



	Keynote Session		Technical Focus
	Business Focus		General Focus – (Business & Technical)

SEMINAR PLANNER

9:30am-10:05am



OPENING KEYNOTE

Accelerating Your Green IT Action Plan: Strategies for Success (Session 1)

Christopher Mines, Senior VP, Forrester Research

Forrester's lead green IT analyst, Christopher Mines, will lay out the three overarching principles that accelerate green initiatives in enterprise IT departments. Using data from Forrester's ongoing surveys of IT practitioners and his deep experience working with Forrester clients around the world, Chris will uncover the critical barriers to green IT success and identify practical approaches to overcome them. For IT professionals struggling to get their green efforts moving - and for their allies in facilities, finance and other parts of the organisation, this keynote address will provide the big picture on why green IT matters and proven organisational, technology and marketing tactics to push green IT forward.

10:20am-10:50am



KEYNOTE (DAY ONE)

The EC Perspective: Pan-European Initiatives for Sustainable Computing (Session 2)

Colette Maloney, Head of ICT for Sustainable Growth (Unit H4), European Commission

The European Commission's new Head of Unit H4, Colette Maloney, offers a high-level perspective on balancing ICT's role as a facilitator of sustainable business, against the growing level of carbon emissions produced by the proliferation of electronic devices. Colette will offer some unique insights into pan-European initiatives to limit the impact of ICT systems on the environment and provide a valuable 'heads-up' on forthcoming emissions legislation from Brussels.



KEYNOTE (DAY TWO)

Walking the Talk: IT as a Facilitator for Sustainable Change (Session 2)

Chris Chant, CIO, Department for the Environment, Food & Rural Affairs

ICT in use emits carbon. But ICT is also a tool to change how, when and where we work. The gains here can be significantly higher and as IT leaders we need to demonstrate how these can be achieved. Hear how DEFRA is applying these principles to its operational processes and downward supply chain to lead by example in reducing carbon emissions.



Improving Customer Experiences with Green IT (Session A)

Hosted by Adobe

Digital natives are changing the way companies would traditionally interact with their customers. By demanding richer, more engaging experiences, companies are having to rewrite their customer engagement model. Adobe shares insight into the forces driving change and demonstrates ways that organisations can bridge the engagement gap internally and externally, while addressing environmental concerns in the process.



Eco-Nomics - Reducing the Environmental Footprint of Your Printing Systems (Session B)

Hosted by Ricoh

Ricoh, voted one of the world's most sustainable companies by the World Economic Forum for the last 5 years, will show you how all aspects of the product lifecycle should be taken into account to reduce the overall environmental impact of your printing systems. This session will include the steps you and your colleagues can take to reduce your impact and help achieve budgetary goals.



PC and Server Power Management – Significant Cost Savings and Energy Reduction (Session C)

Hosted by 1E

Join 1E, software pioneers in the field of IT energy waste reduction since 1999, for a highly informative session. Drawing from experiences at over 1,000 organisations such as Dell, HSBC, Department for Work and Pensions and Peterborough City Council, 1E will describe customer challenges with proven, scalable solutions that save significant energy and money.

11:05am-11:35am



KEYNOTE

Optimising IT in an Environmentally Sensitive World: The New Enterprise Data Centre (Session 3)

Steve Bowden, Chief Technology Officer - Green Computing, IBM

Can you really reduce your costs and go green? Surely it costs more to go green? Competitive pressures, global economic outlooks and challenges to save the planet are impacting every business. But how do you balance those to deliver an IT infrastructure that meets all those needs? Day-to-day pressure to run the business more cost effectively and reduce budgets, whilst also supporting business growth and innovation, is very real.

