



Green IT Expo

1st November 2011
Central Hall Westminster

IT for Sustainability



Keynote Session



Business Focus



Public Sector Focus



Technical Focus



General Focus (Business & Technical)

SEMINAR PLANNER

9.30am-10.00am



Whatever Happened to the “Green” in “Green IT” OPENING KEYNOTE (Session 1)

Simon Mingay, Research Vice President, Gartner Research

Energy efficiency is the focal point of most organisations sustainability programs, not least their Green IT initiatives. Energy will remain the priority for some time, but resource efficiency and sustainable business will steadily increase in importance. We'll look at where Green IT is today and look at IT's evolving role in sustainable business.

10:30am-11:00am



The Pivotal Role of Green IT in Strategic Energy Management (Session 2A)

Peter Charville-Mort, Industry Analyst, Verdantix

As executives realise the potential to deliver huge energy and carbon savings across their business operations, new innovations, partnerships and providers are flooding the market for energy management IT solutions. Peter Charville-Mort will draw on Verdantix research to help IT, Sustainability and Facilities executives select IT solutions to deliver an energy management programme that aligns with business and sustainability strategy.



Learn How Involving End Users Improves PC Power Management Impact (Session 2B)

Frank Griffiths, VP Products & Services, Verismic

Based on the results of the 2011 Verismic Power Management survey learn how UK organisations are missing the opportunity to improve efficiency. Frank Griffiths, VP Products & Services, will dispel common Power Management myths and share 5 easy to implement steps that will improve the success of Green IT projects.



The Financial Rewards of Green IT (Session 2C)

Andrew Roughan, General Manager – Data Centres, Level 3

We look at how an IT department can actually become a profit enabler by adopting green measures regardless of whether they be datacentre related or encouraging people to video conference etc. At Level 3 we work with both the private and public sector so see how the private sector is starting to make the business case for greener IT and how the public sector is leading the way in showing how it should be done.



Re:Think Print - Cost- and Carbon-Conscious Document Systems (Session 2D)

Kyocera Mita (UK) Ltd

Independent research indicates that on average 60% of printing is unnecessary. Effective print management can deliver cost savings, increase productivity and reduce consumption of resources. The session explores where waste occurs and what tools and techniques are available to deliver on cost reduction and environmental efficiency goals.

11:30am-12.00pm



Global Green IT – Where's the Action? (Session 3A)

William Ehmcke, CEO, Connection Research

Now in its third year, Connection Research has surveyed and assessed the progress that corporations and governments have been making in introducing sustainability and energy efficiencies to their ICT systems. Based on the 2009 development of an IT Sustainability Framework and benchmarking indices (the ITSx), Connection Research has assisted organisations in understanding opportunities and assessing priorities for Green IT.

We will look at IT Sustainability progress across 10 industries and across 8 regions, including the UK, China, USA, Australia. We will answer the questions of what actions are being successful and within which industries. The IT Sustainability Framework will provide concepts on how to prioritise, and then measure, the sustainability outcomes for ICT and re-think how ICT can deliver measurable benefits for emissions abatement.



Let's do the Numbers, Cut Energy Costs with Easy to Use Power Management (Session 3B)

LANDesk Software

Gartner Research recently estimated how much an organisation could save by practicing effective power management. As an example an organisation with 1000 100-watt desktops and 2000 25-watt laptops with no power policy in place could be faced with a £90,000 annual energy bill for these items alone. Join us and learn about the ways you can show a rapid return by saving up to £23 per device per year, prolonging equipment life, avoiding disruption to users, and all with accurate automated reporting on your exact power savings.



Quick and Easy Carbon Analysis and Reduction Delivers Billions of Savings (Session 3C)

@UKPLC

The NHS has the largest carbon footprint of any organisation in the world, and was the first major organisation to measure its carbon footprint. UK Schools are the first group of organisations in the world to go Carbon Neutral.

Imogen Tennison from NHS Sustainable Development Unit will explain how the NHS Carbon Footprint is measured, using breakthrough technology from @UK PLC, that also saves £'s billions. Ronald Duncan Chairman of @UK PLC will explain how @UK PLC, along with the major schools suppliers, are making the UK's schools carbon neutral and saving schools money thanks to the @UK green marketplace launched last year by Richard Benyon MP, Minister for the Natural Environment.



IT Efficiency - Practical Recommendations from the Front Line (Session 3D)

1E

A staggering 4% of the total power demand comes from IT. NightWatchman Enterprise from 1E has saved our customers £343+ million in energy costs and 4 million tonnes in CO2 with a typical ROI of 6-12 months. But it's not just PCs that are wasting power, servers account for £17 billion in energy costs globally every year, which is why NightWatchman Server Edition has received so many accolades. Discover outstanding ROI's from our 1,400 customers worldwide as we share the secrets of their success.

12.30pm-1:00pm



Managing IT Capacity: Make it Lean and Green (Session 4A)

Metron

'Managed Capacity' sounds much more like an approach that fits with a Green agenda than 'Unmanaged Capacity'. Join us and find out how to manage IT resources to ensure you deploy the capacity you need, when you need it, minimising money, people and carbon costs.



Environmental Trailblazers: Green IT in the Real World Part 2 (Session 4B)

Climate Savers Computing

Hear from R.K.Taplin M.B.E. of Downing College Cambridge University about the work the College has done in utilising IT and technology to help meet its green aims. Downing is the only Cambridge College to have achieved Carbon Trust certification. Richard will talk candidly about the challenges and rewards of putting sustainable theory into practice, so that you can learn from his first-hand experience.



