



## JOIN THE MOVEMENT AS A SPONSOR MEMBER

### **Become a Sponsor of Climate Savers Computing Initiative**

Companies worldwide are facing a major workplace productivity issue. 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.

Your company has the power not only to solve this problem using existing technologies and efficiencies, but also to become a national leader in the process. And with the right approach, you can save tens of thousands, hundreds of thousands, or even millions of dollars per year.

How? Through an invitation to join forces with Climate Savers Computing Initiative (CSCI) as a Sponsor 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 power consumption by computers 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 two 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.

## Sponsor Membership Commitment

CSCI asks Sponsors to make three main commitments.

1. **Use power management tools:** Sponsors commit to deploying power management practices and tools such as enabling automatic sleep and hibernate functions, which could save more than \$60 per computer per year in energy costs. Members receive a one-year grace period for planning and piloting programs, after which company-wide deployment is expected.
2. **Purchase high efficiency systems:** Sponsors 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. New members receive a one-year grace period for compliance with program criteria, after which all procurement should fulfill CSCI's minimum PC efficiency targets and purchase commitments.

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

3. **Participate in CSCI workgroups:** Sponsors commit to joining technology and/or marketing workgroups, which bring CSCI members together to set standards, solve problems, and identify opportunities for furthering global energy efficiency.



## Sponsor Benefits

As a CSCI Sponsor, you'll 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, adding up to millions in a large organization.
- **Leadership:** CSCI Sponsors work together to identify best practices, document illustrative case studies, set standards, and reach goals that continually improve the energy efficiency of computers and servers on a global scale.
- **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. As a Sponsor, your organization's logo will appear on the CSCI website and in many media and marketing materials. Sponsor members participate in our outreach programs, offering opportunities to feature their own case studies and other supporting material. You may also license the CSCI logo to market your membership in the program, and you may engage with us in co-marketing efforts. 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 companies within the computing industry, CSCI Sponsorship can drive visibility of and demand for products and services. As a Sponsor, your company can promote its offerings through CSCI's online product catalog and use your CSCI affiliation for other marketing campaigns.

## How to Join

Sponsor-level membership is available to industry leaders only by invitation of CSCI's Board of Directors. To learn more about CSCI Sponsor-level membership and submit your company for consideration, please contact [admin@climatesaverscomputing.org](mailto:admin@climatesaverscomputing.org) or visit [www.climatesaverscomputing.org](http://www.climatesaverscomputing.org).