



La sostenibilità' come sfida per l'impresa del futuro: l'impegno IBM

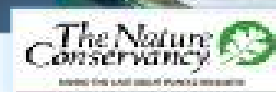
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Una Cultura di Innovazione

- ❖ Dedication to every client's success
- ❖ Trust and personal responsibility in all relationships
- ❖ Innovation that matters – for our company and for the world





Aumenta la disponibilita' di risorse

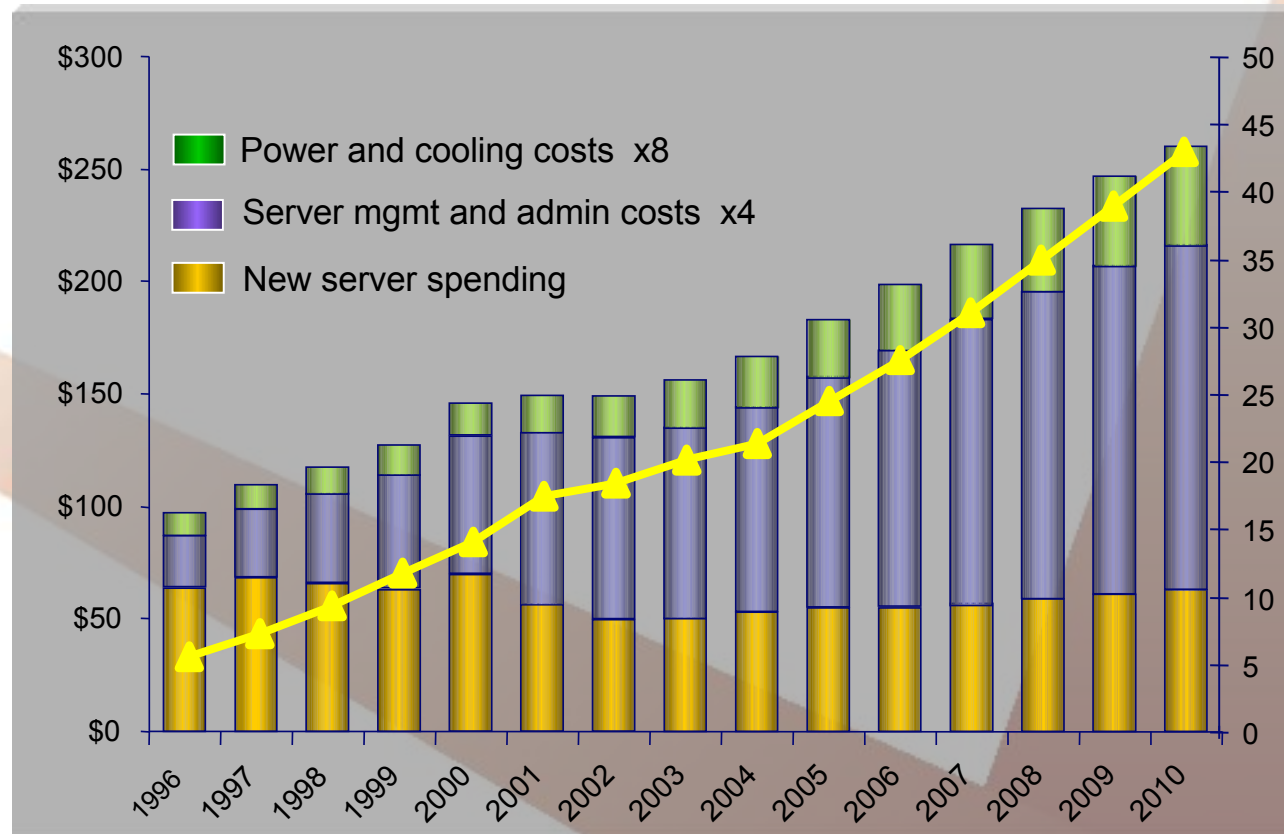
- cresce la potenza
- crescono i dati

Si riducono i costi di acquisizione

- 10x volumi
- stabile la spesa

Aumentano i costi

- di gestione (4x)
- e di consumo (8x)





Progetto BIG GREEN

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- **Mobilizzazione IBM su scala globale**
 - **Investimento di un miliardo l'anno**
 - **Approccio metodologico "a step"**



Progetto "Big Green"

1 Billion \$ allocato ogni anno per accelerare lo sviluppo di servizi e tecnologie "green":

- Sviluppo di soluzioni tecnologiche composte da hdw, sfw e servizi con l'obiettivo di ridurre i consumi IT.

- Sviluppo metodologie e competenze per servizi e consulenza in ambito "Green".

Premi e Riconoscimenti

BEST Workplaces for Commuters™
FORTUNE 500 Top 20
2004, 2005, 2006

CLIMATE LEADERS
U.S. Environmental Protection Agency
2005

WWF

2008 Top 12 GREEN-IT COMPANIES

USEPA Climate Protection Award
1998 and 2006

Green Power Purchaser Award
2006

The Climate Group
2005

Gli sforzi di IBM sono pubblicati e verificati

Computer Program Charter Member
1992

ENERGY STAR

WWF
Charter Member 2000

CCX
Chicago Climate Exchange
Charter member 2003

SmartWay Transport Partnership
U.S. Environmental Protection Agency

PER CENTER
Global CLIMATE COUNCIL

CLIMATE LEADERS
U.S. Environmental Protection Agency
Charter Member 2002

WRI Green Power Market Development Group
Charter member 2000

Carbon Disclosure Project
Since inception

1605(b) voluntary emissions reporting
since 1995

Prime azioni e risultati

40% Tra il 1990 e il 2005 le iniziative IBM di risparmio energetico hanno ridotto o evitato le emissioni di CO₂ per un ammontare pari al **40%** delle emissioni IBM relative al 1990.

Obiettivi futuri

12% Dal 2005 al 2012: Ulteriore riduzione delle emissioni di CO₂ dovute al proprio consumo di energia del **12%**. Questo a fronte di un raddoppio previsto nei consumi ICT.



IBM as a Case Study

- 42% of IBM's employees do not regularly come into an office saving \$100M annually in real estate costs
- Last year IBM saved \$97M in travel costs by using online collaboration instead.

- IBM is doubling the computing capacity of its IT centers from 2007 to 2010 w/o increasing energy use
- IBM is providing its IT to enable research on climate change and water management

- IBM has produced an annual corporate environmental report since 1990
- IBM's comprehensive global environmental management system in place since 1970s

- IBM established product stewardship program 1991
- Resulted in industry-leading Product Design for the Environment (DfE) and product recycling practices

- IBM has decreased its generation of hazardous waste 94.7% since 1987
- IBM reduced its PFC emissions from chip mfg. by 32.7% since 1995

- 1990-2007, avoided energy-use-CO2 emissions equivalent to 45% of IBM's 1990 energy use, average saving of \$18.2 million per year in utility cost

