

# Climate Savers Computing Initiative

www.climatesaverscomputing.org



## What is the Initiative? And what are its Objectives?

Started by Google and Intel, the Climate Savers Computing Initiative brings together industry, consumers, government, and conservation organizations to significantly increase the energy efficiency of computers and servers. Believe it or not, the average desktop PC wastes over half the power delivered to it! Servers are slightly more efficient but still squander about one-third of the power consumed. This wasted electricity unnecessarily increases the cost to power computers and also increases the emissions of greenhouse gases. Improving the energy efficiency of computers is one of the most cost-effective ways to reduce electricity consumption and the greenhouse gas emissions that contribute to climate change.

Through more efficient design optimized for power consumption alongside speed, capacity and cost, together with use of power-saving technologies, the electricity required to power computers can be significantly reduced while at the same time increasing their computing capabilities. As participants in this program, computer and component manufacturers commit to produce products that meet specified power-efficiency targets, and corporate participants commit to purchase power-efficient computing products. In addition, the Initiative will educate consumers and IT personnel about power management of computers and show individuals how they can reduce the electrical footprint of their computers without any resulting loss of productivity.

Increased deployment of high-efficiency systems combined with education and power management technologies will save money, reduce energy consumption, and reduce greenhouse gas emissions. By 2010, the focused effort of technology providers and committed participants will lead to about a 50% reduction in annual power consumption by computers, and committed participants in the Initiative could collectively save \$5.5 billion in energy costs.

## Who can participate and how do they participate in the Initiative?

The Initiative offers the following opportunities to participate:

- Computer and component manufacturers commit to develop products that meet or exceed the Initiative's efficiency standards.
- Enterprises commit to requiring high-efficiency systems for a majority of their corporate PC and volume server computer purchases, and to using power-management tools on PCs.
- Environmental and consumer organizations commit to educating end-users about the benefits of energy-efficient computers and power-management tools for home use.
- Energy companies commit to providing rebate programs for purchasers of products that meet or exceed the Challenge's efficiency standards.
- Consumers are also encouraged to participate by pledging their support online, using power-management tools on their PCs, and purchasing energy-efficient systems in the future.

<sup>1</sup> Based on IDC projections of desktop and server units shipped, a baseline of typical desktop and server power consumption in the first half of 2007, and an average power cost of \$0.0885/kWh. More details can be found in the General FAQ below.

## Background

Technology exists today that can both improve the efficiency of a computer's power delivery and reduce the energy consumed when the computer is in inactive states. The Climate Savers Computing Initiative will focus on deploying and using these technologies and capabilities.

In a typical desktop PC, more than half of the power coming out of the wall is wasted as heat and never reaches the processor, memory, disks, or other components.<sup>2</sup> In offices, homes, and data centers, the added heat from inefficient computers can increase the demand on air-conditioners and cooling systems, making the computing equipment even more expensive to run. Servers are typically more efficient than desktops, but still waste 30-40% of the input power. With proven technology and at a modest additional cost, the vast majority of these energy losses can be eliminated. This initiative aims to rapidly drive adoption of high-efficiency systems in both consumer and business markets.

In addition, there is a significant opportunity to reduce overall energy consumption by putting systems into a lower power consuming state when they are inactive for long periods of time. Even though most of today's desktop PCs are capable of automatically transitioning to a sleep or hibernate state when inactive, about 90% of systems have this functionality disabled.<sup>3</sup> Climate Savers promotes efforts to increase the use and effectiveness of power-management features by educating computer users on the benefits of using power management and by working with software vendors and IT departments to implement best practices. For a typical business desktop user, implementing aggressive power management policies alone, with no compromise to productivity, could save 60% of the electricity consumed.<sup>4</sup>

## How can my organization get involved?

If your company is interested in supporting this goal, please join us and commit to the Climate Savers guidelines. By adhering to the efficiency standard, participants will save money through reduced electrical and air-conditioning costs and manufacturers and OEMs will benefit from increased demand for their products. Additionally, in supporting this initiative, participants help combat climate change and will benefit from positive brand association as a result.

We will list participating companies and organizations on the program website and in other marketing materials. We expect the announcement to generate a significant amount of press coverage, and all of the Climate Savers participants will benefit from this exposure at launch. We will create a logo that participating manufacturers can use to identify qualifying products and that corporate buyers can place on their website indicating their participation in the program.

We will also aggregate the total number of purchase and production commitments from participating companies as part of the program to show the strength of this initiative. Post-launch, we'll work with your organization to identify further opportunities to educate the world about the advantages of high-efficiency and power-managed systems and to highlight your organization's participation in this initiative.

