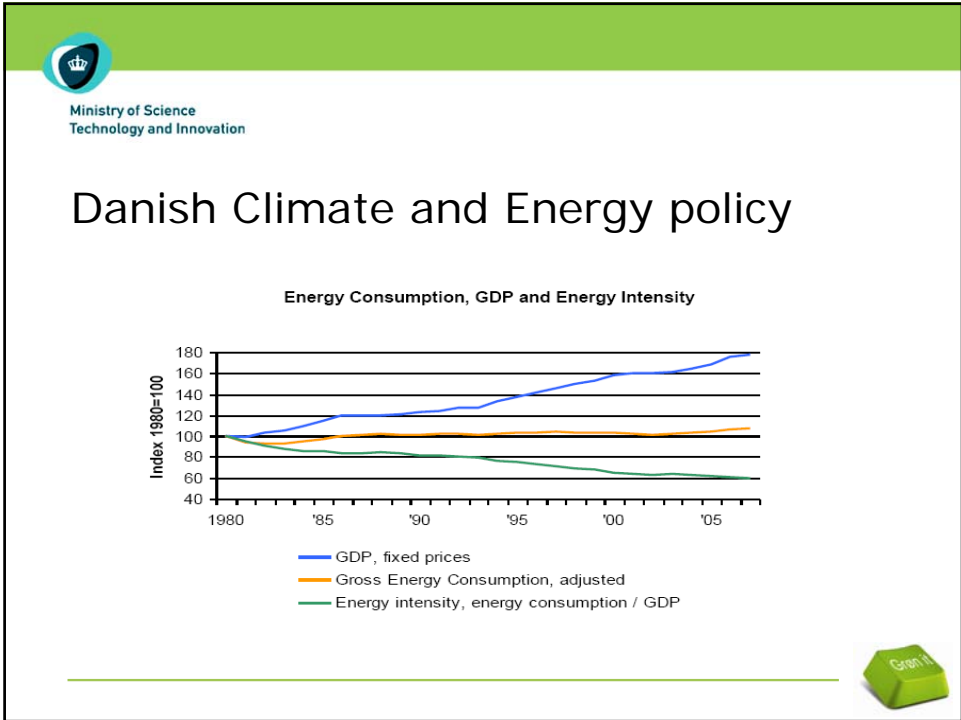


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Conference on ICT and climate change

- OECD conference on "ICTs, the environment and climate change"
- Laboratory for knowledge sharing and innovation of green IT solutions
- Helsingør (Elsinore), Denmark, May 27-28, 2009
- Hosted by the Danish Ministry of Science, Technology and Innovation







Action plan focus areas

- 1. Greener IT use – How can we reduce the impact from IT products and IT use on energy consumption and climate change (the "2%").
- 2. IT solutions for a sustainable future - How can innovative IT solutions contribute to a reduction of the general reduction of energy use (the remaining "98%")



Action plan initiatives

- Best practice and guide lines – how to make corporate and government IT greener and use IT to green your enterprise
- Information campaigns – what green IT products to choose and how to use IT in a greener way
- Government support for research in green IT and promotion of export of green IT and solutions





Green IT guide lines for public authorities

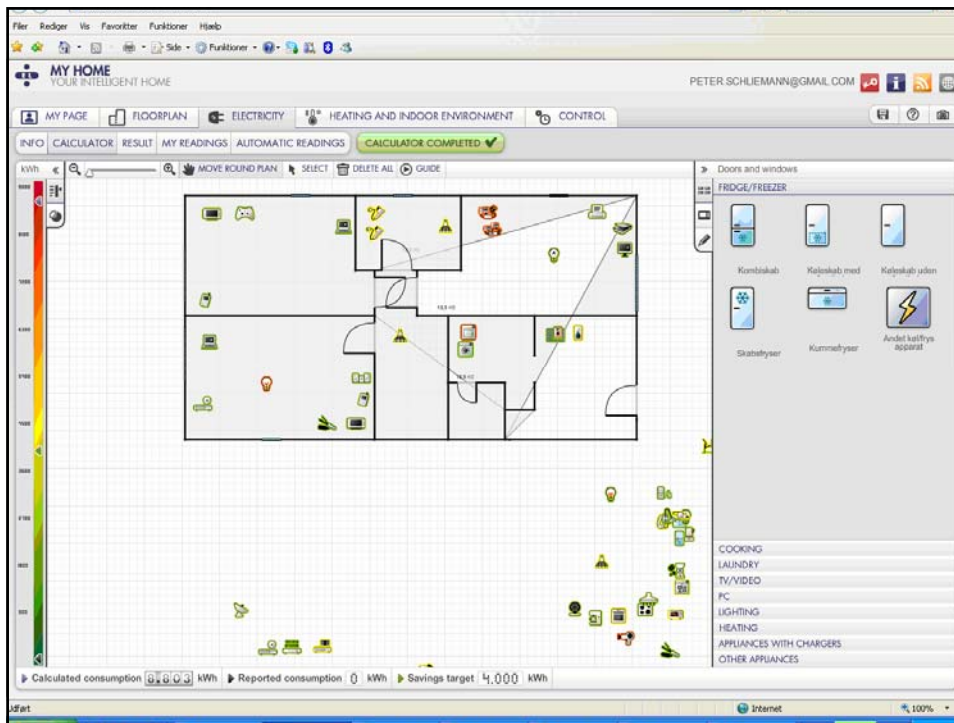


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Green IT guide lines

- Integrate green IT considerations in corporate IT strategy
- Focus areas:
 - Procurement of IT equipment
 - Server room optimization
 - Use of decentralized IT equipment – printer, photo copiers, monitors and computers
 - Greener employee behaviour
 - Innovative use of technology





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Green IT links in Denmark

- www.itst.dk - National IT and Telecom Agency
- www.cop15.dk – United Nations Climate Change Conference December 7-18, 2009
- www.savingtrust.dk – Electricity Saving Trust
- www.kemin.dk – Ministry of Climate and Energy





Questions?

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