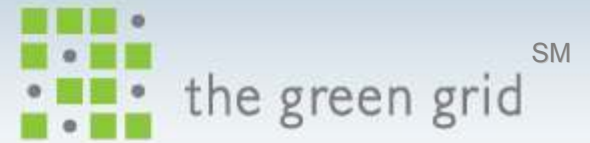


Industry's Collaboration with Government on Energy Efficiency

Ralph Hellmann and Brian Peters

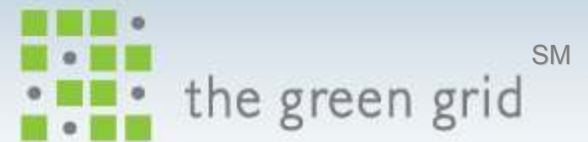
ITI - Information Technology Industry Council

Presentation Overview



- About ITI
- New Law - Data Center Efficiency Program
- ITI and The Green Grid collaboration
- Policy advocacy
- Collaboration with Government

About ITI



- Leading policy for the innovation economy
 - ITI shapes policy issues and drives standards that create a global competitive business environment for its members by:
 - building relationships with members of Congress, Administration officials, and foreign governments;
 - organizing industry-wide consensus on policy issues; and
 - working to enact innovation-friendly government policies
- Described by The Washington Post as "well-regarded for its day-to-day lobbying skills," by Technology Daily as "the only high-tech association that compiles a comprehensive voting guide each Congress." It is also the only high-tech association named one of Washington's most effective lobbying groups in a National Journal survey of Members of Congress

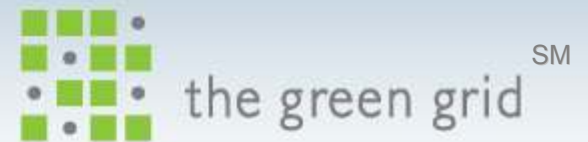


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ITI Member Companies



About ITI



- **Highlights**

- Founded in 1916
- 40 of the nation's top technology companies
- \$635 billion in yearly revenue

- **Government Relations**

- e-Commerce, IP, Telecom, Tax, Trade, Workforce, Sustainability

- **Global Technology and Trade**

- International Trade, Technical Regulations, Standards, Accessibility, Energy Star, Foreign Regulatory Networks, and WTO

- **Environmental Coalition**

- Product Stewardship, Labeling, Materials Restrictions, Green Procurement, Energy Efficiency, and Compliance

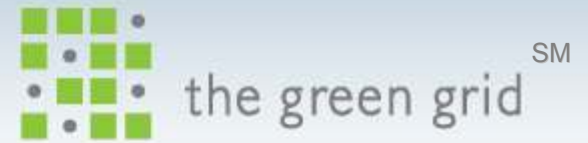
- **Thought Leadership**

- Think Tank - Information Technology Innovation Foundation

- **INCITS - InterNational Committee for IT Standards**

- Primary U.S. focus of standardization in the ICT field - ANSI accredited and technical advisor for ISO/IEC Joint Technical Committee 1

New Law - H.R. 6



- History
 - Data Center Efficiency Report to Congress - Rep. Mike Rogers (R-MI) and Anna Eshoo (D-CA) - Public Law 109-431
 - Strong ongoing Congressional interest in data centers
- Data Center Efficiency Program - Energy Bill (H.R. 6) Public Law 110-140, Sec. 453
 - Creates an IT industry-led program to develop metrics and best practices for data center energy efficiency
 - Emphasizes holistic approaches to best optimize efficiency.
 - Provides coordination to current initiatives in the private and government sectors
 - Builds on current and future government work
 - Enhances the high tech community's ongoing achievements, helps lower data center energy intensity, and preserves the dynamic growth of the information economy

New Law



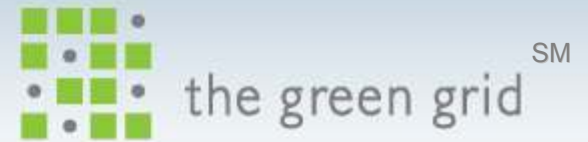
- Holistic approach reflecting the total energy consumption of data centers as whole systems, including both equipment and facilities
- Specifications, measurements, best practices, and benchmarks that take into account:
 - performance and use of servers, data storage other IT equipment
 - heating, ventilation, air conditioning, cooling, and power conditioning systems
 - savings from adoption of software and data management techniques

New Law



- DOE/EPA designates an IT industry organization to coordinate the program
- The designated IT organization must include:
 - 1) a widely representative data center industry membership (vendors and customers),
 - 2) an administrative capacity to receive input from virtually any party with data center expertise,
 - 3) a precise mission, and
 - 4) commonly accepted standards-based procedures for adopting specifications and metrics
- Requires DOE/EPA to consider the program's specifications and metrics for use in their own efficiency policies