<sup>2</sup> The power supply in a typical desktop PC today is 65-70% efficient. Coupled with the other typical resistive and conversion device (voltage-regulator modules) losses on the motherboard, such designs reduce the system power efficiency of a typical PC to 45-55%. (Power supply efficiency has been studied by EPRI and Ecos Consulting; see <http://www.efficientpowersupplies.org> for more information on their findings. Motherboard efficiency has not been studied as extensively as power supply efficiency; the numbers quoted here are based on measurements made by Google and Intel of a variety of motherboards.)

<sup>3</sup> According to studies funded by the US EPA, less than 10% of computers in commercial settings use computer power management. (See [http://enduse.lbl.gov/info/LBNL-53729\\_REV.pdf](http://enduse.lbl.gov/info/LBNL-53729_REV.pdf) for the results of a study of 16 commercial buildings; see also [http://www.energystar.gov/ia/products/power\\_mgt/North\\_Thurston\\_Case\\_Study.pdf](http://www.energystar.gov/ia/products/power_mgt/North_Thurston_Case_Study.pdf) and [http://www.energystar.gov/ia/partners/prod\\_development/revisions/downloads/computer/Computer-PowerMnmt.pdf](http://www.energystar.gov/ia/partners/prod_development/revisions/downloads/computer/Computer-PowerMnmt.pdf). for additional comments on the extent of power management usage.)

<sup>4</sup> See ENERGY STAR\* System Implementation, a whitepaper published by Intel with technical collaboration from the US EPA, February 2007 (available at <http://www.intel.com/design/core2duo/316478.pdf>).

## General FAQ

### Technical Details

The Climate Savers Computing Initiative operates in a manner similar to the U.S. Government's Energy Star program. It is intended to promote both the deployment of existing technologies and investment in new energy-efficiency technologies. The new Energy Star standard for desktops, laptops, and workstations, which takes effect in July 2007, requires power supplies to be at least 80% efficient for most of their load range. In addition, it puts limits on the energy used by devices when inactive and requires systems to be shipped with power management features enabled. The Challenge starts with the 2007 Energy Star requirements for desktops, laptops, and workstations (including monitors), and gradually increases the efficiency requirements over the next 4 years, as follows:

1. From July 2007 through June 2008, PCs must meet the Energy Star requirements. This means 80% minimum efficiency for the power supply unit (PSU) at 20%, 50%, and 100% of rated output, a power factor of at least 0.9 at 100% of rated output, and meeting the maximum power requirements in standby, sleep, and idle modes.
2. From July 2008 through June 2009 the standard increases to 85% minimum efficiency for the PSU at 50% of rated output (and 82% minimum efficiency at 20% and 100% of rated output).
3. From July 2009 through June 2010, the standard increases to 88% minimum efficiency for the PSU at 50% of rated output (and 85% minimum efficiency at 20% and 100% of rated output).
4. From July 2010 through June 2011, the standard increases to 90% minimum efficiency for the PSU at 50% of rated output (and 87% minimum efficiency at 20% and 100% of rated output).

In addition, the Challenge sets the following high-efficiency targets for volume servers (1U/2U single- and dual-socket servers):

1. From July 2007 through June 2008, volume servers must have 85% minimum efficiency for the power supply unit (PSU) at 50% of rated output (and 81% minimum efficiency at 20% and 100% of rated output), and power factor of at least 0.9 at 100% of rated output.
2. From July 2008 through June 2009 the standard increases to 89% minimum efficiency for the PSU at 50% of rated output (and 85% minimum efficiency at 20% and 100% of rated output).
3. From July 2009 through June 2010, the standard increases to 92% minimum efficiency for the PSU at 50% of rated output (and 88% minimum efficiency at 20% and 100% of rated output).

Note: While we encourage both manufacturers and purchasers to deliver and purchase products that meet each year's criteria as quickly as business objectives allow, members can implement these metrics at any point during the span of the criteria year.

### How is efficiency measured?

Efficiency of power supplies will be measured using the same protocol as for Energy Star.<sup>5</sup>

As it is the intention to integrate motherboard efficiency metrics into criteria starting in year two, the Initiative will be establishing a motherboard efficiency workgroup to determine measurement of motherboard efficiency. This workgroup is expected to publish results in time to intersect year two system design.

<sup>5</sup> See [http://www.energystar.gov/index.cfm?c=revisions.computer\\_spec](http://www.energystar.gov/index.cfm?c=revisions.computer_spec) for details on the Energy Star 4.0 specification for computers.

