

Climate Savers Computing Initiative Annual Members' Meeting

15 November 2011

The presentation will
begin shortly

Agenda

- Welcome! (George O. Goodman, Executive Director)
- CSCI Mission and Future (Lorie Wigle, President)
- 2011 Accomplishments (George)
- Outreach (Russ DeVeau, Marketing & Media Relations)
- Annual Member Survey (George)
- 2012 Programs & Goals (George)
- The Benefits of Your Membership (George)
- Q&A

Welcome!

Members

Are responsible for all CSCI accomplishments

Inspire and drive the technical work of CSCI

Through their actions, reduce energy use and greenhouse gas emissions from ICT

Thank you for your commitment
and your energies!

A note about the Q&A process

Please offer up your question using the WebEx chat (to George Goodman or CSCI Administration) at any point in the presentation.

We'll address them in the Q&A period.

If you prefer to ask your question via audio, please “raise your hand” in WebEx and we will unmute your line.

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CSCI Mission and Future

Our Mission

Reduce GHG emissions from the use of ICT devices.

By driving improvements in energy-efficiency of ICT
By driving the use of power management in ICT

Great accomplishments in our first four years, but still work to do!

CSCI Mission and Future

Future

Continuing the work in our current Mission

Power management adoption

Networking energy-use

Making “Sustainable ICT” easier for all

Looking beyond use-phase energy

...to more of ICT’s life cycle

Building on our foundation.
Expanding our impact.

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2007 Original Goals

2007 goal:

reduce GHG emissions
from use of ICT by
54M tons per year
by July 2011.

Collective Impact by 2010

- Reduce global CO₂ emissions from computing platforms by **54 million tons** per year
 - Equivalent to removal of 11 million autos
 - Or eliminating 20 coal plants from the planet
 - Or planting 25,000 sq. miles (~65,000 km²) of trees



Actual: reduction is 41-45M tons per year

1. Economic downturn slowed replacement with more efficient PCs
2. Adoption of Power Management has been much slower than CSCI anticipated

Grade? B

Improving Power Management Adoption

Three blockers to 100% adoption

1. “This is not your parents’ power management”
 - Social and traditional media outreach
2. Software vs. power management: Can’t we all just get along?
 - Roundtable engagements with software developers and educators
 - Social and traditional media outreach
3. “Bill payers” vs. ICT users in Enterprise
 - Roundtable engagements with CFOs
 - Media outreach

This is needed to get an “A”

Expanding into Networking: the CSCI Networking Workgroup

Reduce energy-use/GHG from use of
Network devices

Series of whitepapers:

1. Considerations for Selecting Power Supplies for Networking Equipment and Evaluating Power Conversion Efficiency
2. Power Management of Network Devices
3. Energy Efficiency Guide for Networking

Now, we're raising the bar for
Networking

Membership

>680 members from >60 countries

Growth in Affiliates includes:

education

governmental

non-profit

small/medium business

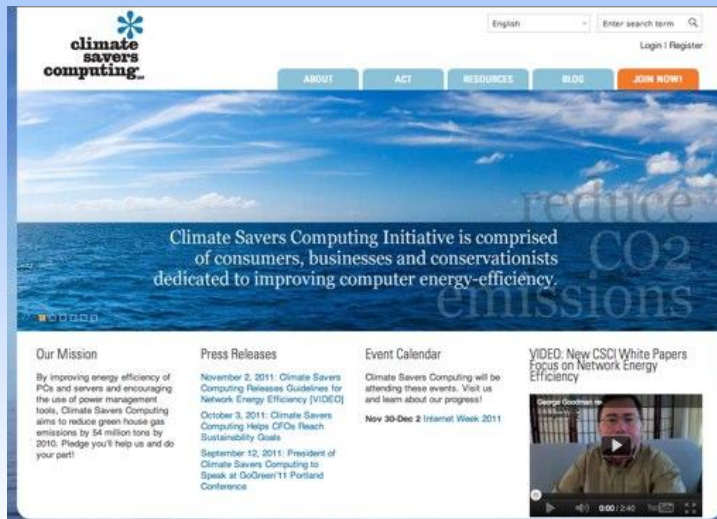
enterprise



CSCI represents diverse groups
with a shared commitment

Communication

New climatesaverscomputing.org website



Social media expansion
Regular CSCI Newsletter

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Communicating Messages: The Blended Approach

Based on frequent
“news” for...

