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CEO Spotlight

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The “Greening” of Outsourcing

CIOs and CTOs now have to seriously think about – IT’s impact on the climate and our world ecosystem.

Ultimately, it is our planet and we have to leave behind a legacy for our future generations!

In addition to rethinking strategies and plans to survive the worst recession in living history, the current economic recession is making CIOs and CTOs think about another issue – IT's impact on the climate and our world ecosystem.

A follow-up agreement to the Kyoto Protocol is set to establish global emissions limits and most Governments are signing-up to it. Governments across the world have woken up to the danger and are in the process of implementing strict reductions in greenhouse gas emissions, introducing carbon regulations and asking businesses to improve their carbon emission records. This will affect every business, from increasing cost of electricity to changing the products that they procure and use.

For IT departments, the obvious area to start focusing on is energy costs. Reducing electricity frees up cash for other IT investments. Large service providers like IBM, Accenture, HP, Infosys, Fujitsu, Wipro and others are consciously trying to reduce their data centers' requirements for electricity. Most companies are not aware of how to get started on this problem in the first place. Many know that the first step is to start with measuring their carbon emission usage across the business. Many are developing in-house tools to monitor their carbon footprint. Measures can then be put in place to reduce and offset the same. Organizations have taken the first steps towards this goal by conducting periodic audits of their carbon emissions. They have also started switching to more efficient IT products like more energy efficient servers, reduction of their utility bills by using more environment friendly options and educating their employees.

In the interest of everyone, these measures have to be encouraged and applauded and the people and organizations behind it rewarded. Ultimately, it is our Earth and we have to leave behind a legacy for our future generations!

If you have any questions or comments about this article please contact at avi@tholons.com