

## 2.1.5 Case Studies

<b>Case</b>
Use of ICT in Achieving a Green Olympics
HP's Green ICT

### 1. Use of ICT in Achieving a Green Olympics

#### ICT in Beijing Olympic Games

In order to achieve a Green Olympics, ICT played a significant role in minimizing the impact of the Olympics on the environment.

Firstly, high-bandwidth networks allowed video content to be transferred from Beijing to New York for NBC Universal, the broadcaster which held exclusive U.S. media rights to the Olympic Games, for coverage of the events. As such, shot selectors and editors, which numbered to about 400 people, did not have to relocate themselves to the games venue at Beijing.

Remote access was also enabled to the Commentator Information System, a Java-based system which allowed the broadcasters to obtain real-time results and data feeds in their country of operation (Steven, 2008). These ICT applications greatly reduced the need for travel, thereby saving on the estimated 800 airplane trips and fuel energy required (Cisco, 2008).

In constructing new facilities to host the games, a form of Smart Building System known as the Metasys Building Management Systems were embedded into the designs (Milwaukee, 2008). Such smart systems incorporated an Internet Protocol(IP)-based network that combined networks carrying building information systems with networks that carried voice and data (Ong, 2008). The management of all the information systems in a building through a centralised control room helped to save on power consumption and thus reduced the footprint on the environment.

### 2. HP's Green ICT

*"If we provide the most efficient solutions that both reduce costs and environmental impact it obviously puts us in a very good position as the [CC:green ICT] market grows,"* says Zoe McMahon, HP's environmental strategy manager.

HP commits itself to reducing the environmental impacts of its products and operations by focusing on **su** **stainable IT products**.

#### Sustainable IT products

- **Client Equipment - Energy Consumption**

HP aims to reduce energy consumption by developing several low-energy technologies as follows:

<b>Low-energy Computers</b>	<b>Thin client technology can reduce power consumption by more than 80 percent compared to a typical desktop system.</b>
<b>Computer components</b>	<b>Low-energy processors, the HP BIOS, and power supplies.</b>
<b>Printers</b>	<b>HP LaserJet printers and new HP inkjet printers automatically transit to a sleep mode when inactive for a period of time and consume less than 1W in off mode.</b>
<b>Internet communication</b>	<b>Enables face-to-face meetings without the associated travel</b>

- **Data Centers**

HP has several products that reduce energy consumption in data centers, including:

- 1) Servers
- 2) Storage
- 3) Network

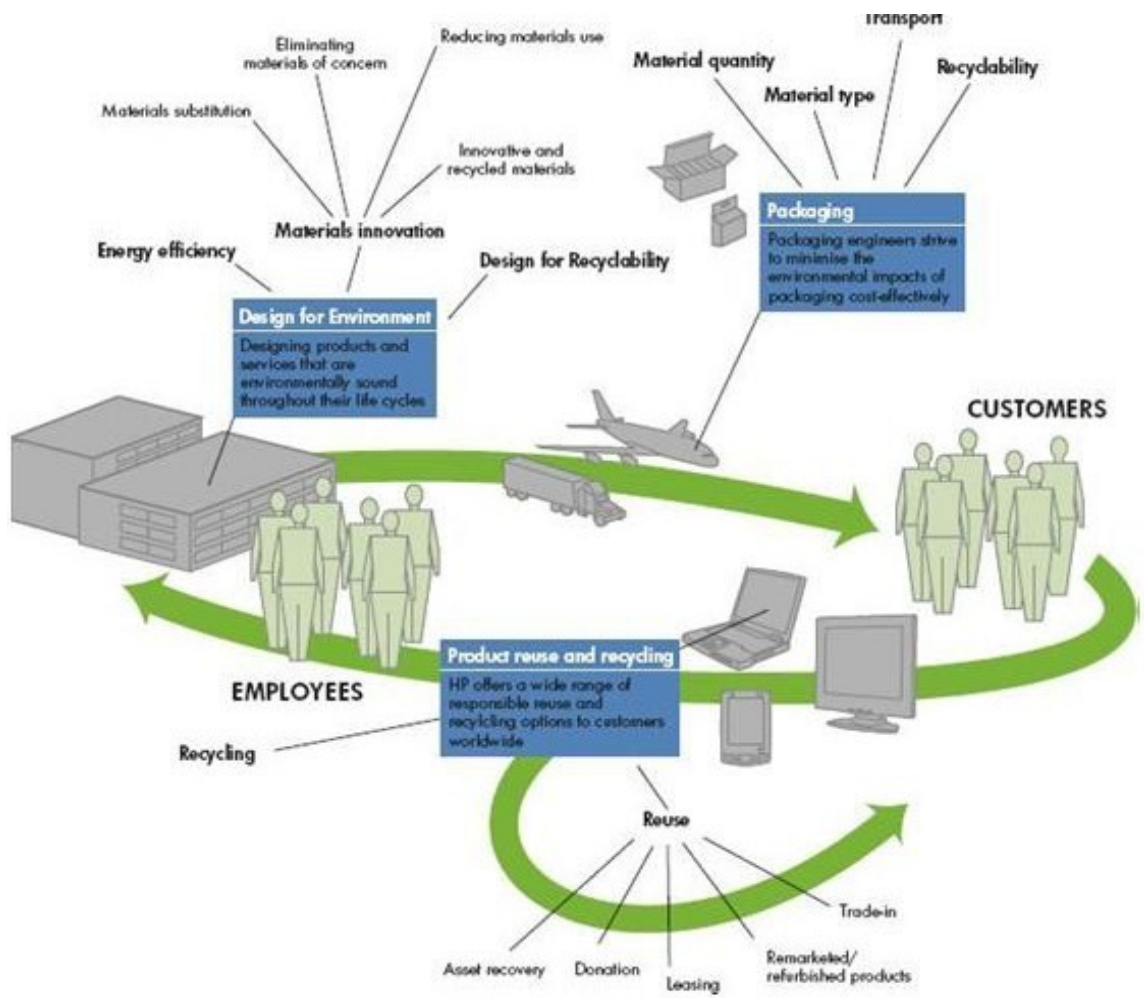


Figure: HP's activities that contribute to Sustainable IT  
 Source: Hewlett-Packard Development Company (2006)

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## References

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