- >More message placement options
- >Regular social media content
- >Influencing “search”
- >Increasing proactive activities
- >Upping visibility across multiple media

Press Releases

November 2, 2011: Climate Savers Computing Releases Guidelines for Network Energy Efficiency [VIDEO]

First in series of three white papers for optimizing power efficiency across networks PORTLAND, Ore. — November 2, 2011 — Climate Savers Computing Initiative (CSCI), the 700-member consortium focused on reducing the energy consumption and carbon footprint of information ... Continue reading →

October 3, 2011: Climate Savers Computing Helps CFOs Reach Sustainability Goals

Roundtable at CFO Rising West to focus on sustainable IT from the “bill-payer” point-of-view SAN DIEGO, Ca. — October 3, 2011 — Climate Savers Computing Initiative, the international consortium focused on reducing the energy consumption and carbon footprint of ... Continue reading →

September 12, 2011: President of Climate Savers Computing to Speak at GoGreen’11 Portland Conference

Address will focus on Green IT successes and opportunities for the future PORTLAND, Ore. — September 12, 2011 — Climate Savers Computing Initiative, the international consortium focused on reducing the energy consumption and carbon footprint of computing and ... Continue reading →

September 7, 2011: [VIDEO] San Francisco Developers Invited to September 14 Power Management Roundtable

Free CSCI event focuses on the development of energy efficient software SAN FRANCISCO, Ca. — September 7, 2011 — Climate Savers Computing Initiative (CSCI), the international consortium focused on reducing the energy consumption and carbon footprint of computing and ... Continue reading →

August 23, 2011: Climate Savers Computing Launches New Website, Grows to 700 members

PORTLAND, Ore. — August 23, 2011 — Climate Savers Computing Initiative (CSCI), the international consortium

Mission-reinforcing messages
through many channels

Communicating Messages: Results



8 releases



Director's Corner
Monthly blogging



Newsletter
> 11,000 subscribers



400 new Followers
in 6 months



Record number
of impressions



Hundreds of
views since
re-launch

Create/leverage content
Grow communities
Push for ICT efficiency change
Position members as leaders in driving sustainability

Communicating Messages: Roundtables

Software and Power Management
Can't we all just get along?



Power Management From the
CFO and Bill-Payer Perspective



NEWS!

Climate Savers Computing
Targets Seamless
Interaction between Power
Management and Software
Apps

NEWS!

Climate Savers Computing
Helps CFOs Reach
Sustainability Goals

Communicating Messages: Networking

Series of three whitepapers from the NWG being released based on a “rolling thunder” communications approach



Climate Savers IDs best practices for network energy efficiency



CSCI: Adopt Network Efficiency Strategies or Pay Up



Climate Savers Computing Releases Guidelines for Network Energy Efficiency



Using good power supply design to help save the climate



NEWS- Climate Savers Computing Releases Guidelines for Network Energy Efficiency [VIDEO]



BYLINE- 3 Giant Steps Forward in Improving Network Energy Efficiency



VIDEO- George Goodman reviews new CSCI Whitepapers posted on homepage and YouTube channel



TWITTER- #CSCI #NEWS TODAY! #Climate Savers #Computing Releases #Guidelines for #Network #EnergyEfficiency [#VIDEO] <http://bit.ly/txY3e1> #greenit



BLOG- Three new CSCI whitepapers, three giant steps forward in improving network energy efficiency

Communicating Messages: Members



- Saving Energy and the Planet One Computer at a Time
- Turn your PC power management back on, it works now!
- 3 giant steps forward in improving network energy efficiency
- Next?



- Saving Energy and the Planet One Computer at a Time
- George Goodman invites developers to a power management roundtable
- CSCI and the CFO
- Next?



