

Green IT: what is it and why is it in the spotlight?

What is green IT?

Green IT refers to a global movement in Information Technology to reduce the effects of technology consumption on productive chains and ecosystems.

The concept involves a set of more ecological practices, including **cloud storage**, improved energy consumption, modernization of equipment to increase its useful life, and efficient disposal policy.

In a broader context, green IT is part of a movement to raise awareness about the seriousness of climate change and the need to restructure production chains, from the extraction of raw materials to the disposal of materials, contributing to **a circular and regenerative economy**.

How do I turn my IT into a green IT?

Implementation does not automatically guarantee its green stamp: it is necessary to obtain international certification in a judicial process that demands frequent measurements.

To achieve green IT status, it must comply with ISO 14001, which determines an environmental management system's requirements. The standard is responsible for measuring the impact of several businesses on the environment.

Why you should pay attention to this

Over time, technological advances have always required a lot of resilience from terrestrial ecosystems. This goes from the era of big machines in industrial factories to computers, peripherals, and electronic components in the digital age.

The impact, of course, is different. But it is part of the current effort to combat climate change to implement even more bold measures to make up for the lost time.

A Gartner study from 2007 estimates that the IT industry was responsible for about 2% of carbon dioxide (CO₂) emissions into the atmosphere. As the main protagonist of these figures is the high energy consumption resulting from the equipment production process.

Technological progress helps us to discover solutions that also preserve the environment. But a data as evident as this is also a clear opportunity to reduce the technological footprint.

In addition, in the face of all the business world movement towards ESG criteria, adopting good sustainability practices in IT departments has become a strategic commitment for the entire organization.

What are the benefits of Green IT?

In addition to environmental ethics, there is an economic return from having sustainable management of your IT sector, making the strategy interesting for organizations of all types and sizes.

It is natural for companies with a more modest budget to have difficulty implementing green initiatives; after all, an initial investment is necessary. But as the actions are carried out, the gains in efficiency, productivity, and cost reduction are evident. This saving generates cash flow for new improvements.

That said, for smaller companies, consolidating these sustainable practices, even on a small and micro-scale, sets the stage for significant changes according to the development of these organizations.

Besides, having green IT gives companies strategic positioning, which shows the industry its ability to understand society's values. The "seal" also improves the reputation of the organization, which is always helpful to attract investors;

In summary, some of the advantages of Green IT are:

- Reduced and more intelligent energy consumption
- Increased space in the cloud by freeing space
- Reduced cost of the equipment with local servers
- Modernization of equipment and more extended maintenance periods
- Increase in performance and productivity
- Valuing the brand, image, and reputation