### How much will the Initiative reduce greenhouse-gas emissions?

By 2010, the Initiative seeks to reduce global CO<sub>2</sub> emissions from the operation of computers by 54 million tons per year, equivalent to the annual output of 11 million cars or 10-20 coal fired power plants. This reduction in emissions is calculated based on IDC projections of desktop and server volumes in the years 2007-2011, using a baseline of 295 kWh/year energy consumption for a typical desktop in the first half of 2007, and assuming market penetration of 60% of desktop units shipped in 2010 being Energy Star, 25% meeting the 85% PSU efficiency standard, 10% meeting the 88% standard, and 5% meeting the 90% standard; it also assumes that 80% of desktop PCs shipped in 2010 use power management features. Under these assumptions, total power consumption for PCs shipped in 2010 will be reduced by over 50%, for a total savings of 62 billion kWh in 2010, worth over \$5.5 billion (at an average cost of \$0.0885/kWh ). Note: the total savings in 2010 is based on power consumed by units shipped in 2007, 2008, 2009, and 2010.

## FAQ for Computer and Server Manufacturers

### How do I participate?

Computer vendors can participate in the Climate Savers Computing Initiative by committing to produce systems that meet or exceed the efficiency standards published each year. Similarly, component vendors can participate by committing to producing power supplies, DC-DC converters, and motherboards that meet or exceed the efficiency standards. The efficiency standards listed apply to systems sold in the specified time periods.

Hardware and software vendors can also provide robust power management tools and advocate power management best practices. The Initiative plans on delivering a tool to tune the power management techniques used in applications. Computer makers should require all the vendors of preloaded software to conform to power management guidelines.

### How will efficiency be measured?

System manufacturers will be responsible for measuring and reporting efficiency of their own systems. We may have a third-party certification program, possibly associated with utility company rebates, and we expect consumer organizations to verify manufacturer claims in their test reports. The Initiative can also, at its discretion, conduct tests on products that are listed or labeled as qualifying products to validate the claim.

The protocol for measuring efficiency of the power supply and of the motherboard is described in the General FAQ (above).

### What are the benefits of participating?

Participants will accrue branding benefits from participation in the program if they self-certify compliance with the applicable criteria, and will also benefit from consumer demand for energy-efficient computing devices. There may also be co-marketing opportunities for participants with other Climate Savers participants. Plus, by designing more energy efficient systems, participating organizations will help combat climate change.

Participants will be listed on the program website and marketing materials. Space permitting, we will include the logo, corporate summary, and description of compliant products, for participating companies, along with a link to the company's site.

To support the program, Google, Intel, and the consortium will be actively marketing the program. Google will use its advertising systems to advertise the program and drive targeted traffic to the program website – giving interested visitors the opportunity to then learn more about your products. Google and Intel will also use their web presences to promote the program; for example, Google plans to link to the program website from several places on the google.com site. These linkages will drive significant traffic to the program website.

## FAQ for Organizations Making Purchasing Commitments

To participate in the Challenge your company must commit to prioritizing computer energy efficiency through the optimization of existing systems (e.g., by widespread deployment of power-management tools), and for future computer purchases requiring more energy-efficient systems. For 2007, participants should specify that all new corporate PCs meet the Energy Star rating, and similarly require 85% minimum power-supply efficiency and 88% minimum motherboard conversion efficiency for volume server purchases. The Challenge asks participants to quantify the estimated number of PCs and servers purchased in each category. In addition, we are asking for commitments in the following years for systems with increasing levels of efficiency (see table below). We expect that the price premium to meet the high-efficiency target ratings in any year will be less than \$30 per system and will decline toward zero over time. The details of commitments requested from Challenge participants are described below.

### Details of requested purchase commitments

The table below lists the minimum percentage of total procurement requested from Challenge participants at each efficiency level in a given year.

### PC efficiency targets and purchase commitment levels

	July '07 – June '08	July '08 – June '09	July '09 – June '10	July '10 – June '11
Energy Star 4.0	100%	80%	20%	0%
85% PSU		20%	60%	20%
88% PSU			20%	60%
90% PSU				20%
Advanced Power Management	100%	100%	100%	100%

### Volume server efficiency targets and purchase commitment levels

	July '07 – June '08	July '08 – June '09	July '09 – June '10	July '10 – June '11
85% PSU	20%	60%	40%	0%
89% PSU		20%	40%	80%
92% PSU				20%

### What will it cost? And what will it save?

Initially, high-efficiency systems may cost slightly more than standard systems; we expect that difference to be less than \$30 per system (the cost premium today for Energy Star desktops appears to be about \$20). However, we are confident that as unit volumes increase these costs will come down to near zero. Even at modestly higher cost, the more efficient systems will pay for themselves in reduced energy costs. For example, a savings of just 20-30 watts in power consumption translates into a savings of 60kWh per year for a desktop that is on 2000 hours per year (40 hours/week, 50 weeks/year). At \$0.12/kWh, that translates into a savings of \$7.20 in direct energy costs. Factoring in the savings on air-conditioning costs, the total savings is approximately \$10/year. At a cost premium of \$20-30, this additional efficiency will pay for itself in 2-3 years. Systems that remain turned on all the time typically pay for themselves within the first year of use. The savings for servers will typically be significantly higher than for desktops, resulting in a much shorter payback period. (At the US average rate of \$0.0885/kWh, savings will be slightly less and the payback period will be slightly longer.)