This session will discuss IBM's vision for the more environmentally sustainable new enterprise data centre - an evolutionary model that helps to:

- Reset the economics of IT
- Dramatically improve operational efficiency and address concerns over rising energy costs and impact
- Reduce and control rising costs
- Improve provisioning speed and data centre security and resiliency - at any scale
- Allow clients to be highly responsive to any user need
- Align technology and business: giving clients the freedom and the tools they need to innovate and stay ahead of the competition



The Sustainable Workplace – Low-Carbon Technologies and Better Working Practices (Session E)

Hosted by Kyocera

Kyocera shares the results of research into the adoption of sustainable practices in UK organisations and explores how to increase employee engagement with environmental initiatives. The content will be relevant to IT managers and business unit managers who want to reduce the environmental impact of general office activities.



Go with Green: Trends and Business Applications That Give True Colour to Your Organisation's Environmental Strategy (Session F)

Hosted by Infor

Credit Crunch and recession fears - issues facing your CEO - AND Green is not going away. Tough choices - who is shaping your green strategy and where should you focus for results and value? Critically what applications can you deploy to secure a greener, sustainable environment for all? Learn more in this session.



Total Cost of Ownership, How 'Green' Means More for Less (Session G)

Hosted by VeryPC

In a time where budgets are getting sliced up, and Green is a hot issue, understanding total cost of ownership for the next 4 years is even more important to the competitiveness of your business. Peter Hopton from VeryPC puts forward an innovative view of how a 'triple bottom line' holistic TCO approach can help you separate the green froth from the real nectar that will fuel your business into the next century.

11:55am-12:25pm



KEYNOTE

**The \$5bn Challenge: Reducing IT's Energy Usage by 50% by 2010
(Session 4)**

Kevin O'Donovan, Intel on behalf of the Climate Savers Computing Initiative

The WWF's Climate Savers Computing Initiative is a not-for-profit group of eco-conscious consumers, businesses and conservation organisations, dedicated to improving the power efficiency and reducing the energy consumption of computers. By producing and purchasing power-efficient products, the goal is to achieve a 50 percent reduction in power consumption by computers by 2010. This visionary but practical session will explain how your organisation can guarantee its share of the \$5bn energy cost savings estimated to be generated by this global initiative.



DAY ONE ONLY

**Helping You Find the Value in Green
(Session I)**

Steve Bowden, Chief Technology Officer - Green Computing, IBM

Economic times too tough? Don't think that your business can take advantage of sustainable or Green IT? Let's see how you balance the conflicts of 'greening' your IT vs. saving money. Learn what makes sense and what falls under the greenwash.



DAY TWO ONLY

**Virtualisation as an IT Optimiser
(Session I)**

Tikiri Wanduragala, Modular Systems Senior Consultant, IBM

Today's enterprises are confronted by a rapidly growing stream of disruptive forces, e.g. globalisation, mobile devices, new collaboration models, energy management and emerging economies. At the same time, information technology is rapidly expanding to make many new applications economically viable. However, the cost of managing IT has doubled since 2000, putting the datacentre at risk. As corporations intensify their focus on delivering innovation and globally integrating their business design, pressure to improve datacentre efficiency and agility will continue to grow.

Virtualisation, the de-coupling of resources from the physical environment, offers a solution through greatly improved resource management and will render non-virtualised IT obsolete over the next 3-5 years. Successful organisations will make virtualisation an essential part of their data centre optimisation plans. IBM will outline four specific actions you can take now to help improve efficiency and agility through virtualisation.



**Increase Business Performance and Sustainability with Network Energy
Management Solutions
(Session J)**

Hosted by Verdiem Corporation

This seminar will discuss network energy management software, its value for your PC network and how it can ultimately enable your organisation to reduce energy costs and related carbon emissions. The session is also uniquely tailored to address related regulatory issues and the distinctive business environment found in the UK.



**Utilising Collaboration Capabilities to Reduce Communication Costs and Deliver
Sustainable IT
(Session K)**

Hosted by Acumen Insights

Improving efficiency, driving down communication costs and supporting a sustainable IT footprint is a challenge facing many organisations. Deployed correctly, collaboration capabilities can lead to improved working practices, support the mobile and home workers and ultimately enable organisations to deliver sustainable, cost effective IT services. This seminar presents key enablers and accelerators that organisations can adopt to deliver true agile and mobile collaboration capabilities.

