



CLIMATE SAVERS COMPUTING INITIATIVE IS ON TRACK TO ACHIEVE ITS CO₂ REDUCTION GOALS IN 2011

Summary

The Climate Savers Computing Initiative (CSCI) commissioned Natural Logic (an independent, third-party research firm with experience developing sustainability models that reduce energy consumption) to track the IT industry's progress in CO₂ reduction efforts. CSCI did so to determine whether the IT sector was on track to achieve its reduction goal of 54 million metric tons by July 2011.

The Results

The study found that the IT industry accelerated the reduction of worldwide CO₂ emissions that result from computing. Specifically, the IT sector successfully reduced annual CO₂ emissions by somewhere between 32 million and 36 million metric tons from July 1, 2007, to June 30, 2010. This reduction was achieved, in part, through CSCI's efforts to propel the industry toward increased development and adoption of higher efficiency equipment and power management.

This achievement means that the IT industry has made significant progress and is well on its way (60 to 70 percent) to reaching CSCI's goal of reducing annual CO₂ emissions by 54 million metric tons by July 2011. This goal will be realized through desktop infrastructure (desktop PCs and laptops), server efficiencies, and power management deployment.

Our Role in Helping Reduce the Impact of IT

While CSCI is pleased with the findings, we aren't taking credit for single-handedly achieving these results. But, our work to increase the adoption of power management and the development and adoption of energy efficient computing equipment is definitely yielding positive results. Based on our market research and surveys of our membership, more than 60 percent of CSCI's members have increased their adoption of power management while driving broader adoption in the larger market through education and engagement efforts. Also, our members have a 40 percent higher adoption rate of the most energy efficient computing equipment than the market as a whole.

In addition to strides made by CSCI's membership, the organization has played a key role in accelerating a market shift toward energy efficiency and reduced energy costs by bringing buyers and suppliers together to create a demand for more efficient solutions. Since 2007, the amount of power that new desktop computers waste has been reduced from 50 percent to 25 percent. And within a year of CSCI's establishment, the number of products meeting the organization's technical criteria had jumped from zero to several hundred.



Reliable Research from Proven, Validated Methods

Natural Logic analyzed the research and measured it against the IT industry's potential for achieving a reduction goal of 54 million metric tons. The data was compiled by looking at member company progress on power management adoption and market data (shipment and installed base information, PSU efficiency levels, number of units sold worldwide, operating systems in use, market research, and estimates developed through interviews with industry analysts, including Forrester Research and 451 Group). The data and the analysis of this study have been validated by Natural Logic with additional review performed by several independent third parties.

Research Time Frame

This research study covers the first three program years of the Climate Savers Computing Initiative, July 1, 2007, through June 30, 2010. The report includes projected data for shipments of higher efficiency computing equipment in the first half of 2010.

While Natural Logic was able to gather information from member companies and market data, there was a marked gap in research identifying the broad scale global adoption of power management among non-CSCI member organizations.