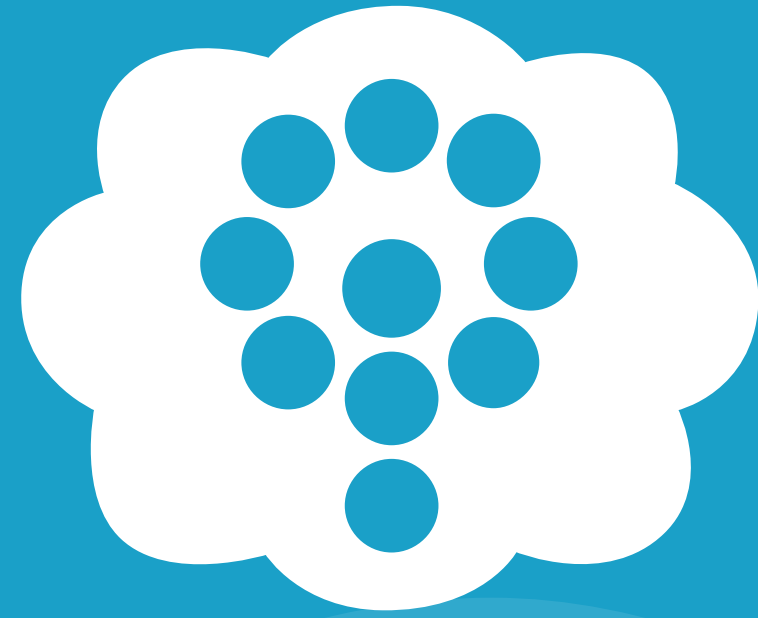


Green is the new Green: Sustainability as a growth strategy





greencloud

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Cloud Computing



Rocket fuel for innovation

New and previously impossible services based on public clouds



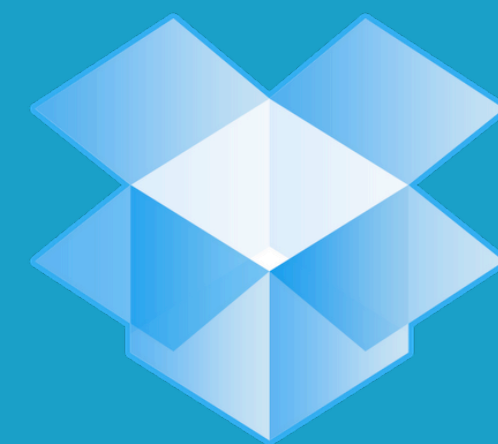
NETFLIX



Spotify[®]



