

Media Contact:
Jennifer Walker
Porter Novelli
0207 853 2277
jennifer.walker@porternovelli.co.uk

THE GREEN GRID AND BCS TO COLLABORATE ON GLOBAL SCALE

London, UK – November 11, 2009 – The Green Grid, a global consortium dedicated to advancing energy efficiency in data centres and business computing ecosystems, and BCS, The Chartered Institute for IT, have agreed to work more closely and more collaboratively in the areas of data centre energy efficiency, research, and best practice.

An agreement between the two parties will provide a framework to improve the effectiveness of research into tools, metrics and best practice by The Green Grid and the Institute; leading to an improvement in awareness, standards and energy efficiency within the data centre industry.

Vic Smith, Dell representative and EMEA Technical Work Group chair of The Green Grid, said: “The Green Grid is dedicated to dramatically increasing the energy efficiency of data centres in both the short and long term. The collaboration through this partnership takes us a step closer to achieving standardisation and improved energy efficiency across the board.”

David Clarke, Chief Executive Officer at the Institute, added: “The important work of our Data Centre Specialist Group, has had global impact, and has been praised around the world. I am very pleased that the Institute is now going to be working collaboratively with an organisation with the world-wide reach of The Green Grid to promote the data centre energy efficient technologies and solutions of the future.”

In particular, both organisations pledge to:

- Help shape the energy efficient technologies and strategies of the future
- Jointly establish relevant programmes to promote energy efficiency
- Give mutually reinforcing, clear and coherent messages to the industry, where appropriate
- Make a joint external announcement of the values and aims of the collaboration

The collaboration follows The Green Grid's launch of a [free online tool](#) designed to help organisations determine how much free cooling is available for individual data centres, and most recently an easily digestible guide which provides organisations with everything they need to know about current and forthcoming policies and legislation affecting data centres in EMEA.

BCS recently launched its vision to become a world-class organisation for IT, plus a new BCS Green IT qualification designed to help IT professionals and organisations gain an in-depth understanding of the environmental issues associated with IT. In addition, it is piloting its latest qualification, the BCS Intermediate Certificate in EU Code of Conduct on Data Centres. This pioneering qualification will set an international standard for IT professionals in understanding energy efficiency irrespective of what discipline they practice within the industry.

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 centres 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 centre energy efficiencies. Membership is open to organisations interested in data centre operational efficiency at the Contributor, General or Associate member level. Additional information is available at www.thegreengrid.org.

About the BCS

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology science and practice.

It brings together industry, academics, practitioners and government to share knowledge, promote new thinking, inform the design of new curricula, shape public policy and inform the public.

As the professional membership and accreditation body for IT, it services over 70,000 members including practitioners, businesses, academics and students in the UK and internationally. It delivers a range of professional development tools for practitioners and employees.

A leading IT qualification body, it offers a range of widely recognised professional and end-user qualifications.

###