
How 'Green' Is Your Technology or Service Provider? A Gartner/WWF Joint Project

- Phase 1 Preliminary Results

(What follows is a subset of slides used at Gartner's US Spring Symposium in Las Vegas)

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SYMPOSIUM ITXPO[®] 2008



Emerging Trends

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Las Vegas, NV

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For more information about our research policies, processes and methodologies, please visit [Gartner Research Methodology](#) on gartner.com.

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Key Issues

1. What does being "green" mean in the IT industry?
2. How can the relative greenness of technology and service providers be assessed?

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Goals of the Gartner/World Wildlife Fund Environmental Assessment

- To provide a tool to end-user enterprises that gives them insight into the commitment, transparency, capabilities and effectiveness of IT and service providers related to:
 - Reducing the environmental impact of their business operations, supply chain, and their products and services
 - Innovating, collaborating and exploiting the use of Information and communications technology to tackle climate change
 - Their ability to exploit carbon dioxide reduction as a commercial and cost-saving opportunity for themselves and their customers
- To provide the independent, unbiased advice needed to cut through some of the greenwash.



Methodology and What It Recognizes

Methodology

- Survey instrument
 - 82 questions
 - Five categories
- Selected vendors invited to complete the survey
- All information was voluntarily provided by the respondents
- Vendors selected:
 - Cross section of markets
 - Cross section of geographical origins
 - Market share
 - Putting out messaging about their tackling climate change

What It Recognizes

- Longevity
- Transparency
- Action
- Measured aspiration
- Commitment to tackle climate change, within:
 - Business operations
 - Products and services
 - Supply chain
 - Customers



What the Assessment Is, and What It Is Not

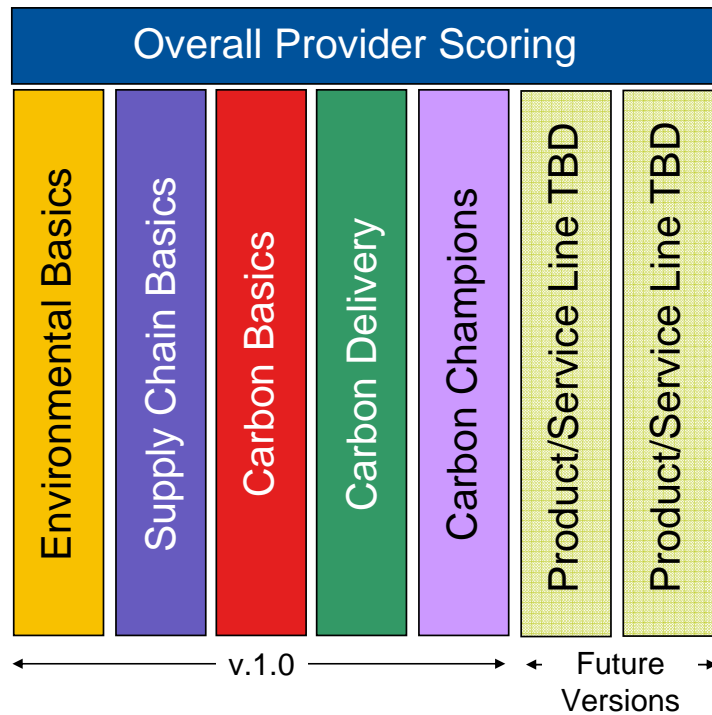
What It Is

- An assessment of strategic engagement in tackling climate change
- Assessment of elements of the high level environmental strategy
- Selective
 - Focuses on areas we feel are critical and where we believe there will be differentiation
- Common set of questions, regardless of whether the provider is hardware, software, services or all three
 - Different kinds of businesses will have different priorities
- Challenging

What It Is Not

- An assessment of measures to improve energy efficiency
- Complete analysis of all aspects of a provider's environmental program
- An environmental program audit
- A drill-down into particular lines of business
- The definitive statement of how good the provider's environmental program is