twilio



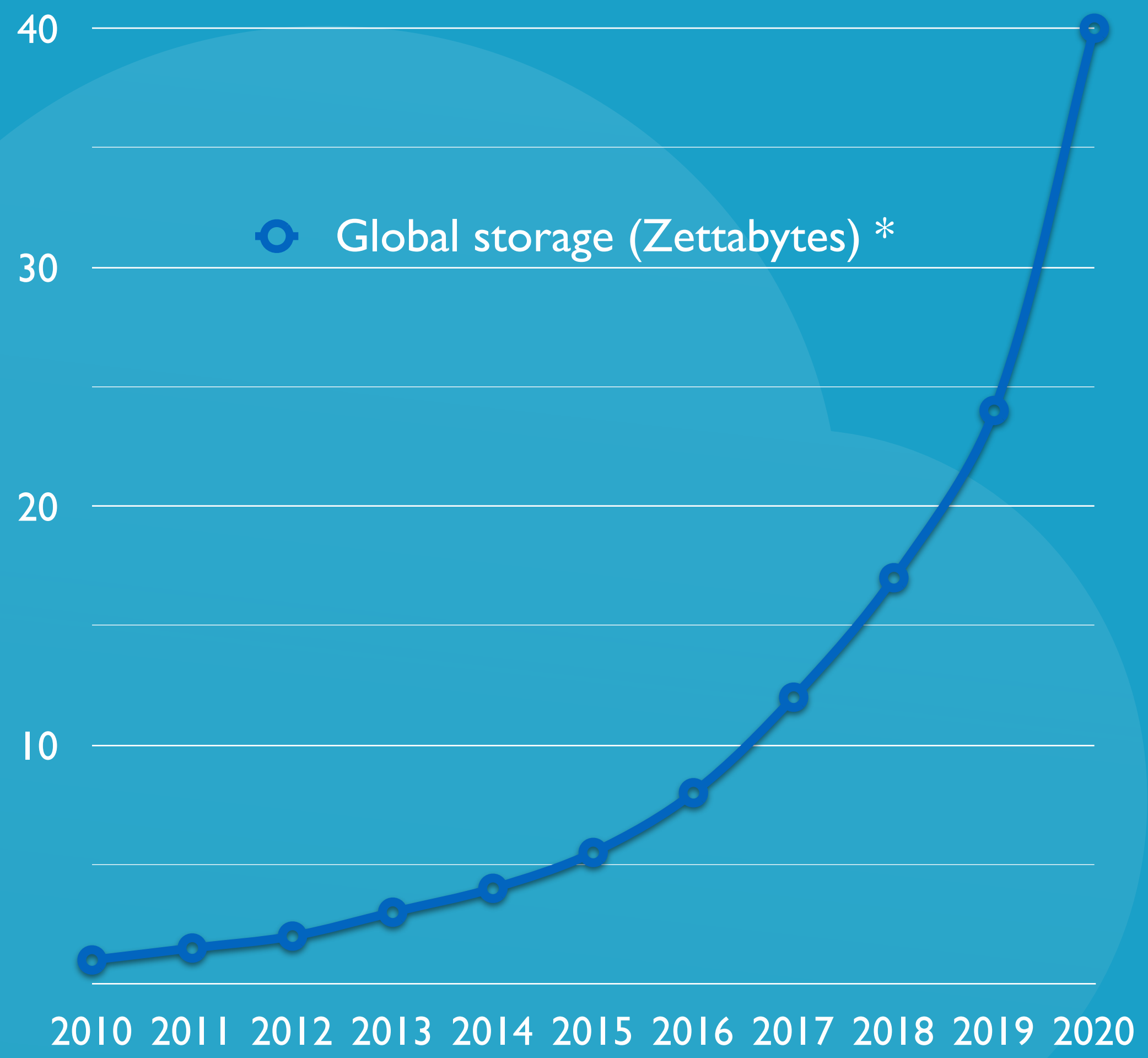
Dropbox

Mobile computing needs clouds!

Internet of things has hardly started

“Within seven years there will be 50 billion intelligent devices connected to the internet.” - Al Gore