Also, today's computers, such as desktops and notebooks, have many power saving capabilities built into them. Examples are the "sleep" and "hibernate" modes that can significantly reduce the amount of energy consumed during inactive states. When these capabilities are utilized during periods of inactivity, it reduces the overall amount of energy consumed by computers by up to 60%. This could translate to a savings of up to \$15-\$25 per year at \$0.12/kWh. Factoring in the savings on air-conditioning costs, the total savings is approximately \$25-35/year.

In addition, products that meet or exceed the efficiency standards of the Initiative will qualify for existing utility rebates under the 80-PLUS program and the Energy Star program; these rebates can partially or completely offset the cost differential. We will work with utilities and regulators with the goal of making these rebates available to all purchasers of high-efficiency computers and of enhancing the rebates for systems that exhibit the highest levels of efficiency.

Reducing the power consumption of PCs and servers has secondary benefits throughout an organization and the larger community. It reduces electrical and air-conditioning loads in office buildings, data centers, and homes, thus reducing the strain on the regional generation facilities and the electrical grid. Last but certainly not least, it reduces emissions of greenhouse gases and other pollutants.

## FAQ for Consumers

### How do I participate in Climate Savers?

Consumers can participate by purchasing computing equipment that meets the program's specifications. During 2007, consumers can look for the Energy Star logo for energy-efficient equipment and going forward will be able to see the blue snowflake program logo identifying energy-efficient computers from participating companies. Consumers can also visit the challenge website to test their system power management configuration settings, and to register their support for the program.

### How can I find energy-efficient systems?

For the first year of the program, PCs need to meet the Energy Star standard – so consumers can look for the Energy Star logo. For the later years of the Challenge, consumers can look for the blue snowflake logo that will identify PCs that meet the program's power efficiency standards.

### What will it cost? And what will it save?

Initially, high-efficiency systems may cost slightly more than standard systems; we expect that difference to be below \$30 per system (the cost premium today for Energy Star desktops appears to be about \$20). However, we are confident that as unit volumes increase these costs will come down to near zero. Even at modestly higher costs, the more efficient systems will pay for themselves in reduced energy costs. For example, a savings of just 20-30 watts in power consumption translates into a savings of \$7.20 per year in direct energy costs at an electricity price of \$0.12/kWh. In an air-conditioned home, the total savings increases to approximately \$10/year, so that the high-efficiency system will pay for itself in 2-3 years. Systems that remain turned on all the time typically pay for themselves within the first year of use. (At the US average rate of \$0.0885/kWh, savings will be slightly less and the payback period will be slightly longer.)

In addition, products that meet or exceed the Climate Savers efficiency standards will qualify for existing utility rebates under the 80-PLUS program and the Energy Star program; these rebates can partially or completely offset the cost differential. We will work with utilities and regulators with the goal of making these rebates available to all purchasers of high-efficiency computers and of enhancing the rebates for systems that exhibit the highest levels of efficiency.

Reducing the power consumption of PCs and servers has secondary benefits throughout the larger community. It reduces electrical and air-conditioning loads in office buildings, data centers, and homes, thus reducing the strain on the regional generation facilities and the electrical grid. Last but not least, it reduces emissions of greenhouse gases and other pollutants.

## FAQ for Environmental Organizations

### How can my organization participate?

Participation involves public support of the Initiative, along with outreach to businesses and individual members of your organization to educate them on the benefits of energy efficiency for computers and to encourage them to join the Climate Savers Computing Initiative. In addition, environmental organizations should make the same commitments for their own computer purchases (both PCs and servers), and for use of power-management tools, as requested of corporate participants.

### What are next steps?

We will be listing environmental organizations who have committed to supporting the Initiative on our website. This would likely take the form of a supporting quote for the press materials that will be utilized at launch as well as a mention on the program's website.

We'd like to work with your organization to identify further marketing and outreach opportunities related to Climate Savers to help educate both consumer and corporate purchasers about the advantages of high-efficiency systems.

## FAQ for Energy Companies

### How does a utility company or PUC participate?

To participate, you must commit to provide rebates of at least \$10 for the purchase of Climate Savers PCs and servers. Ideally such rebates should be available to both corporate users and consumers, but we will consider accepting more restricted programs. In addition, your company must support the program publicly. We will then work with you to adapt existing rebate programs or to develop new ones as appropriate. We would also expect to work with you on marketing and education as part of your existing energy efficiency programs.

In addition, your organization should make the same commitments for your own computer purchases (both PCs and servers), and for use of power-management tools, as requested of corporate participants.

### What are next steps?

We will be listing energy companies who have committed to Climate Savers on our website.

We would work with your organization to develop appropriate rebate programs and to educate your customers.