- Focus on members, media and analyst stats/trends and output
- We follow members and always call out acknowledgements
- Fujitsu, Faronics, Volvo and Ecova – RTs of Whitepaper News
- Includes consumer focused tweets reinforced by widely successful “Take the Pledge” Earth Hour contest earlier this year with prizes from members driving far-reaching visibility and nearly 500 new followers. This communications activity is on the agenda for 2012.

Communicating Messages: Members



- Getting serious about how power management and software apps work together
- Climate Savers Computing, the CFO and CFO Rising West
- Going to the Intel Developer Forum? Join us at a power management roundtable!
- Next?



- Members release a steady stream of collateral and news
- Several members mention Climate Savers Computing in news releases
- We want to promote your news, case studies and relevant developments!



- Are you participating in an industry event?
- CASE STUDY: S3, Downing College, 1E, Verismic, the 451Group at GreenIT Expo
- We want to help promote your participation at relevant events!

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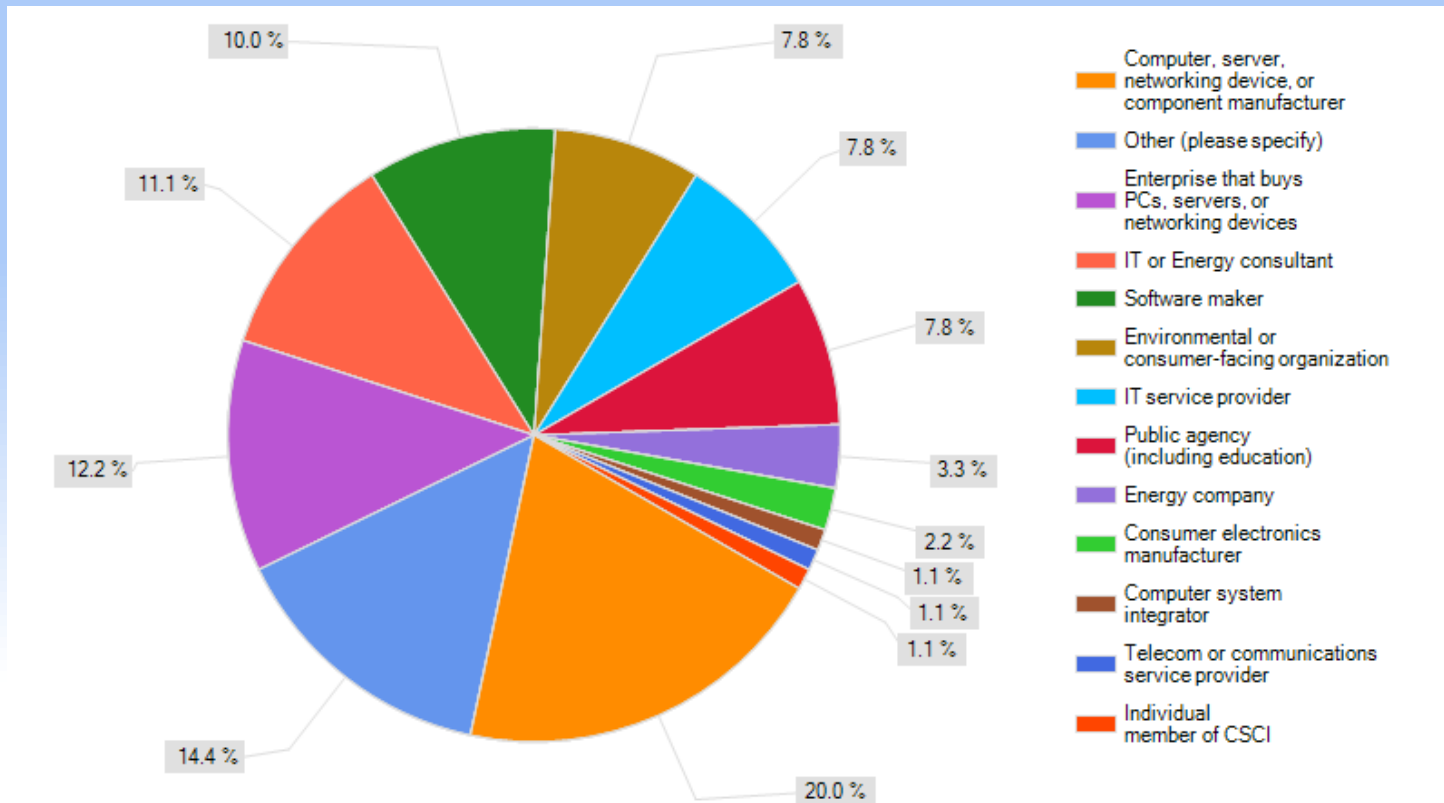
Annual Member Survey (George)

