



## Climate Savers Computing Initiative

### *A Backgrounder*

#### **A Worldwide Movement**

With today's widespread focus on "green issues", organizations are looking for real solutions that can lessen their environmental impact and reduce their energy costs. Improving the energy efficiency of computers is a cost effective way to reduce electricity consumption and the emission of greenhouse gases that contribute to climate change.

The Climate Savers Computing Initiative is a nonprofit group of eco-conscious consumers, businesses and conservation organizations dedicated to improving the power efficiency and reducing the energy consumption of computers. By producing and purchasing power-efficient products, our goal is to achieve a 50 percent reduction in power consumption by computers by 2010. The Initiative was started in the spirit of World Wide Fund (WWF) Climate Savers program which has mobilized companies since 1999 to cut carbon dioxide emissions, demonstrating that reducing emissions is good business.

The initiative was launched in 2007 and thousands have pledged their support.

#### **The Problem:**

The typical desktop PC wastes about half of the power it draws from a power outlet. Servers typically waste 30-40 percent of the power they require. The majority of this unused energy is wasted as heat and never reaches the processor, memory, disks, or other components. As a result, offices, homes, and data centers have increased demands on air conditioning which in turn increases energy requirements and associated costs.

By increasing the effectiveness of power-management features in computers as well as implementing aggressive power-management policies, the average business desktop can save 60 percent of the electricity consumed, with no compromise to productivity. By creating higher efficiency in new PC and server design, these gains can be even higher. These results combat climate change, cut costs, and benefit computer and component manufacturers through increased demand for products.

As participants in the Climate Savers Computing Initiative, computer and component manufacturers commit to producing products that meet specified power-efficiency targets, and individuals, businesses and organizations commit to purchasing power-efficient computing products. The Initiative is also a resource for individuals and IT personnel who want to learn more about power management of computers, and it helps individuals reduce the electrical footprint of their computers—without any resulting loss of productivity.

**By 2010, the Climate Savers Computing Initiative seeks to reduce global CO2 emissions from the operation of computers by 54 million tons per year, equivalent to the annual output of 11 million cars or 20 coal-fired power plants. This effort will lead to a 50 percent reduction in power consumption by computers by 2010, and committed participants could collectively save \$5.5 billion in energy costs.**



### **Strategic Partnerships and Collaborations**

The Initiative has secured partnerships or collaborations with influential organizations, collaborating to help further the Climate Savers Computing mission and spur the deployment and adoption of energy-efficient technologies and power management tools. The Climate Savers Computing Initiative is associated with - U.S. Environmental Protection Agency's ENERGY STAR Program, The Climate Group – Together Campaign; Green IT Promotion Council (Japan), Software Association of Oregon (US), National Governors Association, and the China Electronics Energy Saving Committee (CEESC) among others.

### **Climate Savers Computing Initiative - Today**

At the launch of the Initiative in June 2007, fewer than 40 organizations were Climate Savers Computing members. Membership has now grown to more than 475 companies and organizations, and thousands of individuals have pledged their support. The Initiative is led by CSC, Dell, Google, HP, Intel, Lenovo, Microsoft, and World Wildlife Fund. Sponsors include 1E, Acer Inc., Advanced Micro Devices Inc., Delta Electronics, Inc., Faronics, Fujitsu Limited, Hitachi Ltd., Intuit, NEC Corporation, Sun Microsystems, Inc., Super Micro Computer Inc., Symantec, Verdiem Corporation.

Around the globe, the Climate Savers Computing Initiative is now active in United States, Japan, the Asia Pacific region, Australia and Europe. Climate Savers Computing membership continues to climb worldwide.

CSCI members have become part of a powerful collective voice demanding energy and cost-efficient computers. Participating manufacturers have come together in response to that demand, delivering more energy-efficient PCs, servers and power supplies than ever before. Till 2008, more than 650 power supplies, 700 desktop computers, 800 laptops and 45 workstations complied with Climate Savers Computing's Base technical specification. Further, there are more than 100 power supplies and 120 servers available that complied with the Initiative's Bronze specifications, and some vendors have already developed power supplies and systems compliant with the Silver and Bronze efficiency levels.

## **Climate Savers Computing Initiative in India**

### ***India Charter***

#### **An Initiative of Leading Companies:**

The Climate Savers Computing Initiative programmes in India are being backed by leading IT and industry organizations – CII (through its CII-ITC Centre of Excellence for Sustainable Development), Dell, Google, HP, Intel, MAIT, NASSCOM, MAIT, TERI and WWF. The goal of the new broad-based environmental effort is to help save energy and reduce greenhouse gas emissions by setting aggressive new targets for energy-efficient computers and components, and by promoting the adoption of energy-efficient computers and power management tools in the country.

#### **Computer Penetration in India:**

According to IDC's Worldwide Quarterly PC Tracker for 4Q08, there will be 4.1 million more desktop PCs and 2.4 million more notebook PCs in use in India in 2009. By 2010, the country's



installed base of PCs will reach 47 million units. It is projected that with growing computer penetration, especially in the smaller markets, energy usage will increase.

As per recent estimate, information and communications technology industries have placed emissions at 2 percent of total global emissions which is making CSCI a key campaign for engagement in ensuring energy efficiency gains.

**A Platform to Support:**

The consortium is asking businesses and individuals throughout the country to join with them to institute better power management of their computing equipment and purchase energy-efficient computers.

The India Charter of the Climate Savers Computing Initiative is to help achieve savings of Rs 2,250 crores in energy costs and reduce greenhouse gas emissions by 40 lakh tons over next three years – an amount equal to planting 4800 sq.km. of trees, a significant step in reduction of greenhouse emissions.

Computer and computer component manufacturers who support the initiative are committed to building energy-efficient products that meet or surpass the Energy Star® guidelines. Businesses must also commit to requiring high efficiency systems for the majority of their corporate desktop PCs and volume server purchases, and to deploy and use power management tools on desktop PCs. For example the association of Intel, Dell and HP will support CSCI in manufacturing high efficiency machines.

At the Individual level, CSCI can be supported by signing up at [www.climatesaverscomputing.org](http://www.climatesaverscomputing.org), where they will be able to pledge to purchase an initiative-certified system. Most consumers in India are not aware of the fact that modern computers come equipped with power management capabilities already built into them. The initiative will also help consumers learn how to take advantage of their existing computer's power-saving capabilities such as sleep and hibernate modes, which can reduce the amount of energy consumed by up to 60 percent.

**Climate Savers Computing Initiative – Goals in India**

- Deliver visible and measurable adoption of more energy efficient PC's and servers
- Drive the use of power management solutions for PC's and servers
- Influence and align with regulatory bodies, utilities and other key influencers (analysts, NGO's) to accelerate the usage of energy efficient computing