



## Climate Savers Computing Initiative & ENERGY STAR Program Overviews

Pat Tiernan  
Executive Director, Climate Savers Computing Initiative

Steve Ryan  
Program Manager, ENERGY STAR Low Carbon IT Campaign

# CSCI Mission

*Consumers, businesses, and organizations, even market competitors, that have come together to drive energy efficiency, mitigate emissions and save money!*

## Objectives

- Increase the energy efficiency of new computing equipment
- Promote the use of power management to make an impact now
- Shift user base to smart computing practices

## Desired Results

- By 2010, improve computing energy efficiency by 50%
  - **\$5.5B savings**
- Reduce global CO2 emissions from computing platforms by 54 million tons per year

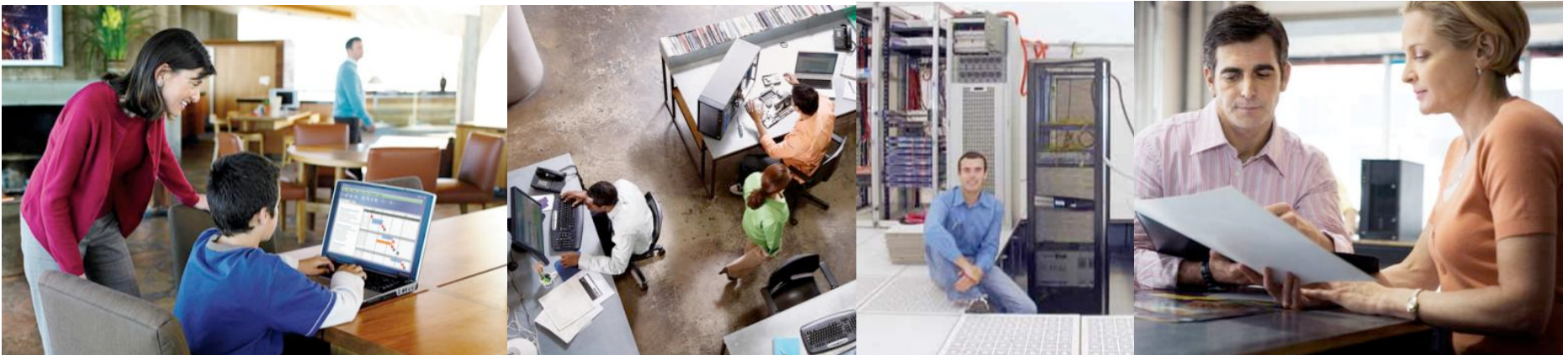
### Board Members



### Sponsor Members



*Vision: smart computing practices - highest efficiency possible*



# Our Workgroups and Programs Enable Results: 2009 Sample

## Technical Workgroups

- Power Management Design Guide

## Marketing: Awareness to Action

- 2009: 445M impressions

## Social Media Marketing

- #1: “Most Influential Green IT Twitter Feed”
- 70,000+ views on YouTube
- Engaging programs and conversation

## Influence

- Global harmonization of efficiency criteria
- Best practices

## Regional Leadership and Alliances

- ~600 Member Orgs in 53+ countries
- Teams, alliances, events in EMEA, India, Japan, Asia Pacific, Americas

## Effective Programs

- 20 universities, ~20,000 students pledged
- Power Management Assistance



# What is ENERGY STAR?

- **Government-backed program** dedicated to helping protect the environment through **superior energy efficiency**
- Products meet **strict energy-efficiency guidelines** set by U.S. EPA and U.S. Department of Energy
- Saving energy **reduces the burning of fossil fuels**, which leads to less air pollution and ultimately **reduces global warming**
- More than **50 product categories**
- Products sold in over **21,000 retail storefronts** in U.S.
- Actively promoted by over **500 utilities**



# ENERGY STAR: What's New in IT?

- Computers – Version 5.0 now in effect
- Data Center Products
  - Data Center Facility benchmark (spec out in spring 2010)
  - Enterprise Servers – Comments on the Tier II of the spec are due May 21
  - Data Storage – Comments on the first draft of the spec are due May 21
  - Small Network Equipment: Comments on second revision to test procedure are due May 21
  - Uninterruptible Power Supplies – Held first stakeholder conference call in March 2010



# Low-Carbon IT Campaign

- Launched in April 2008
- National effort to assist and recognize organizations for reducing the energy used by computers and monitors (mainly focused on computers)
- Organizations make pledge and receive recognition/technical support



**CAMPAIGN STATUS**

**Low Carbon IT Campaign**

**1,009,737**  
Computers Pledged to Power Manage.

**493,215,985**  
LBS of Greenhouse Gas Emissions Avoided Annually.

**321,313,345**  
kWh Saved Annually.

Check back regularly to see how your efforts and those of others are collectively making a difference!

