



CONTRIBUTION OF GREEN IT TO ENVIRONMENTAL SUSTAINABILITY AND ENERGY EFFICIENCY IN RUSSIAN PERSPECTIVE

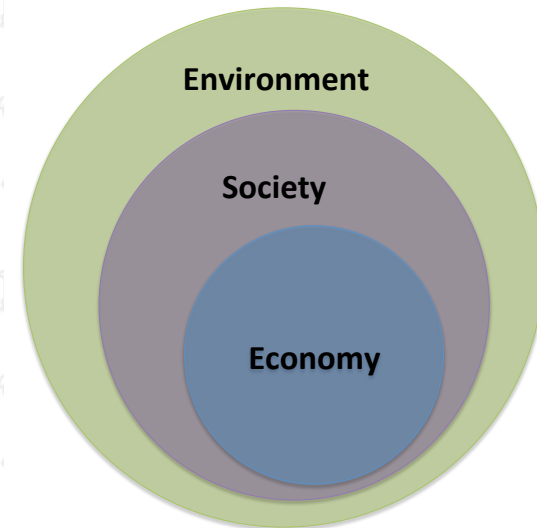
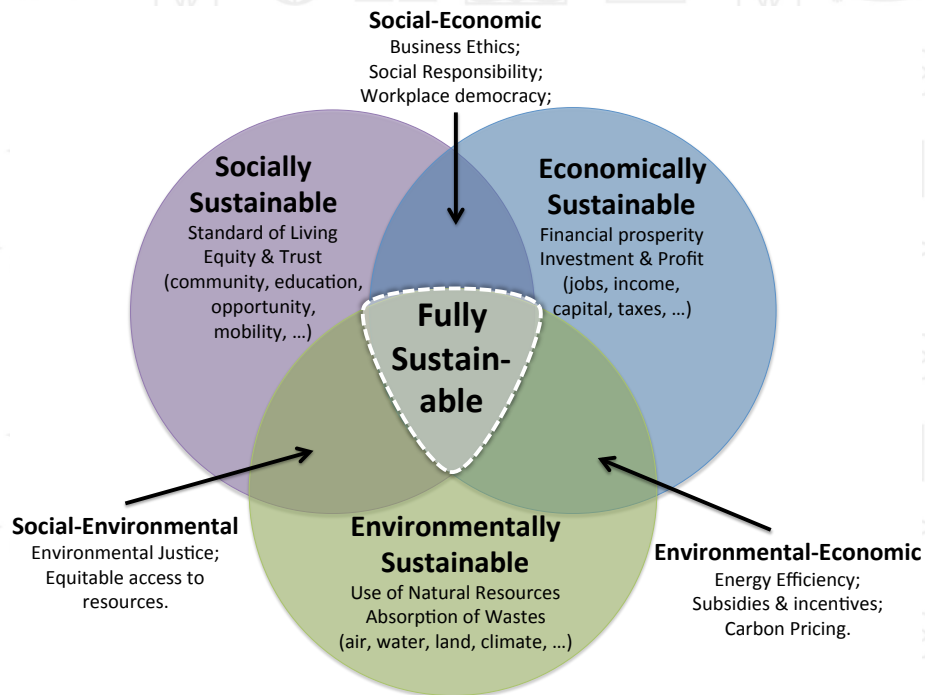
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SUSTAINABILITY

- "A development that meets the needs of the present without compromising the ability of future generations to meet their own needs"
- Weak vs. Strong sustainability



Source: Porras J., et al. Technology vs. Human Development: Perceptions of Sustainability



THE ROLE OF IT

- GeSI Report (Global e-sustainability initiative) indicate the effect of ICT in sustainable development:
 - ICT footprint 1,25Gt CO₂
 - ICT enabled reductions in other fields 12,08 Gt (9,7x)

CAN TECHNOLOGY BECOME THE MAIN DRIVER FOR THE SUSTAINABLE DEVELOPMENT?

- Narrow definition (Green IT)
«Green IT is the environmentally responsible and eco-friendly use of computers and their resources»
- Broad definition (Green IT and IT for Green)
«Initiatives, solutions and programs of designing, engineering, using and disposing of computing devices and systems in a way that directly or indirectly address environmental sustainability»