Hyper growth challenge



Global Data is **doubling every 2 years.**

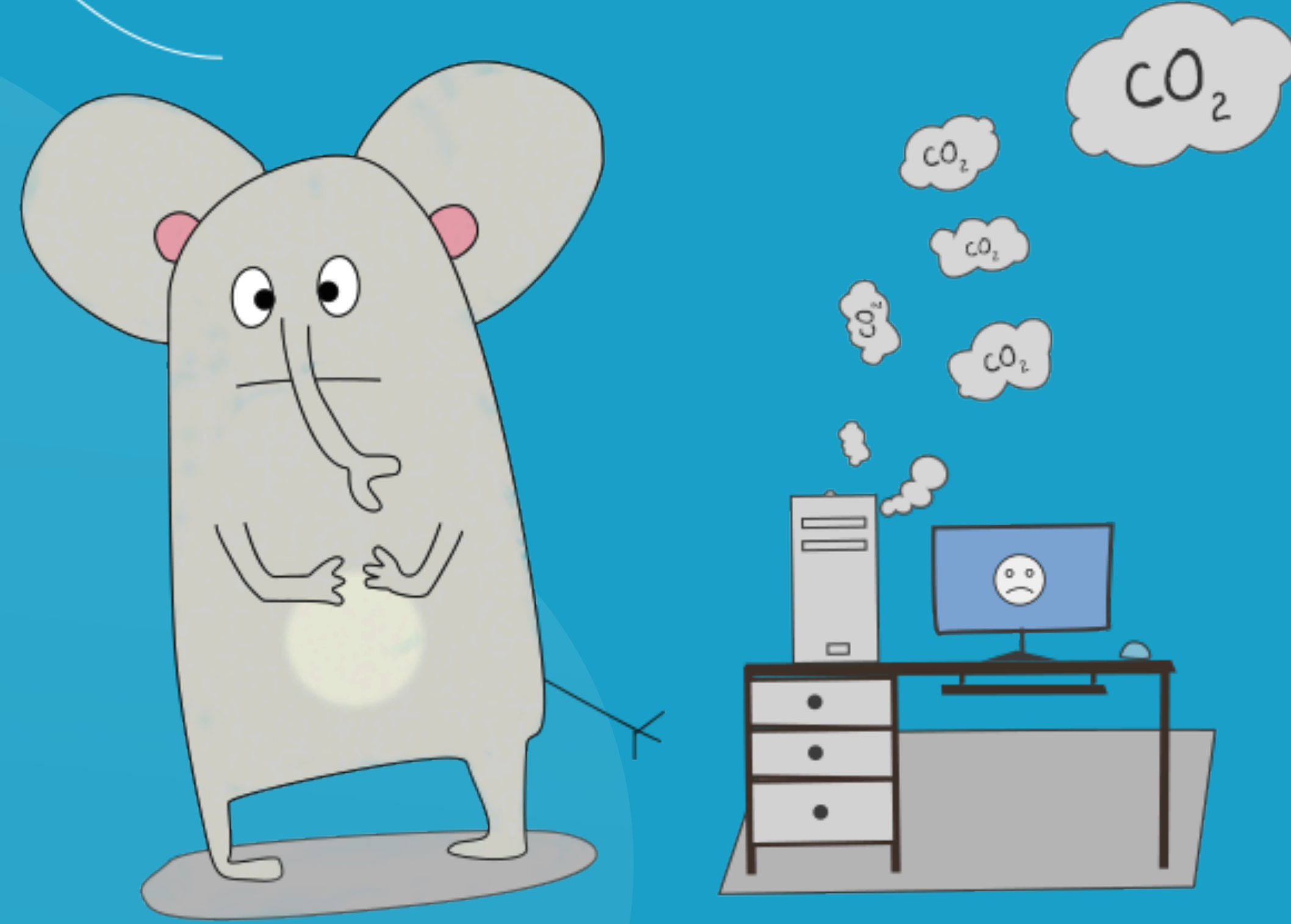
We have only processed 1%

2012 - 2+ ZB

2020 - 40 ZB

2022 - 80 ZB

Well that's not my fault..



Giant elephant feels very bad

Most data centers are running on fossil fuels.

