

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

May 28 2009, 09:00 – 15.35, 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, Sac-It.	
10:40 – 10:55	Coffee break	

10:55 – 11:15	Data LifeCycle Management – a sustainable solution to the “Data-explosion”. Tue Villum Sørensen, Sales Director, Lector.	
11:15 – 11:35	Norway - The Coolest Place to Locate Future Data Centres. Visions and Realities. Benedicte Waaler, ICT Norway.	
11:35 – 11:55	Embedded systems used in tomorrows green it Jan Madsen, Professor, Technical University of Denmark.	
11:55 – 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.	Note: Via video link.
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		