



ICT and High Tech Join Forces to Tackle Energy Efficiency and Low Carbon Economy

Brussels Tuesday 23 February - Four of Europe's leading industry associations, representing the global ICT and high tech sectors, have joined forces to drive global energy efficiency initiatives and launch an industry-led ICT for Energy Efficiency (ICT4EE) Forum in Europe.

DIGITALEUROPE, TechAmerica Europe, Japan Business Council Europe (JBCE) and the Global e-Sustainability Initiative (GeSI) have agreed to work together and coordinate a sectoral and global approach to ICT4EE.

The official ICT4EE Forum Launch will take place at the European Commission's High Level Event on the same topic today, 23 February 2010.

Industry stakeholders plan to sign a Memorandum of Understanding in the presence of the European Commission's representative, Dr. Zoran Stančić, Deputy General Director of DG Information Society. In addition, the Forum will present its roadmap for managing energy-efficiency in ICT and high tech processes, as well as convene introductory plenary sessions detailing the Forum's Working Groups' focus for the next 3 years.

DIGITALEUROPE's Director-General, Bridget Cosgrave says ICT will play a critical role in delivering energy efficiencies and low carbon solutions - not only within the ICT sector, but also across other sectors including transport and logistics, building and construction and energy supply.

"DIGITALEUROPE and its partners have proactively responded to the European Commission's call to action by bringing together the leading ICT and high tech sector associations: TechAmerica Europe, GeSI and JBCE to create an ICT4EE platform. The associations are uniquely and strategically placed to deploy energy efficient technologies. The ICT4EE Forum will be a driving force for change."

James Lovegrove, Managing Director, TechAmerica Europe says the ICT4EE initiative is important to TechAmerica Europe members and demonstrates the High Tech sector's big picture approach to climate issues.

"TechAmerica Europe welcomes the launch of the ICT4EE Forum. Our broad membership of high tech companies provides products and solutions that, if correctly harnessed, can make an enormous contribution to energy efficiency, and subsequent savings in CO² emissions. Through this Forum we embrace the chance to work with all stakeholders to demonstrate these technologies, and that we are part of the solution to these big environmental challenges."

"Companies represented by JBCE, European companies of Japanese parentage, have been developing ICT technologies and equipment for improving energy efficiency, and integrating them into business operations. JBCE and its members are ready to contribute to "greening" Europe through the work of the Forum, based on their experiences and technologies. Collaborating with our partners, and a wide range of stakeholders, we hope we can propose viable solutions to challenges for realising a competitive industry, and sustainable future," explains, Takuya Fukumoto, Secretary General, Japan Business Council in Europe.

The European Commission has instated a high level independent expert panel to monitor and verify the ICT4EE Forum's work. This expert panel will issue an annual opinion and will report its findings at an open Stakeholder Plenary.

Corresponding to the European Commission's Recommendation, "Mobilising Information and Communication Technologies to facilitate the transition to an energy-efficient, low-carbon economy," the ICT4EE Forum's 3 Working Groups have undertaken a specific mandate for the next 3 years. Working Groups will kick-off at the end of March 2010.

The ultimate goal is to deliver a harmonised, coordinated, and global approach from the ICT and high tech sectors to support the European Commission's Recommendation on ICT4EE. And, more broadly to link digital technology to EU climate and energy policies, as well as a sustainable economic development model for European society.

Luis Neves, GeSI Chairman, who will present the opening keynote at the ICT4EE Forum launch, highlights the importance of a partnership between industry and government in delivering not only sustainable development models, but ultimately returns for European consumers.

Mr. Neves states, "Policy makers can help shape ICT's role so we can re-define business as usual and address ways of reducing carbon output. At the same time, industry can meet the increasing global consumer demand for higher-powered ICT products and services. This approach is essential to foster future investment and support the diffusion of low-carbon enabling technologies. I ask policy makers to prioritise the role ICT plays and to help lay the foundation for a more sustainable and harmonious future for all."

The primary objectives of the ICT4EE Forum are threefold:

- To demonstrate the commitment of the ICT sector to work in partnership to deliver energy efficient ICT solutions in other sectors of the economy and demonstrate leadership in managing the energy efficiency of its own processes through delivery of its 3 year roadmap.
- To help ensure a coordinated approach from the ICT sector to policy recommendations on ICT4EE, climate and energy policies.
- To support the development of informed and coordinated policy-making on the ICT4EE agenda in the European Commission, European Parliament and within Member States.

The key outcomes of the Forum will include:

- Improved energy-efficiency of ICT processes in advance of the EU 20-20-20 targets and;
- Greater deployment of ICT and high tech solutions as the key to unlocking energy-saving potential in other sectors.

Ends

For more information, please visit: www.ict4ee.eu or contact: ict4ee@digitaleurope.org

Media Enquiries:

Natalia KUROP – DIGITALEUROPE, Director, Communications & Marketing

T. +32 2 609 53 26 >> F. +32 2 609 53 39 >> M. +32 487 34 05 71 >> E.

natalia.kurop@digitaleurope.org

ABOUT ICT4EE Forum Partners

The Japan Business Council in Europe was established in 1999 as the representative organisation of Japanese companies operating in the European Union. Our membership consists of more than 60 leading multinational corporations that are active across a wide range of sectors, including electronics, automotive, and chemical manufacturing. The key goal of JBCE is to contribute to EU public policy in a positive and constructive way. In doing this, we can draw upon the expertise and experience of our member companies. More information at: www.jbce.org

GeSI (Global e-Sustainability Initiative)

GeSI is an international strategic partnership of ICT companies and industry associations committed to creating and promoting technologies as well as practices that foster economic, environmental, and social sustainability and drive economic growth and productivity. Formed in 2001, GeSI fosters global and open cooperation, informs the public of its members' voluntary actions to improve their sustainability performance and promotes technologies that foster sustainable development. More information at: www.gesi.org

TechAmerica Europe represents leading European high-tech operations with US parentage. Collectively we invest Euro 100 bn in Europe and employ approximately 500,000 Europeans. TechAmerica Europe Member companies are active throughout the high-technology spectrum, from software, semiconductors and computers to Internet technology, advanced electronics and telecommunications systems and services. Our parent company, the TechAmerica (formerly AeA and ITAA), is the oldest and largest high-tech association in the US. More information at: www.techamerica.org/europe

DIGITALEUROPE is the pre-eminent advocacy group of the European digital economy acting on behalf of the information technology, consumer electronics and telecommunications sectors. We are dedicated to improving the business environment, and to promoting industry's contribution to economic growth and social progress in the European Union. DIGITALEUROPE's members include 58 leading corporations and 40 national trade associations from all the Member States of EU; altogether 10,000 companies with 2 million employees and €1,000 billion in revenues. You can learn more about our activities via <http://www.digitaleurope.org>