Cloud providers use less than 25% renewable energy

20%

of global CO2 emissions in
2007 - We are at ~3% now!
- Gartner

2020 estimation of
CO2 emissions by IT
- McKinsey & Company

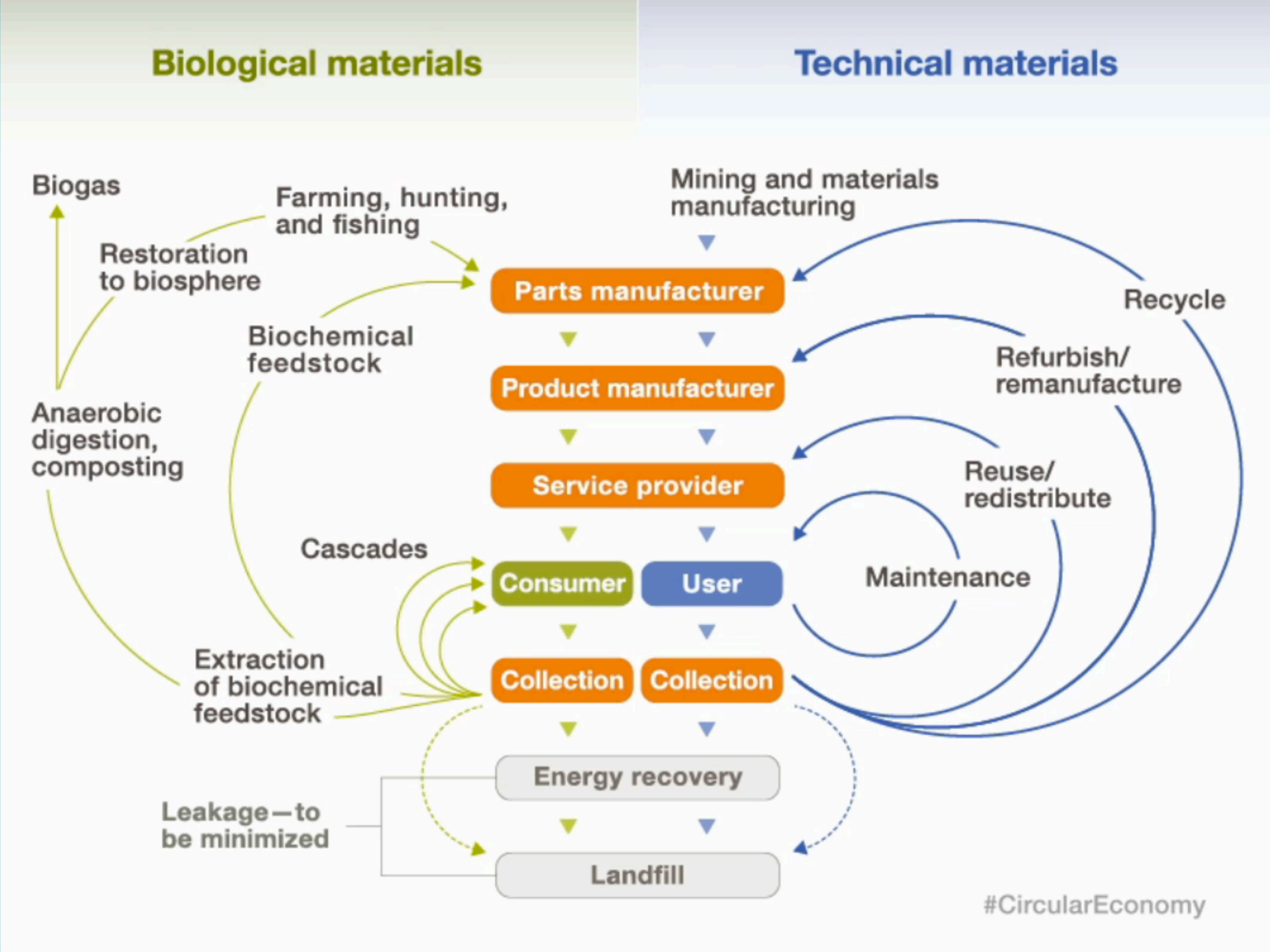
40%

“Your sustainability strategy
IS your growth strategy”
-Hannah Jones CSO





Circular Economy - Growth from sustainability

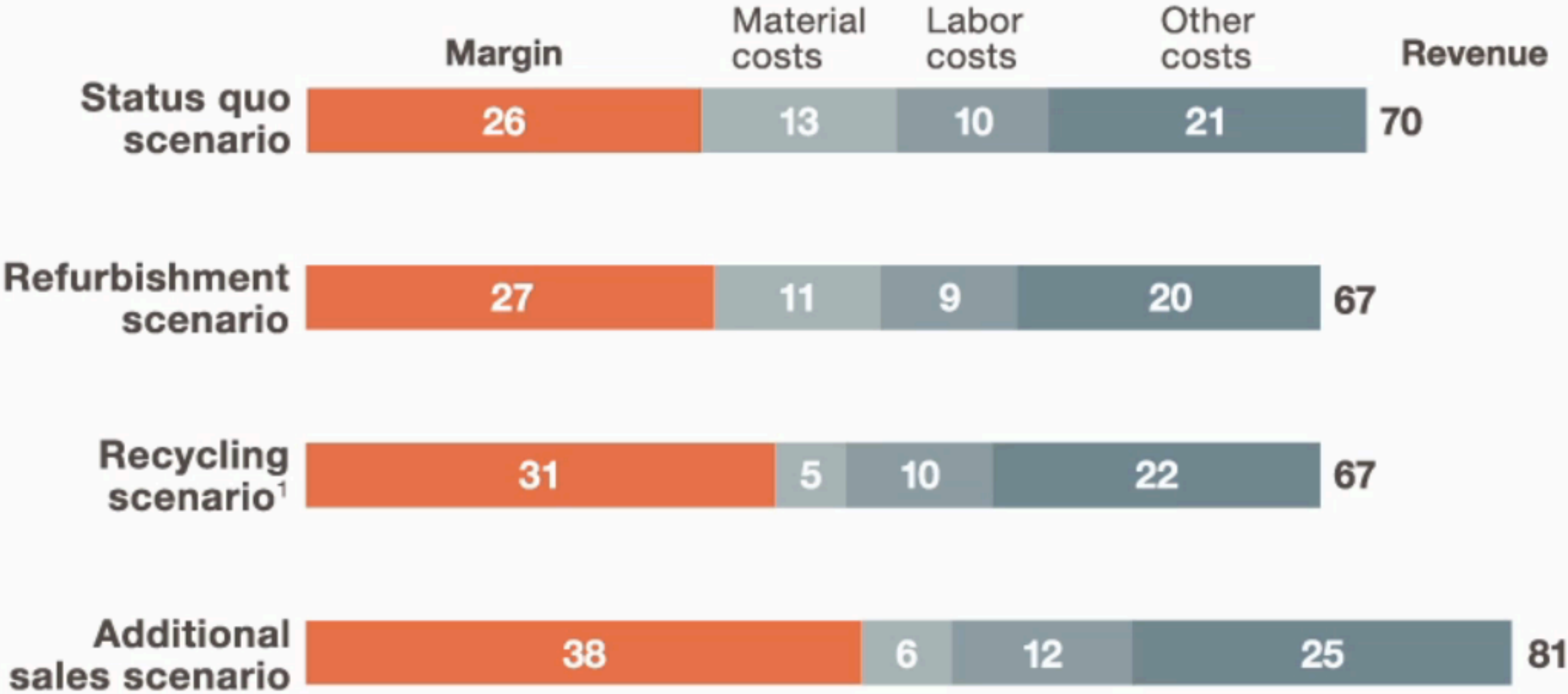


Circular Economy - Growth from sustainability



Four scenarios: Power-drill example

Initial market size = 1,000 drills, \$ thousand



¹Figures do not sum to total, because of rounding.

IT Growth, Forestry, Food Production...
XYZ industry **growth**

cannot be sustained without sustainability...duh!

Sustainability focused brands




Corporate growth strategies are shifting

Sustainability is becoming growth driven, with corporate leaders seeing it as vital to their long term success, according to new research from Accenture



Oliver Balch for the Guardian Professional Network
theguardian.com, Wednesday 23 May 2012 14.05 BST

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Solar Arrays Now Power 70% of IKEA's US Store Locations

Facebook hires Google's former Green Energy Czar Bill Wehl, and increases its commitment to renewables







