



## **THE GREEN GRID RESPONDS TO THE NEW YORK TIMES ARTICLE “POWER, POLLUTION AND THE INTERNET”**

**September 25, 2012** – [The Green Grid](#), a global, non-profit industry consortium working to improve resource efficient information technology and data centers, welcomes the discussion that Mr. Glanz’s article has generated. Our members – data center operators, technology providers, facility architects and utility companies – are working on real-world solutions that are dramatically improving energy efficiency in data centers.

The Green Grid strongly believes that investing in energy efficient IT contributes to GDP across all industry sectors. Not only does it increase productivity per unit of energy consumed, but it also improves environmental sustainability. According to the Climate Group’s [Smart 2020 Report](#), IT has the potential to enable large reductions in global CO2 emissions.

Metrics like The Green Grid’s PUE, CUE and WUE, which measure power, carbon and water usage, provide the tools to improve data center efficiency. Tracking against a model, like The Green Grid’s [Data Center Maturity Model](#), helps users benchmark data center performance, determine levels of maturity, and identify ongoing steps and innovations necessary to achieve greater energy efficiency and sustainability. IT companies are using this data to measure and improve energy efficiency, and attention to metrics like these has helped the industry reduce power and cooling energy overhead by 20% over the past five years.

Technology is also a factor that should be considered. Fresh air cooling, virtualization and eco mode are technologies that if used properly, can lead to greater efficiency.

Data and data centers have many purposes: identifying needs, providing services, predicting and preventing crises, and even entertaining. While some data centers are still taking steps to becoming more efficient, others are already there. Our members run some of the largest data centers in the world, and recognize the importance of maximizing the efficiency and sustainability of their operations.

Examples of practical improvements enabled by The Green Grid include an [eBay data center in Arizona](#), [Google's quarterly PUE reporting](#) on its website, the assessment of an EPA data center in Washington, D.C., [EMC reporting PUE](#) in its annual sustainability report and [Facebook reporting its Water Usage Effectiveness](#) (WUE) from an Oregon-based data center.

The Green Grid welcomes the interest Mr. Glanz’s article has generated and encourages the IT industry to think about the complex idea of energy use in a holistic manner. By properly leveraging tools, metrics and models, organizations can better understand the broader picture of

their energy ecosystems and take steps to becoming more efficient and sustainable both inside and outside of the data center.

We encourage organizations of all sizes to actively participate in this important conversation by becoming members of industry consortiums like The Green Grid.

-- *John Tuccillo, President and Chairman of The Green Grid*

### **About The Green Grid:**

The Green Grid is a global consortium of companies, government agencies, educational institutions and individuals dedicated to advancing resource efficiency in information technology and data centers with a holistic approach, including all IT, facility and infrastructure systems. In 2012, The Green Grid welcomed Climate Savers® Computing Initiative under its brand to build on its success in promoting resource efficiency and sustainability across the energy ecosystem. Climate Savers Computing Initiative focuses on reducing energy consumption, costs and carbon emissions from computing equipment by promoting the adoption of efficient technologies and power management strategies. As the global authority on resource efficient information technology and data centers, The Green Grid spans the entire computing and communications ecosystem – from data centers to personal computers – and will continue to provide the global IT industry with metrics, tools and best practices to improve resource efficiency.

The Green Grid does not endorse vendor-specific products or solutions, and instead seeks to provide industry-wide recommendations on best practices, metrics and technologies that will improve overall resource efficiencies. Membership is open to organizations at the Contributor, General or Associate Member levels, and individuals at the Individual or Supporter Member levels.

For more information, visit [www.thegreengrid.org](http://www.thegreengrid.org) or connect with The Green Grid on Twitter @TheGreenGrid, Facebook <http://www.facebook.com/pages/The-Green-Grid/263092707057658> and LinkedIn <http://www.linkedin.com/groups?gid=2492375>

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