

**A: Does your company have a CO2 target to reduce your corporate carbon footprint? (please select one answer)**  
(Respondents could only choose a single response)

	%
Yes, it is a core part of our ongoing business strategy	24.04
Yes, but it's not a priority at the moment	7.69
Nothing planned as yet but we're thinking about it	36.54
Nothing planned at all, it's not on the radar	18.27
What's a carbon footprint?	0.96
No idea	12.50
	100.00

**B: Whether you have one or not, do you think tackling the carbon footprint of your IT systems should be a core part of a green business strategy? (please select one answer)**  
(Respondents could only choose a single response)

	%
Yes certainly, it's a primary contributor to my company's carbon footprint	35.29
Yes, but I don't know how much it contributes compared to say, leaving on the lights at night	43.14
I guess so	12.75
Not really, we don't have that much IT equipment so it only makes up a small proportion of our footprint	5.88
Not really, we already offset our footprint so don't need to worry	0.98
Not really, there's too much else to focus on now and it's not currently a concern	1.96
	100.00

**C: What are you doing to reduce your IT carbon footprint? (please tick all answers that apply)**  
(Respondents were allowed to choose multiple responses)

	%
We will re-architect our infrastructure to work in a more energy efficient way	6.11
Buying individual products that require less energy to achieve the same effect as their predecessors	15.72
Monitoring energy consumption across our IT infrastructure on an ongoing basis against pre-set targets	6.55
Actively finding external service providers who are offering greener solutions as part of their service such as hosting providers & ISPs	6.99
Using a carbon offset scheme	3.93
Exploring server virtualisation to maximise equipment use	10.92
Exploring CPU virtualisation	4.37
Exploring storage virtualisation	4.80
Exploring appliance virtualisation (load balancers, security, etc)	4.37
Turning off systems that are not in use	29.69
We're not doing anything at the moment	6.55
	100.00

**D: Do you purchase renewable energy? (please select one answer)**  
(Respondents could only choose a single response)

	%
Yes, we work with energy suppliers to actively purchase renewably generated electricity and bio fuels	6.19
We do where it is offered	18.56
We would like to but we cannot get the supply from our energy supplier	23.70
We have not considered it	45.36
No, it is not important to us	6.19
	100.00

**E: Does your company link ICT purchasing to utility purchasing, i.e. does the person who buys your IT kit also buy your energy? (please select one answer)**  
(Respondents could only choose a single response)

	%
Yes, the same person does both and always considers both factors when buying	14.58
Yes, the same person does both but we haven't really considered the two factors in tandem before when purchasing	8.33
Yes, but there are different people for each purchase although they work closely together to select the best product across these two factors	6.25
No, never really linked the two together before	48.96
No idea	21.88
	100.00

**F: What % of your equipment is turned off at night? (please select one answer)**  
(Respondents could only choose a single response)

	%
None	1.04
Less than 5%	3.13
6-10%	4.17
11-20%	5.21
21-30%	6.25
31-40%	5.21
41-50%	2.08
Over half	19.79
Most of it	32.29
No idea	20.83
	100.00

**G: How efficient would you say your IT systems are operating today, in terms of overall power, space & cooling consumption? (please select one answer)**

(Respondents could only choose a single response)

	%
Efficiently; we have utilisation targets to ensure the systems we use are used as efficiently as possible and we are actively replacing legacy systems with greener replacements	4.30
They are OK, we control efficiency by limiting the budgets that IT have to work with	10.75
Probably not very, we would like to be more efficient, but the business is growing fast and we have to react to business drivers first	25.81
We don't know, we have not checked	27.96
We're not efficient but it's simply not a focus at the moment	4.30
We're not efficient overall and need to do something about it but don't know what to do	4.30
Sorry, no idea	22.58

100.00

**H: Are you actively looking at consolidating your Data Centre equipment to reduce your heat/power/cooling demands? (please tick all answers that apply)**

(Respondents were allowed to choose multiple responses)

	%
Yes, our overall systems efficiency needs improving in general	12.96
Yes, we need to offset rising costs in this area through hardware and energy consolidation	6.48
Yes, we want to improve our IT carbon footprint	17.59
Yes, constraints in power/space/cooling in our data centre are inhibiting the deployment of new IT Services so we have no choice but to consolidate	7.41
No, no need at the moment, everything's running well and within budget	12.04
We could consolidate to improve efficiency but it's not a priority at the moment	15.74
Don't use a data centre facility for our IT systems	27.78

100.00

**I: Should end users be asking for energy efficient/carbon neutral proposals from their IT suppliers? (please select one answer)**

(Respondents could only choose a single response)

	%
Yes, all the time, it's best business practice	29.47
Yes, but it's not feasible all the time so only where applicable	43.16
No, it's not as important as the solution itself	11.58
Don't know	15.79

100.00

**J: What impact do you think moving to a greener infrastructure will have on your IT budget? (please select one answer)**

(Respondents could only choose a single response)

	%
Products will be more expensive so my budget will have to increase a lot	8.42
Products will be more expensive so my budget will have to increase a little	23.16
I am expecting prices to stay the same, no difference	14.74
Overall, costs should come down	17.89
I am expecting prices to rise initially and then come down as Greener technologies become the norm	35.79

100.00

**K: Government targets have been set to reduce CO2 emissions by 20% before 2010. Do you think IT suppliers should improve their products to match this saving before the deadline?**

(please select one answer)

	%
Yes, without doubt	64.21
They should try and smash this target to, say, 30%	16.84
They should try to get as near as possible as it's an ambitious target in such a short timeframe. 10-15% would do	12.64
A small saving, say 5% for example, would be better than nothing as it's far more realistic	5.26
I don't think they should worry about it until after the deadline	1.05

100.00

**L: What do you think the government should do to encourage and support greener technology?**

(please tick all answers that apply)

	%
3 Tax breaks for suppliers	22.75
1 Tax breaks for buyers	30.20
2 More education through the press, events, white papers, guides, etc	25.49
4 They should introduce a regulation, like a ISO9000 green equivalent	21.17
Nothing, they're doing enough	0.39

100.00

The Green Technology Initiative is a knowledge forum for the IT community to learn and share experiences on how to reduce the environmental impact of powering and operating IT infrastructure.

It undertook the Green IT Awareness Research to understand how aware and active IT managers are in tackling corporate IT carbon footprint today.

Over 100 UK IT managers, consultants, network and general managers completed the research during April and May 2007.

<http://www.greentechnologyinitiative.org/>