December 19, 2011 by Tom Raftery

Green Jobs to the Rescue: Renewable Energy Industry Fueling Job Growth

RENEWABLES, SPONSORED

Renewable Energy Revolution: The Biggest Business Opportunity on the Planet

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Business

Future of employment glows green

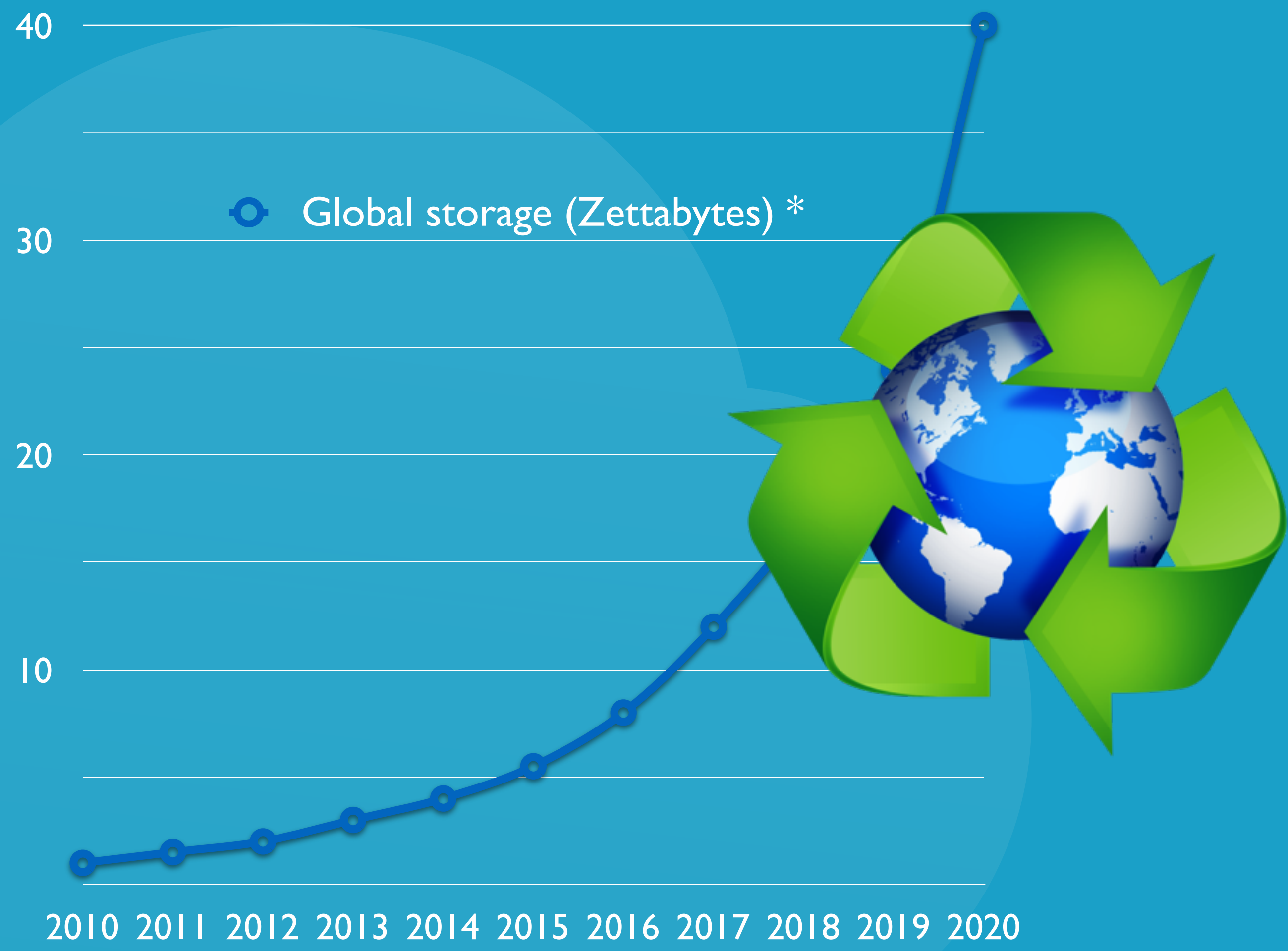
01 NOV 2013 00:00 | THALIA HOLMES

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Though the sector's job creation could outstrip mining, lack of capital and skills is an impediment.