12:40pm-1:10pm



KEYNOTE

**Why Green IT & Virtualisation Should be Top of the Financial Director's Agenda
(Session 5)**

Adam Ryan, Strategic Services Director, VirtualizeIT

GreenIT and Virtualisation have become the latest IT buzzwords and every product or service is clamouring to establish its green credentials, VirtualizeIT will cut through the hyperbole to illustrate that the green revolution utilising Virtualisation is actually saving organisations hundreds of thousands of pounds whilst also enabling greater corporate environmental responsibility.



KEYNOTE (DAY ONE)

Building a Greener Future for Your Enterprise Systems (TBC) (Session M)

Guest Speaker TBC



KEYNOTE (DAY TWO)

Sustainability and the Anatomy of Innovation (Session M)

Mark Taylor, Director of Developer Platform Evangelism, Microsoft

In this session, Mark Taylor will discuss:

- Making Green IT the only IT: Changing perceptions of environmentally aware technology
- Contradictions: Making sense of what sustainable IT really is
- The Bigger Picture: Opportunities for the IT industry to help the other 95% of business to meet their environmental goals



Energy Efficient Datacentres: How to Effectively Design, Build and Decommission (Session N)

Hosted by Sun Microsystems and Bell Microsystems Ltd

By consolidating datacentre operations & refreshing hardware with energy-efficient systems, Sun Microsystems was able to:

- Reclaim 88% of Datacentre Floor Space
- Reduce Power by 61%
- Improve Server Performance by 456% & Storage Capacity by 244%

Join this seminar to hear best practices in datacentre design & investigate IT's entire life-cycle, including Bell Microsystems discussing;

- Releasing residual values from decommissioned IT
- Reducing your recycling risks



IT - The Strategic Business Partner for Environmental Management (Session O)

Hosted by AEA

IT applications are at the heart of better transport management, improved fuel and energy efficiency, carbon trading, environmental reporting, supply chain management and as such are a vital component of cost effective environmental management. AEA talks about how the practical applications of IT can save businesses money.

1:10pm-2:00pm

LUNCH BREAK & DEMONSTRATIONS IN EXHIBITION AREA

2:00pm-2:30pm



LUNCHTIME KEYNOTE

The Bigger Picture: IT as the Key to More Responsible Business (Session 6)

Nigel Montgomery, Research Director, AMR Research

Within the next two years, 89% of companies in the United States and 62% in Europe plan to use technology to manage their corporate social responsibility (CSR) initiatives and 82% expect to be selecting suppliers according to their environmental stance within this same timescale. The move towards a global carbon economy presents a unique opportunity for IT to re-position itself as the primary facilitator of more responsible business processes - but organisations now need to identify which applications will have the greatest impact in the short, medium and long-terms.



LUNCHTIME KEYNOTE

Datacentre Metrics: Calculating the ROI from a Greener Approach (Session 7)

Rob Jones, The Carbon Trust & Liam Newcombe / Zahl Limbuwala, BCS-DCSG

The British Computer Society (BCS) and the Carbon Trust are working together to develop an energy and cost simulation tool for data centres. This tool will allow businesses to simulate their own data centre setup and then make a series of hypothetical changes to establish how these changes will positively (or negatively) impact energy efficiency and the total cost of ownership and operation.

This presentation will focus on the benefits this tool can bring to businesses wishing to make energy savings and reduce their carbon footprint. It will outline the complex interactions and dependencies within a data centre environment and address how businesses can make more informed decisions when it comes to the real running cost of an IT platform or service. The presentation will also show delegates how a detailed energy breakdown can be achieved in their business that shows where energy is consumed and what elements contribute to the carbon footprint.

2:45pm-3:15pm



KEYNOTE

Maximum Visibility: Ensuring Sustainability in the IT Supply Chain (Session 8)

Shaun McCarthy, Director, Action Sustainability

A unique insight into the social and environmental impact of major sourcing and purchasing decisions and the significant role that the IT supply chain will play in the move towards more responsible business. This fascinating session will address the key drivers for sustainable procurement, including consumer pressure, trustworthy buying information, risk & reputation management and gaining competitive advantage.

