



Green IT in Sweden

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I will talk about:

- What is green IT?
- Background and situation in Sweden
- The project "Green IT"
- Green IT Index
- The Telia Sonera case



What is green IT?

- How to use existing equipment?
(short run)
- How to change equipment, routines
and behaviour? (long run)
- IT as a tool in other areas in society



Background and situation in Sweden

- The need to change
- Previous initiatives
- A green IT project



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The project is to raise awareness in private and public sector through:

- workshops, seminars and conferences
- a web page
- a blog function
- in media
- and, by creating an index



The Green IT Index measures:

- insight and awareness
- actionplans, policies and strategies
- implementation and realization
- follow up and evaluation



Conclusions:

- Insight has grown strongly during the last year
- Policies and actionplans more common in bigger organisations
- Awareness related to purchase and procurement, not during utilization
- Just a few measures and evaluate effects
- Public sector better than private



What needs to be done?

- Develop strategies and set up goals
- Create involvement within the organisation, educate and communicate
- Put pressure on suppliers
- Measure effects and evaluate



Best practice: Telia Sonera

Telia Sonera has reduced CO₂-emissions by 70 % between 2001 and 2007



This has been possible by:

- reducing business related travelling with more than 50 %
- reducing office space by 50 %
- raising the use of services like telemeeting by 15-20 % per year
- reducing the energy use by 30 %
- changing to green electricity



It has also resulted in:

- reduced travel costs by approximately 13 million euros a year
- an unchanged use of electricity in spite of the expansion of broad band och 3G networks
- and, saved time for the employees



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Potential:

In Sweden there are 66 million tonnes of CO₂-emissions a year (i total). 18 million tonnes comes from travelling and transports. If 20 % of this travelling would be replaced by virtual alternatives total emissions could be reduced by 5 % or 3 million tonnes of CO₂-emissions.

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Thanks a lot for your attention!