

The Role Of IT In The Push Towards Environmental Sustainability

Contributed by GreenICT

Today, green initiatives are increasing in prominence as people become aware of the need to act more environmentally responsible. In terms of green computer initiatives, most discussions involve the subject of power management rather than the methods by which IT can facilitate a business in achieving environmental goals. When the broader picture is examined, it becomes apparent that there are vital ways in which we can become involved. Increased contribution can assist in resolving the way in which our broad use of computers and various other electronic devices is damaging the environment.

According to an article at Freeform Dynamics, Green Computing – the role of IT in the push towards environmental sustainability, the key findings include:

Drivers for environmental initiatives are regulatory pressure and cost
Staff appear to be ahead of the organisation in environmental concerns
IT can improve its own environmental performance
IT can help the company with its environmental objectives
IT being green is a subset of IT helping the organisation get green and stay green
Nail the obvious tasks and champion the more complex

The survey of IT professionals was conducted on an international basis, and has discovered that the two critical elements driving environmental initiatives are cost and regulatory pressure. In terms of concern regarding environmental issues, more than 60% of staff members tend to be passionate regarding environmental issues while only about 30% of organisations demonstrate serious concern about environmental issues. IT solutions offer a variety of methods for improving environmental performance, including increasing teleconferencing and working from home in order to reduce the environmental impact often created by travel.

When the broader picture is taken into consideration, IT has the ability to act in a dual capacity. Not only can we become more environmentally sensitive in our IT

approach, but IT can also be used to enable and support the environmental objectives of an organisation.