Hyper growth challenge



Global Data is **doubling every 2 years.**

We have only processed 1%

2012 - 2+ ZB

2020 - 40 ZB

2022 - 80 ZB

Sustainable Public Cloud Computing



Easy to use on
Renewable Energy

StorageQloud
(S3 & SQAPI)

ComputeQloud
(EC2)

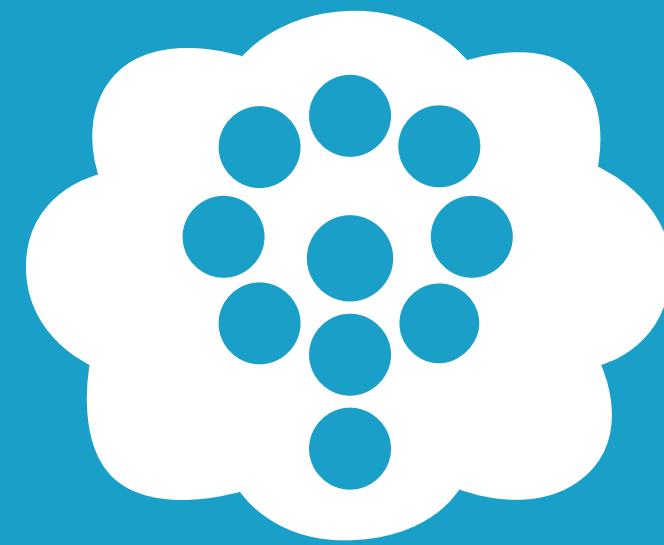
Iceland &
Seattle (Q1)

Truly Green
and Cheaper

Turnkey Cloud as a Service

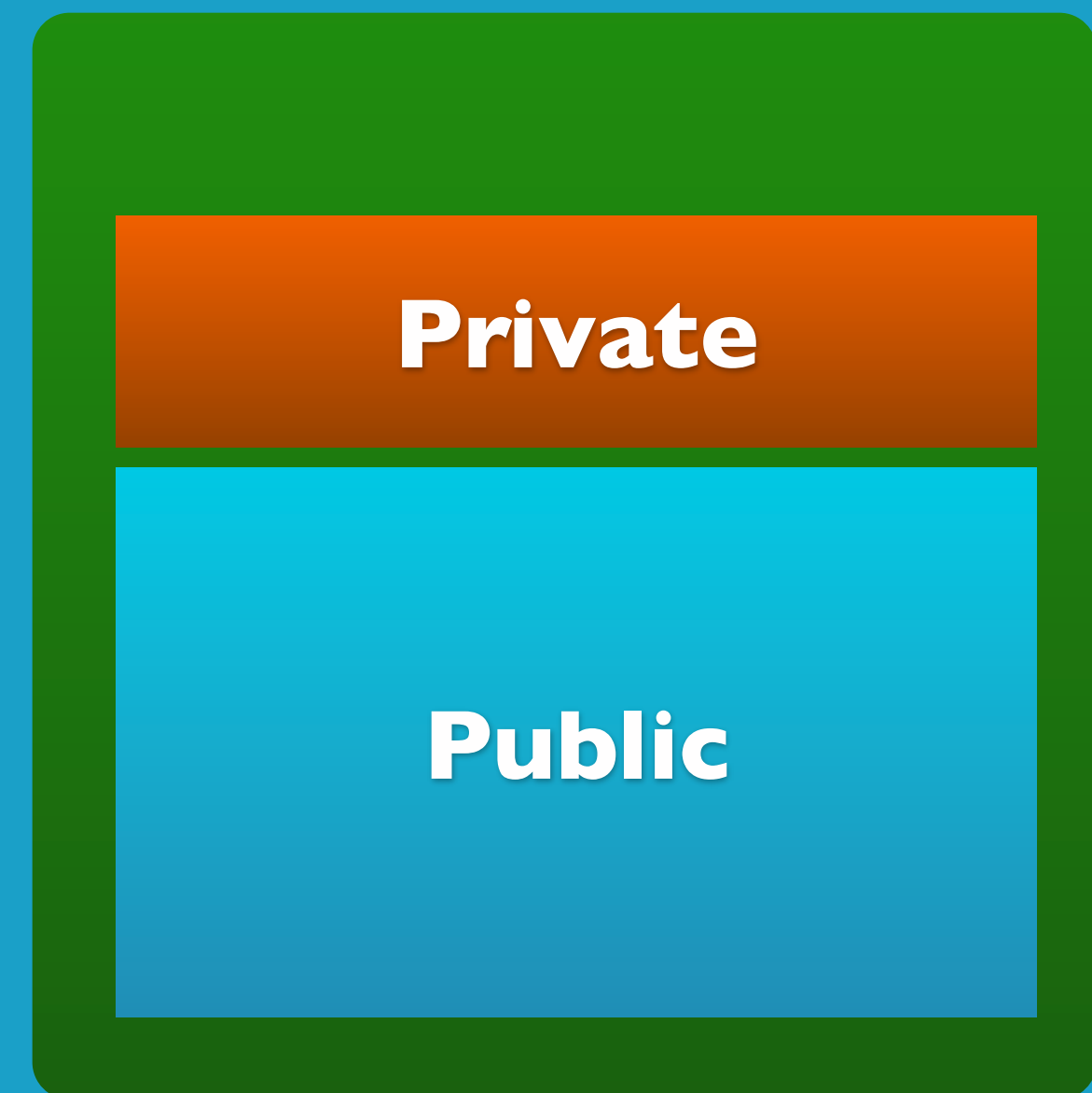
Icelandic company
founded in 2010
30+ employees

