



## JOIN THE MOVEMENT AS AN ASSOCIATE MEMBER

### **Become an Associate Member of Climate Savers Computing Initiative**

During a typical workday, the average PC wastes nearly half the electricity it pulls from the wall. When left on all night, PCs still toil hard but without purpose, wasting all of their energy. Not only does this power never reach the processor or other components, but it also produces added heat that can put extra demand on air-conditioning systems. Worldwide, that adds up to \$5.5 billion in energy wasted annually and CO<sub>2</sub> emissions equivalent to 11 million cars on the road.

Your company has the power to help solve this problem and lead other organizations by your example.

How? Join forces with Climate Savers Computing Initiative (CSCI) as an Affiliate member.

### **About Us**

Founded in 2007 by Google and Intel, Climate Savers Computing Initiative (CSCI) is a nonprofit group of global businesses, conservation organizations, and consumers dedicated to reducing the energy consumption of computers and reducing the environmental impact of new and emerging technologies. We help participating members increase deployment of high efficiency computer systems and power management technologies that save money, reduce energy consumption, and decrease greenhouse gas emissions. More than 675 companies and organizations have joined CSCI since its launch in June 2007, and thousands of individuals have pledged their support.

### **Our Goal**

Our goal is to drive progress on climate change by moving industry toward a 50 percent reduction in computer power consumption by July 2011, and by setting and achieving more aggressive goals beyond that accomplishment. With your help, this effort could collectively save \$5.5 billion in energy costs and lead to an annual reduction of 54 million metric tons in CO<sub>2</sub> emissions per year.

### **Our Board of Directors**

Our effort is led by representatives from nine organizations — Emerson Network Power, Dell, Google, Cisco, Intel, F5 Networks, Juniper Networks, Microsoft, and the World Wildlife Fund.

### **Our Potential**

CSCI member efforts can have a huge collective impact on the economy and the environment.

- The global information and communications technology industry accounts for approximately 2 percent of global CO<sub>2</sub> emissions.
- In 2010, half the Forbes Global 2000 companies spent more on energy than on hardware updates.
- We'll soon share the planet with 2 billion PCs. We have the power to build and use these machines efficiently to minimize their effect on the planet and our bottom lines.
- Per square foot, data centers use 50 percent more energy than standard office spaces. And they double in size every five years.

- Collectively, home and office desktop computers, laptops, and servers use more energy than data centers.

### Associate Membership Commitment

CSCI asks Associate members to make three main commitments:

1. **Use power management tools:** Associates commit to deploying power management practices and tools, such as enabling automatic sleep and hibernate functions.
2. **Purchase high efficiency systems:** Associates commit to buying high efficiency systems that meet or exceed current ENERGY STAR specifications for a majority of their corporate PC and volume computer server purchases.

Please see the Tech Specs section of our website for CSCI's latest purchase commitment requirements: <http://www.climatesaverscomputing.org/tech-specs>

3. **Promote power management:** Associates commit to spreading the word to others about the benefits and methods of effective power management.

CSCI also asks Associate members who are computer and component manufacturers to produce products that meet specified power efficiency targets and, by invitation, to participate in CSCI workgroups, which bring CSCI members together to set standards, solve problems, and identify opportunities for furthering global energy efficiency.

### Associate Benefits

Associates join an elite group of companies in gaining the following benefits.

- **ROI:** CSCI provides members with tools to address the growing challenges of climate change through effective, manageable steps that guarantee return on investment through cost savings. Power management deployment alone can save more than \$60 per computer per year in energy costs.
- **Collaboration:** CSCI Associates receive access to tools and resources to improve business practices, including industry case histories and efficiency programs. They can also share their best practices with other CSCI members.
- **Brand Value:** All CSCI members gain valuable brand positioning by taking part in a unique opportunity to be an environmental and industry leader in their field. Additionally, members who manufacture products that meet CSCI certification standards can have qualifying products listed in the online Climate Savers Computing product catalog.
- **Market Growth:** For manufacturers and system vendors, CSCI Associate membership brings the added benefit of increased demand for their products. As an Associate member, your company can promote its offerings through CSCI's online product catalog and use your CSCI affiliation for other marketing campaigns.

### How to Join

Associate membership is available to companies wanting to play an integral role in the efforts of CSCI. To apply, please visit <http://www.climatesaverscomputing.org/associate-member>.