

Media Contact:
Christina Zinck
Porter Novelli
+33 1 40 07 91 35
christina.zinck@porternovelli.fr

THE GREEN GRID AND GIMELEC TO COLLABORATE ON ENERGY EFFICIENCY STRATEGIES

Paris, France – September 29, 2010 – The Green Grid, a global consortium dedicated to advancing energy efficiency in data centres and business computing ecosystems, and Gimelec, a group of electrical manufacturers working on the development of new regulations and standards, have signed an agreement to work more collaboratively in developing measurements, metrics and specifications, and establishing best practise guidelines for data centres.

The agreement between the two parties will provide a framework to increase the effectiveness of the work done by The Green Grid and Gimelec, leading to an improvement in awareness, standards and energy efficiency within the data centre industry.

Areas of intended collaboration include:

- Joint work on the harmonisation and globalisation of best practices, metrics and measurements
- Joint engagement of French associations working in the data centre field

Andre Rouyer, liaison 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 across the world. Across Europe there are so many different laws and requirements; Gimelec really understands the French market and through their different working groups, has a good access to international standardisation bodies such as IEC, ISO or ITU. This collaboration will allow us to look into the future of energy efficiency and help data centre managers both in France and globally.”

Alain Le Calvé, chief delegate of the Data Centre platform at the Gimelec, added, “Gimelec is a very active group in French and worldwide standardisation and improvement of energy efficiency. As such I am very pleased that we are going to be working collaboratively with an organisation with the global reach of The Green Grid to promote the data centre energy efficiency strategies and solutions of the future.”

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 Gimelec

Gimelec is the French trade association for electrical equipment, automation and related services. Gimelec regroups 230 companies from the electrical industry. It is present in three markets Buildings, Energy networks and Industry and Infrastructure. Among the different development platforms, the Data Centres platform has the aim to drive actions to develop the Data Centres market and the best practices in France and outside France particularly in the Energy Efficiency field.

Over the last few years various working groups have been set up in the Gimelec to improve Energy Efficiency through common measures with stakeholders. These working groups include not only members from Gimelec but also major actors from the ICT industry.

Gimelec is also an endorser of the European code of conduct on Data Centres.

Additional information is available on www.gimelec.fr