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September 03, 2009, London – [The Green Grid](#), a global consortium dedicated to advancing energy efficiency in data centres and business computing ecosystems, has today announced, in association with Datacenter Dynamics, a new award category, “Improved Data Centre Energy Efficiency,” as part of the DataCentre Leaders’ Awards. This award will acknowledge and highlight organisations that have introduced an energy efficiency improvement programme in their data centre.

As data centre energy consumption grows each year, it is essential that organisations are taking steps to control this. As the reliance on data centres and the issue of greater energy efficiency become more prominent in organisations of all shapes and sizes, being able to measure and quantify energy usage in the data centre and to then develop proactive strategies to reduce it is key.

The Award is designed to allow organisations that have been innovative in improving their data centre energy efficiency to illustrate their efforts. Particular emphasis is placed on the use of The Green Grid’s guides, research and Power Usage Effectiveness (PUE) metric that measures current energy usage, giving a figure that data centre operators can use to calculate weaknesses and identify improvements that can be made to the design and processes. With the metric in place, organisations can then identify opportunities for improved energy efficiency and the advantages that brings to both the environment and the bottom line on a continuous basis.

The award will specifically recognise legacy and older data centres, including those that were designed before power consumption became a headline issue and it will recognise the journey that individual organisations have undergone in order to bring existing facilities up to scratch through the process of measurement, benchmarking, analysis, recommendation and implementation.

To be eligible for this award, organisations need to have introduced a programme of energy efficiency into a facility two or more years old. The programme would need to be of at least six months duration with some of it conducted over the past 12 months. The project needs to utilise The Green Grid metrics, modelling and/or research in their process of measurement, benchmarking, analysis, recommendation and implementation.

If you would like to enter, please go to the Datacenter Dynamics website www.datacenterdynamics.com/awards. Entry is now open and will close on Saturday 31st October. The award will be presented at the Data Centre Leaders’ Awards ceremony in London in December.

About The Green Grid

[The Green Grid](#) is a global consortium of companies, government agencies and educational institutions dedicated to advancing energy efficiency in data centers and business computing ecosystems. 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 data center energy efficiencies. Membership is open to organisations interested in data center operational efficiency at the Contributor, General or Associate Member level. Additional information is available at www.thegreengrid.org.

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