

OPPORTUNITIES AND CHALLENGES OF GREENING ICT

A roundtable organised by the Greening Europe Forum
with media partner *Europe's World*

Thursday 31 March 2011 - Bibliothèque Solvay, Brussels

11.30 – 12.00 *Welcome and registration of participants*

12.00 – 13.15 **GOALS AND RULES FOR AN ICT REVOLUTION IN EUROPE**

Cloud computing uses the virtual space of the internet to share computerised resources, applications, software and information with individuals and companies. By storing these resources on the internet the system becomes a public utility service comparable to electricity. Advocates claim it is the next major revolution in ICT, but how will it affect such key areas of society as health care, education, transport or the environment? Will cloud computing be a tool for the EU's 2020 strategy to restore Europe's flagging innovation and competitiveness drive? What sort of regulatory framework is now needed if this new ICT revolution is to take off?

Introductory discussants include:

Robert Madelin European Commission Director General for Information, Society & Media
Niels Soelberg Microsoft Vice-President Public Sector Sales Europe, Middle East and Africa
Bert Jansen Project Manager Eye on Earth, European Environment Agency (EEA)

13.15 – 14.15 *Lunch*

14.15 – 15.30 **MAKING CLOUD COMPUTING GREEN**

Cloud computing looks set to help tackle sustainability problems ranging from climate monitoring to traffic control, and its enthusiasts say it can help businesses save money in many ways; an end to expensive in-house servers, far fewer face-to-face meetings and more tele-working, as well as considerable energy savings. But could the massive data centres pose energy and environmental challenges? What needs to be done to ensure providers of these services reduce their energy use and environmental impact?

Introductory discussants include:

Arthur Mickoleit Policy Analyst, Information Economy Group, OECD
Dennis Pamlin Director, Low-Carbon Leaders at the UN Global Compact and Senior Associate at the Chinese Academy of Social Sciences (CASS)
Peter Thomond Senior Consultant & Research Manager at The Think Play Do Group at Imperial College London
Molly Webb Head of Smart Technology, The Climate Group

Co-moderated by **Giles Merritt**, Secretary General of *Friends of Europe* and **Willy De Backer**, Head of the Greening Europe Forum of *Friends of Europe*

15.30 *End of Roundtable*



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