



Fondazione Democenter-Sipe (Italy)



Agenzia per l'Energia e lo Sviluppo Sostenibile di Modena (Italy)



OpenAula (Spain)



Aliter – Escuela Internacional de Negocios (Spain)



VIRTECH OOD (Bulgaria)



Chamber Of Commerce And Industry Of Slovenia, Institute For Business Education (Slovenia)



Swedish Federation of Business Owners (Sweden)



Yeditepe University (Turkey)



Sofia University "St. Kliment Ohridski" (Bulgaria)



Totem Learning Limited (United Kingdom)



British-Portuguese Chamber of Commerce (Portuguese)



Making information technology greener

Is IT Green

2013 - 2015

Can an ICT energy audit save your business money?

How about it can save your business!

Only 30% of Turkish SME's survive the first generation transition, and only 3% survive the third.

Get the right statistics about your company. Don't be one.

<http://www.isitgreen.eu>



Proje koordinatörü:
Fondazione Democenter-Sipe (Italy)

Ulusall koordinatör:
T.C. Yeditepe Üniversitesi



Why do SME's fail?

- *More than 95% of Turkish SME's are family owned*
- *More than 97% of family SME's fail by the third generation*
- *The failure is almost always due to family conflicts*
 - *loss of management focus on running the company*
 - *disaffected employees and managers*
 - *loss of control over data*
 - *scope for mistakes due to lax reporting*
 - *potential for fraud*
- *Some companies would have survived had they known their energy bill!*



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SME's need

- **Accurate and verifiable financial data**
- **Accurate data on operations**
- **Indication to employees that management is attentive to details**
- **Streamlined ICT infrastructure and policies for increased productivity**
- **All this without making employees and managers feel uncomfortable**



How can an ICT energy audit help?

- *Energy and ICT are used everywhere in a company*
- *An ICT energy audit can provide useful information across the company*
- *You can find malfunctioning equipment and outdated procedures*
- *It is a non-traditional audit to help the environment*
 - *less threatening to employees*
 - *difficult to falsify as information is sought in different format*
 - *increases employee pride in working for socially responsible firm*
- *An ICT energy audit is also the first step to a full energy audit*
- *And yes ...it can also help reduce your energy bills and save the planet!*



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Get started

- **The IS IT GREEN website has all the information to help you get started**
 - **an online course that teaches you how to conduct the audit**
 - **a serious game that introduces the basic concepts as you play**
 - **additional resources on GREEN ICT in the knowledge base**
- **So visit <http://isitgreen.eu/tr>**
 - **complete the online course**
 - **play the game**
 - **explore the resources**
- **You can always contact the project partners for advice and help**
 - **for Turkey, please contact manu.dube@yeditepe.edu.tr**