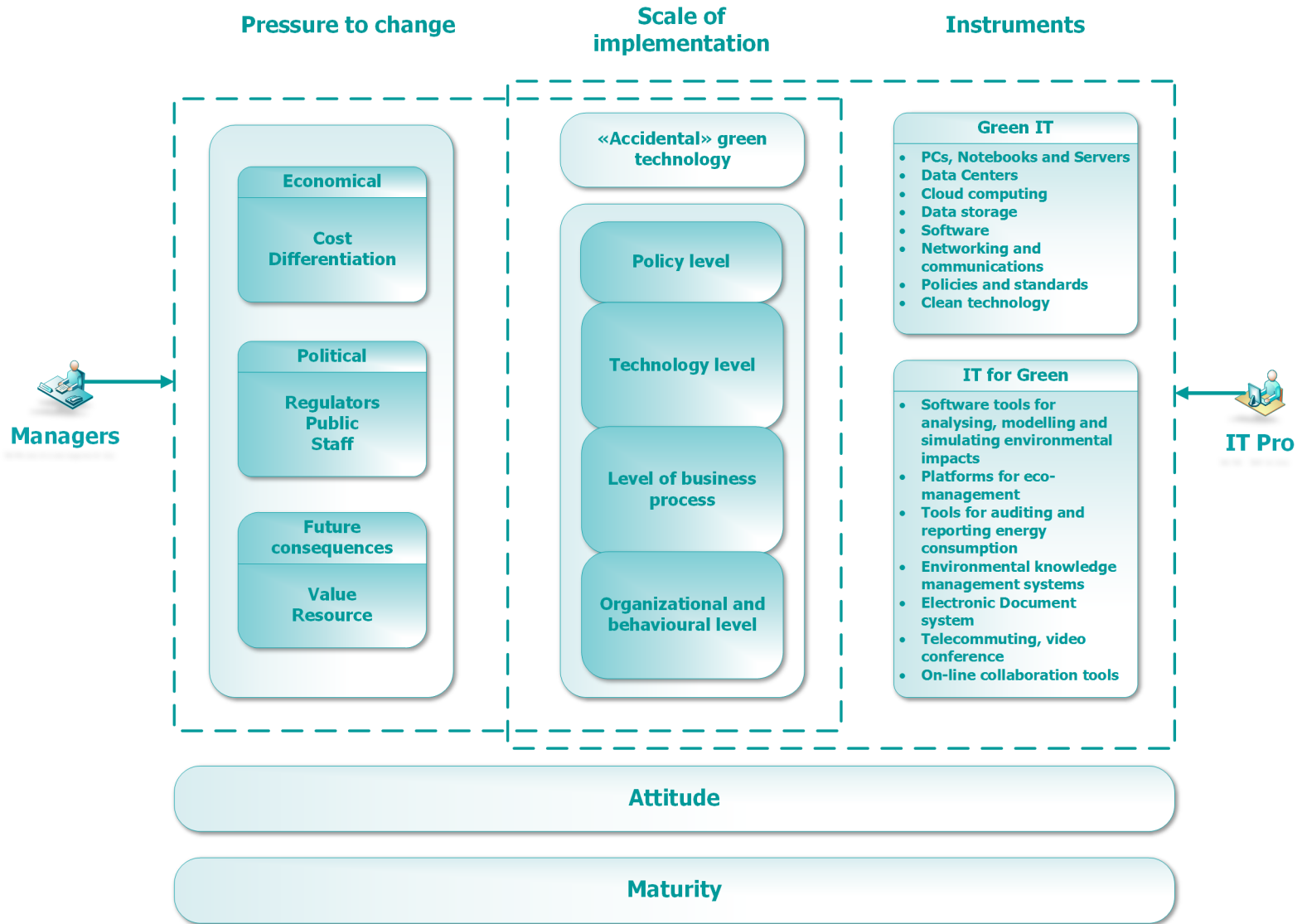


STATUS QUO

- In Russia, the Green IT and IT for Green have never been considered as a part of sustainability research, while outside the situation is just opposite.
- All around the world (including Russia) business community demonstrates its interest in this sphere
 - Various Green IT rankings
- IT contribution to sustainability can be looked from two different perspectives
 - How efficient is the technology ? (Green IT)
 - How the technology can be used for making other fields more sustainable? (IT for Green)
- Sustainability is highly objective to the personal perception !



RESEARCH MODEL





CASE STUDY

- Conducted a series of in-depth interviews with CEOs and CIOs of Russian companies
- 4 blocks of questions:
 - Company Corporate Sustainability Policy
 - The place of the IT department in corporate structure and its role in strategic decision-making
 - Practices of environmentally sustainable IT management and implemented Green IT and IT for Green projects
 - Motivations and Constraints factors of further implementation of Green IT and IT for Green projects in the company, within the industry and country



CONCLUSIONS

1. For Russia, the introduction of Green IT often bears the accidental character, which can be explained by low level of awareness of Green IT, lack of implementation experience as well as the absence of governmental initiatives
2. The IT role depends on the degree of maturity of IT department: the higher it is, the more it is likely that IT department will set business tasks and initiate the implementing of Green IT projects
3. The availability of sustainability strategy defines the approaches to the efficiency assessment and the level of importance of non-financial factors in decision-making



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