

## Australia managers think green but don't act, say analysts

**Australia's IT managers and CIOs are very green. They are concerned about climate change, and they see IT as being a key driver for reducing their organisation's carbon footprint. But they are not doing very much about it, claims analysts Connection Research**

According to the company, only half of the managers have measured the environmental impact of IT, and most of these have only just started doing it and do not have mature systems in place. Fewer than 10 percent have set targets for the future. Only one quarter have measured IT's power consumption.

There is some awareness, but for most organizations it is still early days. Nearly half of organizations have appointed someone specifically responsible for Green IT. This person is rarely the CIO or IT manager, and even usually reports to someone other than the CIO or IT manager. Another quarter of organizations are considering appointing such a person.

The findings are contained in a major report into Green IT in Australia, "Green IT and Sustainability in Australia", released by Connection Research. The report is based on a sample of over 250 CIOs and IT managers from a broad spectrum of Australia's ICT-using organizations.

Other key findings from the report include:

- Around 85 percent of organizations have introduced server virtualization, and half of these report that energy reduction was either the main reason for doing so, or that it was an important factor in their decision;
- Not many organizations have implemented any formal energy reduction schemes such as powering down PCs overnight, or looking at power settings on servers, but most have started on an ad hoc basis;
- There are three major barriers to reducing energy consumption: IT departments are waiting on corporate directives, there is a lack of money or no budget, or there is a lack of people or expertise. Each is mentioned by around one-third of respondents;
- Less than 10 percent of respondents are using any sort of software tool to measure or monitor the organization's total energy consumption or carbon footprint;
- Green IT factors are becoming more important as procurement factors. Users take into account such issues as ease of disposal, the commitment of the vendor towards sustainability, product lifecycle management and the energy rating of hardware;
- CIOs and IT managers are strong believers in the reality of climate change. Only around 8 percent could be described as "climate change deniers"- around the same proportion as the population as a whole;
- They also strongly believe that IT has a major role to play in reducing the organization's overall carbon footprint. And most believe Green IT costs no more than "business as usual".