



## Green IT or ICT for Green, What suits best Sustainable Development?

*May 4, 2011*



## What is Corporate Social Responsibility ?

**Corporate social responsibility** is a form of corporate self-regulation integrated into a business model.

The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its voluntary activities on the environmental and social dimensions.

CSR is the deliberate inclusion of stakeholder interest into corporate decision-making, thus resulting in good governance.






## Sustain, sustainable value creator

Sustain is **the leading player in Corporate Social Responsibility** and Sustainable Development in Luxemburg and in the Greater Region.

Sustain offers a **360° portfolio of integrated services**. Based on an assessment of the organization according to **ISO 26000**, Sustain develops an inclusive strategy followed by an action plan.

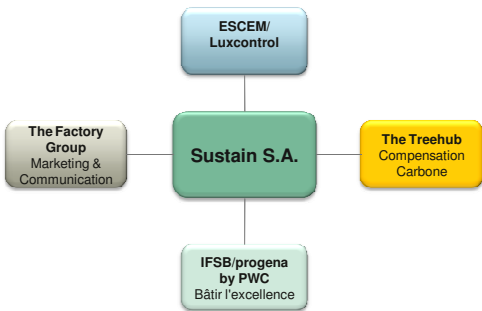
The iterative process includes the implementation of recommended actions, support thereto, supervision by indicators (financial, risk, corporate social responsibility) in a **Sustainable Balanced Scorecard (S-BSC)** and the establishment of a reporting system (**Global Reporting Initiative - GRI**).



## Sustain, the unique CSR expertise platform of the Greater Region

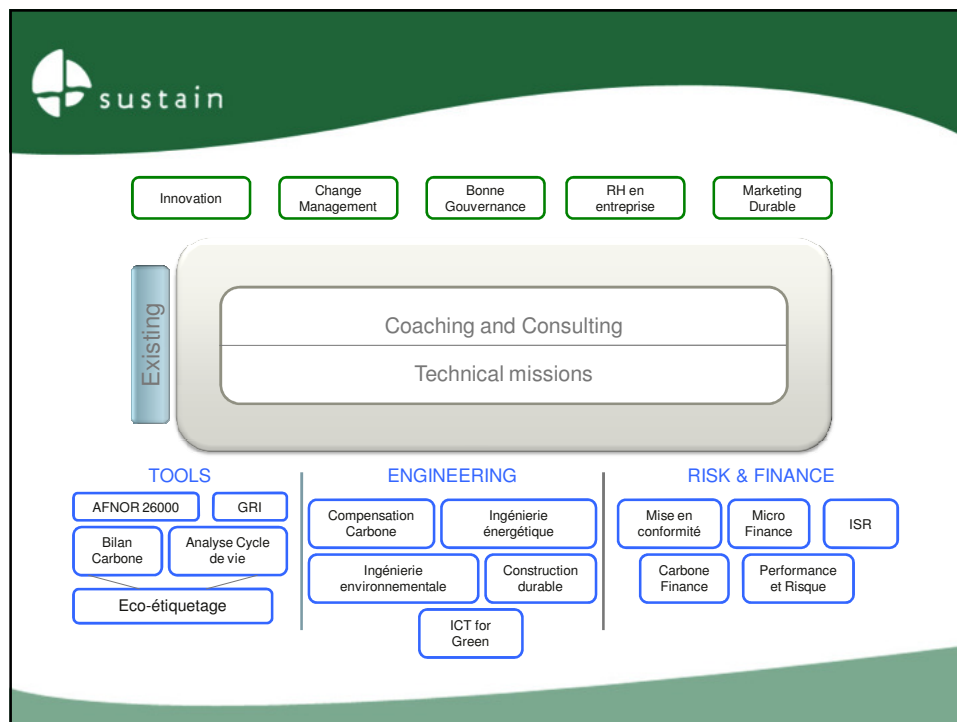
Sustain offers a comprehensive and integrated approach to the problem based on CSR partnerships bringing complementary skills:

- **ESCEM/Luxcontrol:** Certifications / management and risk management techniques and organizational
- **The Factory Group:** marketing and communications
- **The Treehub:** Carbon Compensation
- **IFSB/progena by PWC:** Training, innovation, engineering and sustainable development in construction



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    ESCEM[ESCEM/Luxcontrol] --- Sustain[Sustain S.A.]
    Factory[The Factory Group Marketing & Communication] --- Sustain
    Treehub[The Treehub Compensation Carbone] --- Sustain
    IFSB[IFSB/progena by PWC Bâtir l'excellence] --- Sustain
  
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**sustain**

## Definition of Green IT

*“The study and practice of designing, manufacturing, using, and disposing of computers, servers, and associated subsystems—such as monitors, printers, storage devices, and networking and communications systems—efficiently and effectively with minimal or no impact on the environment.”*



## Related goals

- Reduce the use of hazardous materials,
- Maximize energy efficiency during the product's lifetime,
- Promote the recyclability or biodegradability of defunct products and factory waste.



## Green ICT or ICT for Green ?



# Facts and figures!



EU Target:  
Reduction of **20%**  
of the carbon  
emissions related  
to the ICT sector  
until **2015**