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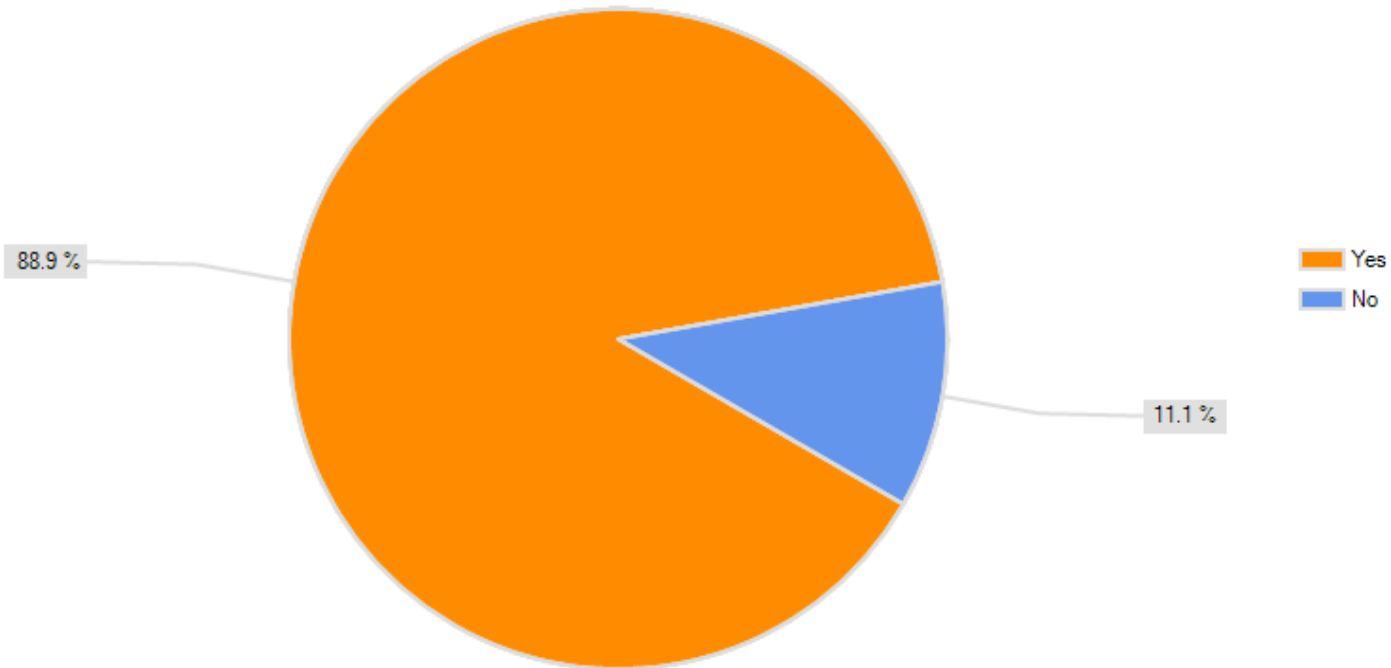
Q&A

2011 Member Survey



90 respondents (13% of members)