Shaun will also discuss major issues such as: balancing cost quality and sustainability requirements, silo budgeting, lack of awareness, lack of skills, leadership training, volume of legislation and the proliferation of different approaches.



KEYNOTE (DAY ONE)

IT Reuse & Recycling: Can of Worms or Good Green Business? (Session Q)

Gary Griffiths, Sustainability Manager, RDC

IT reuse & recycling risks sensitive data leaks, safety, child labour and environmental horror stories in developing countries. But British IT reuse and recycling specialists RDC show how:

- Former users can make money from used IT
- IT recycling EU WEEE Directive compliance can be met - and exceeded
- IT Reuse reduces carbon footprints
- Data can be eradicated
- Developing countries can benefit



KEYNOTE (DAY TWO)

Carbon Intent: Quantifying the Benefits of Teleconferencing & Remote Working (Session Q)

Glenn Powell, Chief Executive, Communications Management Association (CMA)

The environmental and cost-saving benefits of teleconferencing, remote-working and other electronic communications are being thrust into the spotlight by the global shift towards carbon-based economies. As a result, many organisations are starting to view the supporting technologies as a strategic necessity for reducing their environmental impact. But how realistic are their expectations of the savings they might hope to achieve? This fascinating session explores the challenges of trying to quantify calculate a direct ROI in environmental, efficiency and monetary terms.



Learn How Parallels VDI Can Cut Your Desktop co2 Emissions By 71% (Session R)

Hosted by Parallels

Come and see our live presentation of Parallels Virtualization Solutions and see how they can have a very positive effect not only your carbon emissions but your IT budget as well. With 3x more virtual servers per physical hardware than any hypervisor solution you are ahead of the game – environmentally and economically.

3:30pm-4:00pm



KEYNOTE

**Environmental Credentials: Creating Leverage in the New Carbon Economy
(Session 9)**

Ben Murray, Managing Director, Carbon Smart

Having a credible environmental story to tell is becoming a business necessity: Customers are increasingly looking for suppliers who match their own environmental policies and staff are looking for greener places to work. This presentation will look at some of the options for achieving the right environmental credentials and share some case studies.



**Procurement Strategies for Greener IT Practices
(Session U)**

Miriam Kennet, Director, The Green Economics Institute

Buying green is often a lot more difficult than it seems, especially in sophisticated categories such as IT hardware and software. Complex supply chains, speed of obsolescence, lifecycle management and total running costs are all major considerations, together with strategic decisions on issues such as using open source code or licensing your software as a service. So how can you put robust procurement policies in place to ensure you get the right result?



**Return on Green Investment (ROGI)
(Session V)**

Hosted by Amicus ITS

An overview of Amicus's unique consultative approach to Green IT and how we show our customers a real and tangible 'Return on Green Investment'. We'll illustrate how we ultimately make use of technology to reduce emissions across 100% of a company's carbon footprint, not just the IT infrastructure.

4:15pm-5:00pm



Panel Discussion, Awards & Drinks - DAY ONE ONLY

**Seeing the Wood for the Trees: What Will Be the Main Drivers for Green IT in 2009?
(Session Z)**

Speaker Panel hosted by Rudy Millard, Managing Director, ecoexecutive Magazine

Wide scale adoption of sustainable computing approaches is inevitable in the long-term, with business necessity and incoming legislation combining to push Green IT over the familiar 'tipping-point'. But with so much hype, greenwash and carbon-jargon surrounding the area, even some of the most well-intentioned organisations are struggling to see the wood for the trees – potentially leading to paralysis and inaction when speed is of the essence.

This interactive closing session invites delegates and key speakers to highlight the principal business and environmental drivers for the next 12 months, followed by the announcement of the first Green IT Awards and informal networking over complimentary drinks.