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Green IT for different reasons. Pollution in manufacturing or disposal. Save energy costs. IT directors pressure to save money, increase efficiency. meet environmental standards do all at almost zero cost, if capital outlay on Green IT offset against savings in future.. Corporations changing their hardware, better software, improving operating environment, increasing recycling and encouraging work more efficiently. Greening of IT improve corporate image, customer loyalty, staff retention and productivity. IT, real estate example, electricity bills for office block and financial incentive for the IT department. Save the planet by reducing energy on paper printing and travel. Electrical power used in gadgets, computers and other equipment: mobile phone power supplies, wireless router, computers, plasma screens, digital TV receivers and so on. 1 trillion kilowatt hours of electricity was used last year to power the web 5.3% of all global power use and 9.4% of electricity consumption in the US. Video by futurist keynote conference speaker Patrick Dixon. Web traffic will grow 40-100 times over next 15 years, mainly as a result of video on demand. Web servers consume more than 1% of global electricity, growing 14-20% a year. 50,000 square feet data centre uses 5 megawatts enough to power more than 5,000 homes. Web servers in large data centres across America use the equivalent of a full years output from seven 1,000 megawatt power plants. Green IT means more efficient power supplies; power management software (Windows Server 2008, but Linux does better); more efficient chips; better cooling systems; better use of fibre-optics, turning additional servers on and off, adjusting cooling systems to the numbers of servers actually active; separate sections of IT rooms at different ambient temperatures; placing air conditioning units closer; using heat exchangers to cool server farms and low energy lighting. Virtual Servers to save energy. Virtual setup allows multiple operating systems and applications to run on same computers not x86 computer hardware. IT infrastructure sharing servers like Norton / Symantec for backup. Plasma screens use four times as much energy as old cathode ray tube displays / TVs. Equipment left on standby which wastes 5 million tons of CO2 every year in the US alone. Attention to disposal and recycling reducing the amount of toxins used in manufacture, reducing lead, cadmium and other pollutants in circuit boards, connectors, batteries and components, and enabling 100% capture after disposal. Hazard reduction in manufacture. More than 1,000 chemicals used during electronics production, such as lead, mercury and cadmium, have been linked to cancer, reproductive problems and other illnesses. Apple has banned a long list of toxic substances from its products, including asbestos, cadmium, mercury and lead. In 2006, the company stopped using CRT monitors, which contain lead oxide and barium. Apple also removed lead from its batteries and has ended use of brominated flame retardants and polyvinyl chloride. Intel has already reduced use of substances which contribute to global warming and is working to replace isopropyl alcohol, a volatile solvent known to contribute to smog, used to clean the edge of silicon wafers during manufacturing. Hewlett-Packard has taken a lead, with 250 million pounds of hardware and print cartridges recovered in 2007, double the previous year. Their target is to reuse 2 billion pounds of products by the end of 2010.

See more from: [Patrick Dixon on YouTube](#)

Many more [Global Warming Videos by Futurist](#) Dr Patrick Dixon and [Sustainability](#) book.

## Articles and Videos on Global Warming

Here are more resources on this site that you may find helpful.

[True Cost of Global Warming](#)

[How business will help solve global warming with green technology](#)

[CARBON DIET to save the World](#)

[Global Warming - Science Summary](#)

[Future of Oil Prices: Middle East, global economy](#)

[Roof Gardens Impact on Energy Saving](#)

[Biofuels Controversy and Climate Change](#)

[Iceland Volcano Eruption - Geothermal Power Potential](#)

[Energy Use Consulting - Boom Industry](#)

[Smart Power Regulation - Energy Saving](#)

[Green Technology Innovation Awards Chaired by Patrick Dixon](#)

[Product Exchanges and Climate Change](#)

[Wind Turbines and Global Warming](#)

[Solar Cell Roofing and Climate Change](#)

[Low Energy Streetlights and Global Warming](#)

[Polymer Cement - to save 2% global CO2](#)

[Carbon Capture - Climate Change Business](#)

[Future of Oil Industry when will oil run out? Kuwait and region](#)

[Heat Pumps - to prevent global warming](#)

[Cost of global warming - practical answers](#)

[The \\$40 trillion climate change business](#)

[Impact of Global Warming on Human Life](#)

[The Future of the Environment](#)

[Green Technologies innovation will help with climate change](#)

[Sustainability, climate change and crazy biofuels policy](#)

[Sustainability: innovation will help save world. Sustainable business future](#)

[Sustainable business: \\$40 trillion green tech boom will help save world](#)

[How Green IT saves money and energy, improves image and environment - keynote](#)

[Water Wars Risk? Futurist Q&A with Patrick Dixon](#)

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[Economic Growth Limits? Sustainability. FUTURIST Q&A](#)