The Framework v.1.0



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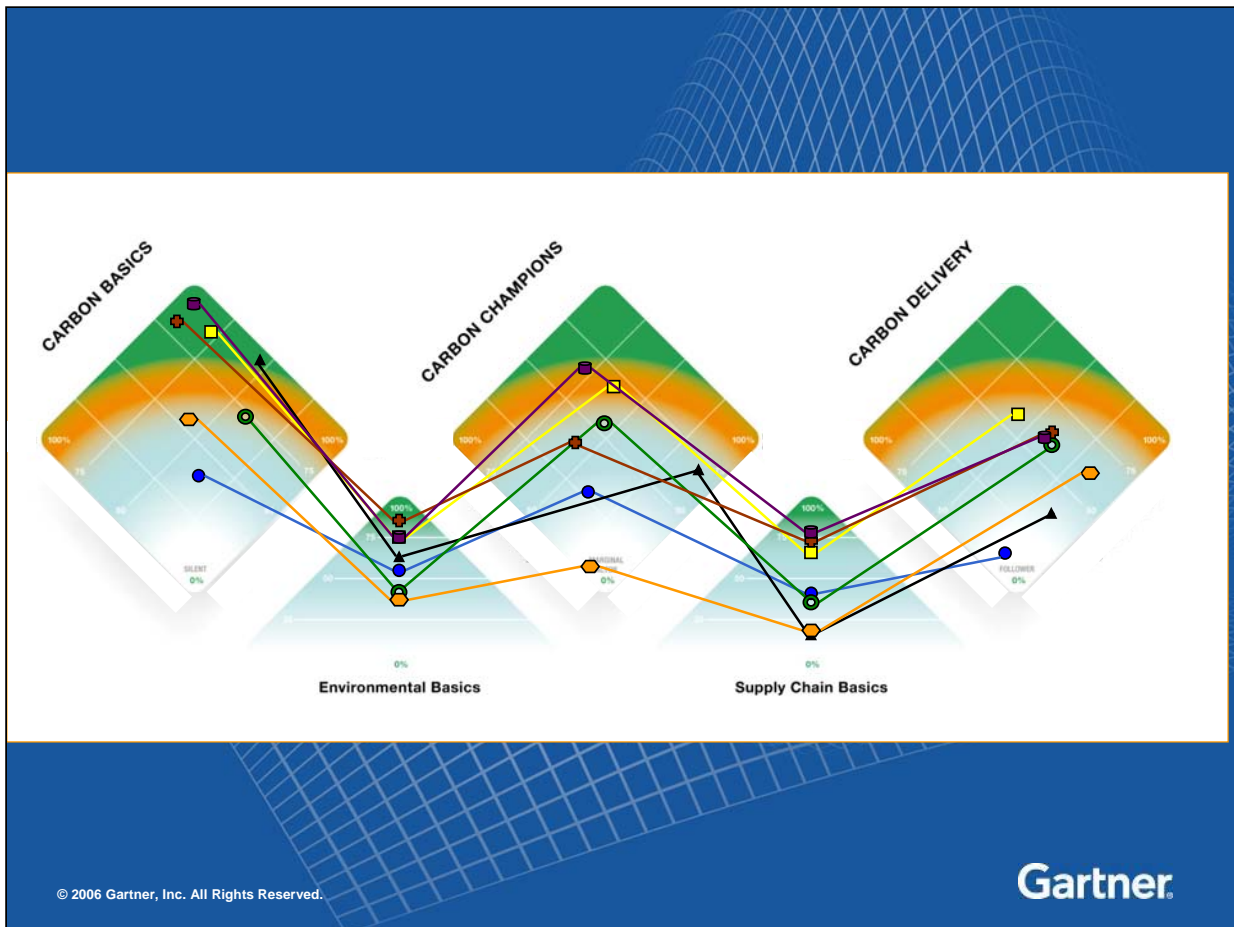
Comparing Responding Vendors

How to Use It

- Response is a positive sign.
- Use it to compare the progress and commitment to reducing environmental impact and tackling climate change.
- It is fair to compare and contrast similar businesses.
- Use it to start a discussion with your providers about their strengths, challenges and opportunities to improve.
- Monitor progress.

How Not to Use It

- Don't directly compare different businesses.
- Don't use it in isolation.
- Don't aggregate the scores.
- Ignore small scoring differences.
- Don't use it in isolation to assess the environmental merits of particular products or services.
- A relatively poor score does not necessarily make the program bad.



The Next Steps -

- Phases 2 and 3
- Report in the Summer