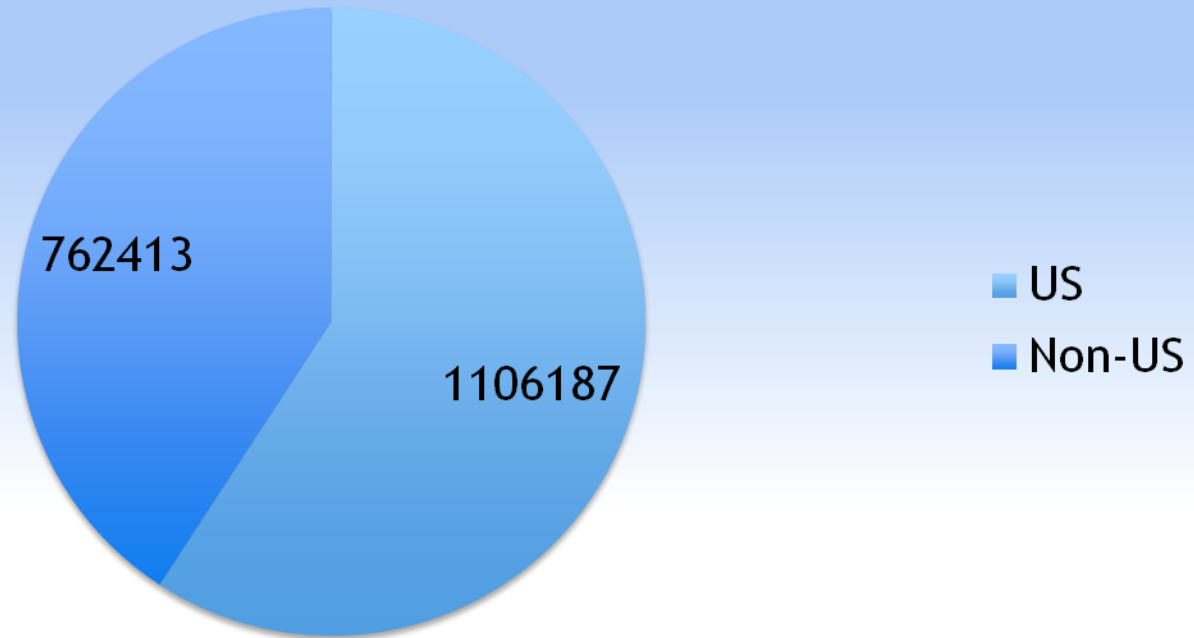
Compliance with Purchasing Criteria



Remember: purchase energy-efficient ICT

Number of non-server computers

Number of Computers



Survey represents almost 1.9M computers

Power Management

	% of systems power-managed
US-based systems	43-52%
Non-US	50-58%

Note that only about 25% of respondents use add-on power management software products. Such products can help enforce policy and integrate with other IT processes (e.g., software updates).

Continue to drive PM use in your org
Come to CSCI for help

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2012 Programs & Goals

Communicate and engage for:

- Networking whitepapers
- Power Management block removal

Next-generation Networking efforts

- Evaluating energy-use and managing the whole network
- Addressing end-point \leftrightarrow network interactions

First steps beyond use-phase energy

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Benefits of Membership

Be and be perceived as a leader!

Provide customers with tools and information to change their behaviors and make an impact

Visibly take the lead on power management and IT procurement

Drive change on a global scale towards a better future for the environment, business, people and future generations



Engage to drive improvements!

Network with key conservation groups, government agencies, business leaders

Collaboration with strategic partners

Outreach to small and medium sized businesses (SMEs)

Exposure to leading analysts and tech industry leaders

Call to Action for Members

Engage!

Associates, Sponsors, Board: participate!

Affiliates:

- Consider upgrading to participate
- Let us hear from you
 - Case studies?
 - Information for you to share and use?
 - Questions?

Recommit and fully accomplish
your Pledge!

Question & Answer

Please offer up your question using the WebEx chat (to George Goodman or CSCI Administration) at any point in the presentation.

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BACKUP...

Benefits of Membership

	Affiliate	Advisor	Associate	Sponsor	Board Member
Type of company	Any	NGOs & government agencies	Industry leaders	Industry leaders	Industry leaders
Commit to buying energy-efficient PCs and servers	●	●	●	●	●
Commit to enable power management on all systems	●	●	●	●	●
Participate in marketing & technical working groups		By invitation only	By invitation only	●	●
Deliver energy-efficient products			Some	Some	Some
Annual dues	None	None	\$2,500	Rev +\$100M: \$25,000 <\$100M: \$10000	\$70,000