ITI - Green Grid Collaboration

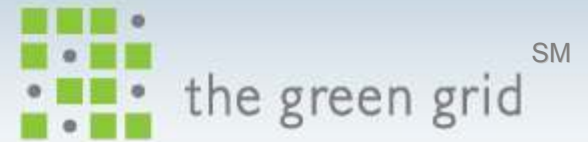


- Excellent Complimentary Strengths
 - The Green Grid: Tremendous technical resource for industry and government
 - ITI: Promotion and advocacy at the federal, state, and international level
- Common Goals
 - Accelerating the adoption of best-available energy efficiency technologies and practices in all areas of data center infrastructure.
 - Communicating the importance of information technology in the economy and as a solution to the nation's energy challenges
 - Ensuring that public policy initiatives in the area of data center efficiency are both technically and economically sound

Mutual Benefits

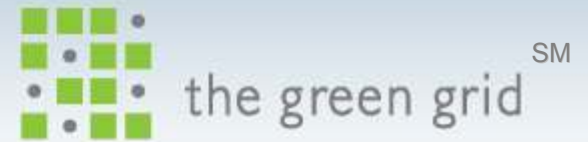
- ITI updates The Green Grid membership on public policy initiatives at the federal, state and international level
- The Green Grid provides technical position and expert depth on industry initiatives and activity, as a technology resource for education
- ITI incorporates The Green Grid technical expertise into advocacy efforts
- Coordinated response to reports, hearings, legislation, and potential regulation, such as recent efforts on H.R. 6, EPA Energy Star Server Specification, and EPA Report to Congress, as appropriate
- Coordinated message includes joint press releases and media outreach in relevant media markets, ITI circulation of The Green Grid reports and technical work to Washington and national media markets and relevant policy makers
- The Green Grid provides technical baseline, framework and support for ITI public policy initiatives

Policy Advocacy - Overview



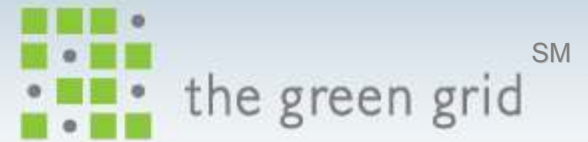
- 1) Education and engagement
 - Engaging policymakers
 - Responsiveness
- 2) Message
 - Guide debate
 - Success stories
 - Innovation
- 3) Technical assistance
 - Driving industry debate to arrive at consensus
 - Delivering
- 4) Achieve success

Education and Engagement



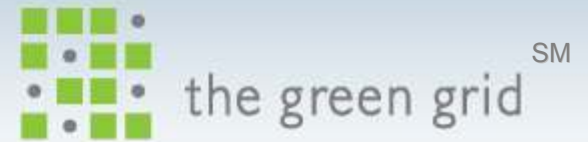
- ITI will create opportunities to educate key legislators and policy-makers
 - Workshops
 - Briefings
 - Hearing testimony
 - Educational programs
 - Ongoing relationship building with with key elected officials, regulators, and staff
- Responding to inquiries quickly and strategically
 - It is critical to provide policy makers with input and (public) support that is:
 - Technically correct and substantiated by real-world background
 - Politically appropriate, useful and meaningful
 - Timely

Message



- High Level Coordination - General Public Relations
 - ITI and Green Grid will coordinate joint press releases and media outreach in relevant media markets
- Tactical Messaging - Critical to Policy Advocacy
 - Guide debate toward information technology's unique contribution to greater energy efficiency
 - Information technology as net energy saver
 - Enabling solutions to energy challenges, with numerous social and economic benefits
 - Translate highly technical jargon for policy makers, as appropriate
 - Tell success stories
 - Communicate critical importance of sustained innovation and the unique can-do attitude of our industry (distinct from other sectors)

Technical Assistance



- The Green Grid has technical expertise necessary to:
 - Drive industry debate to consensus - invaluable for policy process
 - Deliver technical response to legislative or regulatory inquiries
 - Serve as basis for advocating a specific policy goal or communicating a particular message
- ITI has reach, strategic experience, and relationships necessary to:
 - Respond quickly and in politically appropriate manner
 - Translate The Green Grid technical work into useful and meaningful resource

Achieving Success Together



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- Ensuring government policies are both technically and economically sound
 - Ongoing collaboration, technical assistance and pursuit of improvements
 - Identifying and proactively realizing additional strategic objectives
 - Loan guarantees for equipment installation
 - State, federal and utility energy efficiency incentives and rebate programs,
 - State and federal grant programs for energy efficient technology demonstrations, and
 - State and federal tax policies

Thank you.

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For more information please go to

www.itic.org

Thank you for attending
The Green Grid Technical Forum

For more information please go to
www.thegreengrid.org



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get connected to efficient IT

