

Workshop on Climate Friendly Handling of Data

Organizers: Climate ICT Denmark, Danish IT Industry Association

Proper energy handling of large amounts of data, presents a major and global beneficial impact on the climate.

The Danish NGO "Climate ICT" and the Danish IT Industry Association will jointly present the current leadership opportunities for green and economically profitable management of data and server storage.

What is best practice? How can organizations cut costs by investing in green technology? How will the next generation climate-friendly data centers look like? And what is science contribution towards a greener future?

The target audience are IT managers, market leaders and opinion makers with an interest in green data service. The aim of the conference is to inspire and provide practical solutions how to save energy - right now and in the future. Participants can draw direct parallels to implementing green it within their own organization.

The workshop will be held on Thursday 28 May, 09.00 at Marienlyst in Helsingør, Denmark. It is a separate event, but is held in connection with the High Level Conference on "ICTs, the Environment and Climate Change" organized by the OECD and the Danish Ministry of Science, Technology and Innovation.

The workshop will be presented in English. Lecturers will include national and international researchers and cases. The workshop will, through research and practical cases illustrate different approaches to climate-friendly data management from Scandinavia and around the world.

The workshop will be an event of the year regarding server and data storage. The content is based on relevant case studies and research inputs and provides possible solutions on how to manage some of the issues within the field of green ICT, including

- How much is our CO2 emission reduced – How green is our organization ?
- How much energy can we save? - How financially beneficial can green ICT become?
- What is best practice - What is the present and what does the future promise?
- How we implement green ICT - Can we change "tomorrow"?

The workshop can seat 70 participants.

Price including lunch buffet and networks lounge

For members of Climate ICT or the Danish It Industry Association 800 DKK

For non-members 1200 DKK

For more information, see www.klima-it.dk and www.itb.dk or contact the organization on email info@klima-it.dk

Registration: <http://www.itb.dk/site.aspx?p=855&id=583>

Sponsoring partners: VMware Denmark & Klestrup Partners

Climate Friendly Handling of Data

28. May 09:00, Hotel Marienlyst, Helsingør, Denmark

Programme

08:00 – 09:00	Registration / Morning Coffee	
09:00 - 09:05	Program is presented by moderator Henrik Egede, VP, Danish IT Industry Association	
09:05 – 09:20	Opening adresses Katherine Richardson Christensen, Chair, Danish Commission on Climate Change Policy; Vice Dean, Faculty of Science, University of Copenhagen	
09:20 – 09:40	Environmentally sustainable data centers Rob Bernard, Chief Environmental Strategist, Microsoft	
09:40 – 10:00	Green Energy and IT Solutions Henrik Madsen, Professor, Technical University of Denmark	
10:00 – 10:20	Virtualization – A Public Sector Showcase – the Municipality of Copenhagen virtualization case Henrik Stanley-Madsen, Solutions Director, Dell	
10:20 – 10:40	How can SMB marked consolidate their power resource usage? Steen Amelung & Michael Brun, Sac-It	
10:40 – 11:00	Data LifeCycle Management – a sustainable solution to the “Data-	

	explosion". Tue Villum Sørensen, Sales Director, Lector.	
11:00 – 11:15	Coffee Break	
11:15 – 11:35	Norway - The Coolest Place to Locate Future Data Centres. Visions and Realities. Benedicte Waaler , ICT Norway	
11:35 – 11:55	Sustainable datacenters - IBM Heats 32.000 m2 "for free" Andreas Lundgren, Green Ambassador, IBM Sweden	
11:55 – 12:15	Embedded systems used in tomorrows green it Jan Madsen, Professor, Technical University of Denmark	
12:15 – 13:30	Lunch a la carte & "meet and greet".	
13:30 – 13:50	Keep cool - become Green! How to optimize your cooling infrastructure, and save power Henrik H. S. Svendsen, System Architect, DCC	
13:50 – 14:10	Towards The Green Data Centre Peder Bank, CEO, Interxion	
14:10 – 14:35	Do wonders for the environment and your business with Virtualization Henrik Mønster, Senior System Engineer, VMware	
14:35 – 14:55	University of Copenhagen – fast follower @ full speed Bo Bendsen, Vice President and CIO, University of Copenhagen	
14:55 – 15:15	How to Go Green WWW Alex Wissner-Gross, Ph.D Harvard Environmental Fellow	
15:15 – 15:35	Energy management - get the top management involved. Jacob Ilsøe, Danish Electricity Saving Trust	
15:35 – 17:00	Network lounge - "greet and goodbyes"	
Note: After each contribution the speaker will answer questions from moderator/participants.		
Partners		