Green IT Initiative in Japan

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1. IT's contribution to conserving energy in Society



O One calculation says · · · Green IT can reduce 130million tons in 2025 from BAU in Japan.



(cf. Japan's Emission(exclude LULUCF) was 1,374 million tons CO2 equivalent in 2007)

3. Green IT Initiative in Japan

•Establishment of the Green IT Promotion Council (February, 2008)

IT-related industry groups, research institutes, universities, government bodies, and others work together to promote Green IT

Strengthen Cooperation among Industry, Academia, and Government

Government's Role

- Assist the development of innovative technologies
- Promote the dissemination of energy-efficient technologies and products
- Standardization of measuring environmental contributions

International Partnerships and Collaborations

- Hold international symposiums
- Collaboration with overseas organizations
 - •Government and industries of U.S. , Europe and Asia

4. Cooperation with the U.S. and EU

O Japan's Green IT Promotion Council exchanged an MOU with its U.S. counterparts.

O In March 2009, Japan, the U.S. and EU held a government and private-sector joint work shop for establishing new standards for a datacenter.



5. Asia Knowledge Economy Initiative

O At the AEM-METI meeting in September 2008, METI proposed the Asia Knowledge Economy Initiative, which includes a future-oriented project centered on Green IT, making use of Japan's experience.

- Dispatch a Green IT Mission
- Introduce best practices
- Measure the potential energy savings through IT for factories and buildings
- Hold seminars within Asia





6. International collaboration and cooperation with Asia

O In January 2009, Green IT promotion council signed an MOU with Green Business IT Council of Korea.
O In February 2009, international seminars were held in Singapore and Malaysia.

[Cooperation with Korea]



[Seminars in Singapore and Malaysia]



7. Asia Green IT Forum

O The First Asia Green IT Forum was held on October 6 2009, bringing together delegates from governments and industries of eight Asian countries (Japan, China, Korea, India, Malaysia, Singapore, Thailand, and Vietnam).
O The participants issued a joint statement to enhance their future cooperation.

[Asia Green IT Forum]



- < Specific items of common understanding >
- Importance of green IT in combating global warming
- ② Mutual cooperation in Asia for green IT activities
- ③ Forum continuation and sharing information among countries

8. Discussion Points for the future

(1)Mechanism to Assess Contributions of Green IT

O We need a mechanism that provides accurate assessments of private sector efforts to proactively market energy-efficient products and services.



8. Discussion Points for the future

②Supply Chain Efforts



Environmental impact of IT should be measured throughout the product life cycle

> Japanese researchers and industry are working on this issue

8. Discussion Points for the future

③Demand Side Management



OIT can be the key on the demand side. OBut how to reward efforts? OHow to measure contribution of each actor ? OHow to divide reward among interested parties ?