Let your Energy go Further (Session 4C)

Dan Williams, Environmental Sustainability & Danielle Yglesia, Windows Embedded Lead, Microsoft

At Microsoft, we see information technology as a key tool that can help address the daunting energy and environmental challenges facing the world today. Find out how Microsoft technologies and our partner implementations can help you reduce environmental impact and increase energy efficiency. Dan Williams will present an ever-growing array of tools focused upon quantifying environmental impact from Microsoft technology. Danielle Yglesia will showcase the power of Windows Embedded with an innovative partner solution.



Sage puts Carbon Footprint Reduction at the Heart of its IT Support Strategy (Session 4D)

Anthony Anderson, IS Change Manager, Sage UK

An integral part of Sage's IT Support Strategy is carbon footprint reduction. Join Sage's IS Change Manager Anthony Anderson as he highlights how the IT department achieves this while providing best of breed support and services for almost 2,500 employees, across 21 sites in the UK and Ireland. In this dynamic case study session, he will cover how using innovative tools like Kaseya's Desktop Policy Management module, which automatically switches off end-users PCs when not in use has helped Sage become more energy efficient. He will also show how IT Automation has helped Sage deliver an effective Green Initiative as part of its Corporate Social Responsibility (CSR) program.

1:45pm-2:15pm



From Green Datacenters to Green Clouds (Session 5A)

Andy Lawrence, Research Director, The 451 Group

Cloud services are supposed to be more cost effective, scalable and more resource efficient than traditional services. But are they really greener? And if they are, will it ever be possible to select or optimise cloud services based on eco-efficiency criteria? Drawing on the EU's cloud broking research project, Optimis, this presentation will examine some of the technical and commercial issues that need to be addressed before open, green services can be delivered.



ICT to Green the Business? (Session 5B)

Bob Crooks, Cabinet Office's CIO/CTO Council's Green ICT Development Unit(GDU), Defra

What are the challenges we face as technologists in getting Green ICT onto the organisational efficiency agenda? Bob will argue that key to success is engagement with staff, with corporate services and with business operations. He will offer some insights into how the UK Government in its forthcoming Green ICT Strategy is looking to use ICT to meet the "98% challenge", its Greening Government Commitments and assess achievement



IT Procurement – Green Contractual Challenges (Session 5C)

Dr Brian Farrington BSc(Hons) MSc Phd FCIPS, Brian Farrington Ltd

Procurement specialists and colleagues from IT and legal services have the opportunity to take contractual initiatives to pursue the green agenda. This session will explore specification, price, accountability, continuous improvement and other key contractual issues. There will be a very practical approach to the input from an acknowledged procurement specialist.

2:45pm-3:15pm



Green IT – An Emerging Skill Set (Session 6A)

Chris Wallace, Product Manager – Green IT, BCS – The Chartered Institute for IT

Chris Wallace will be talking about the need for the IT professional to gain the skills required to respond to Greener demands from IT. IT must be responsible for its own carbon footprint as well as being used to manage carbon in other industries. The IT professional must now demonstrate these new skills to remain credible in business.



Balancing Act: Putting Green ICT Strategy into action at DWP (Session 6B)

Mike Truran, Director of Customer Service Delivery – Corporate IT, DWP

Policy and guidance can be very useful but actually planning and implementing a successful green ICT strategy is often a difficult balancing act - involving a myriad of competing drivers and equally valid objectives. To reach a successful resolution, the Department of Work & Pensions (DWP) has developed a multi-faceted approach that has cut energy consumption by 30%, significantly reduced ICT risk and created the world's largest IP-based contact centre, with around 30,000 virtualised seats.

In this fascinating case study session, Mike Truran from DWP explains how they have learned to balance multiple drivers (internal, external, financial, sustainable, operational, etc) to maintain an agile green ICT strategy that is evolving all the time.



Keeping it Simple – Practical Steps that make a difference! (Session 6C)

Peter Hofman, Director of Company Shared Services & Integration, EDF Energy

With ever growing demand and use of high performance information technology, how can organisations make a real difference in the way they operate and use their IT to lower their carbon footprint. Peter will give some practical advice on the steps that business can take to leverage their IT investments.

3:45pm-4:15pm



How can Security and Sustainability Needs be Satisfied within Asset Disposal? (Session 7A)

John Sutton, ADISA

The persistent stories of data breaches from equipment purchased on auction sites and television expose on illegal dumping of electronic waste in Africa and China it is clear that asset disposal poses challenges for many organisations. With sustainable IT leading to greater pressure for re-using equipment ADISA helps explain how data controllers can promote re-use without compromising on data protection or proliferating illegal WEEE exporting.



Walking the Talk: The UK's Greenest Government Organisation (Session 7B)

Paul Colbran, Head of ICT, Brighton & Hove City Council

In a global survey measuring the maturity of an organisation's ICT Sustainability Strategy and implementation, Brighton & Hove City Council emerged as the highest-rated government organisation in the UK. Since the 2010 election, Brighton & Hove has become well-known as the first 'Green Council' but had already been developing a sophisticated ICT strategy for many years before that.

In this enlightening case study, Paul Colbran explains how Brighton & Hove has successfully implemented green practices across almost every aspect of its ICT systems and how technology is facilitating a more holistic approach to sustainability across the entire organisation.

4.30pm – 5.15pm



CLOSING KEYNOTE (Session 8)

Panel Session: Is the Economy Helping or Hindering our Progress with Green IT?

Chaired by Climate Savers Computing with a panel of guest speakers

Join this interactive discussion with our panel of thought-leaders and expert speakers from earlier in the day, offering additional perspectives on key issues raised during the day, debating the impact of the wider economy and answering questions from the audience.