Offices in
Iceland
Brasil
Netherlands
USA (QI)




greenqloud

GreenQloud's Public Cloud
GQ QStack Private Cloud









Truly Green™ Carbon Saving Metrics

Truly Green Statistics

Fun Stats to Tweet 

Yearly CO₂ Savings: **432 Kg**

Total Energy Used	Oil Barrels
184 KWh	0.32 
Currently Saved	KM Travelled
136 Kg CO₂ 	717.96 KM 
Yearly Estimate	CO ₂ Credit Savings
432 Kg CO₂ 	\$3.14 

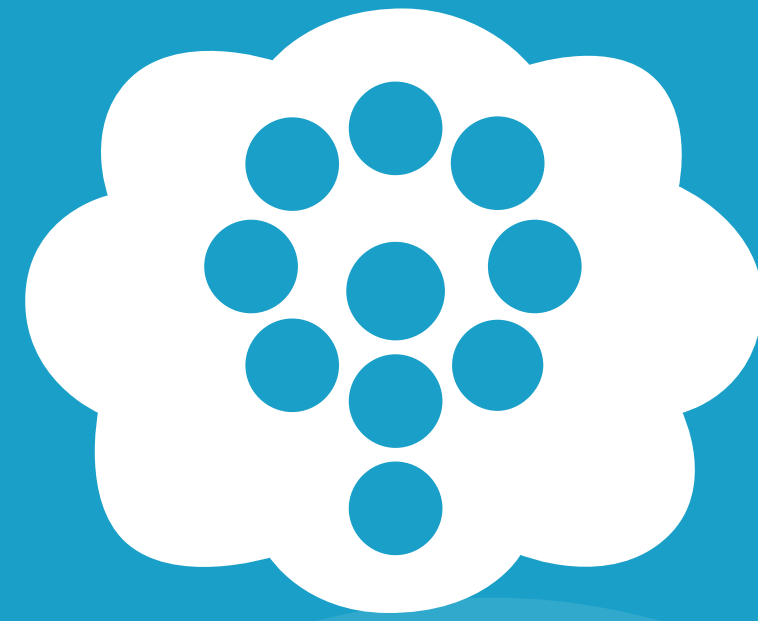


Shareable on  

Green is the new Green

Sustainability as a growth strategy

- In IT - Sustainable cloud computing is the missing link in the sustainable supply chain/circular economy
- The good news is sustainability can cost less now
- Sustainability certainly costs less in the long run
- Good news is that focusing on sustainability brings more efficiency, lowers cost and creates new business growth



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Thanks for listening!

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