



- STRONG EVIDENCE OF IT-SCALABLE ENERGY SOLUTIONS
- FAILURE TO USE ITS POLITICAL INFLUENCE TO SUPPORT GOVERNMENT POLICIES THAT PROMOTE RENEWABLE ENERGY GROWTH IN THE US
- AS IBM CONTINUES TO GROW ITS CLOUD, WILL IT PRIORITISE RENEWABLE ENERGY SO THAT IT CAN CONTINUE TO REDUCE ITS EMISSIONS?

SUMMARY **40/100 = 8TH PLACE**

The self anointed home of the “Smarter Planet,” IBM is active in several of the IT energy solutions areas identified by the SMARTer2020 report, including Smart Grid, smart logistics, and transportation-focused solutions. IBM has consistently ranked high for its solutions leadership, and continues to help lead the sector in operationalising the energy saving potential identified in the SMARTer2020 report, scoring 5th in solutions leadership in this Leaderboard. IBM also has an impressive track record in setting and reaching energy and greenhouse gas (GHG) reduction goals, and ranks second among companies evaluated here for its leadership in addressing its own energy use.

Despite continued strong leadership in two of the three leadership categories, IBM unfortunately continues to be near the bottom of advocacy leadership. IBM maintains that it does not engage in advocacy on climate change because its greater contribution is getting ahead of policy by demonstrating what is possible. Greenpeace certainly agrees that demonstrating solutions is important, which is why we have placed the greatest point value on solutions leadership. However, as most recently identified by the SMARTer2020 report, significant changes in the policies governing our use and generation of energy, including a price on carbon, must be enacted in order for the IT sector to deliver on its ability to drive energy savings and enable greater amounts of renewable energy.

At the US national level, IBM has spent an average of \$5m US dollars a year each of the past five years on lobbyists on a wide range of issues, putting it consistently among the top five among IT companies, but apparently without any priority given to climate or renewable energy advocacy.

In an earlier version of this edition of the Leaderboard, Greenpeace had penalised IBM by 5 points for its membership in the American Legislative Exchange Council (ALEC), a lobby group working to block clean energy and climate policy. IBM alerted us that they have no affiliation with ALEC at this time, so the 5 points have been restored, moving IBM from its previous 11th place overall to its current position in a tie for 8th place. We regret the error.

CLIMATE SOLUTIONS **19/40 5TH PLACE**

Energy Savings Calculations (9/10)

IBM again receives high points for detailed case studies that provide significant pre- and post-intervention data highlighting how the company’s IT solutions contribute to the reduction of greenhouse gas emissions.

Public Metrics (5/10)

Despite a large number of case studies and examples of IT energy solutions, IBM lags behind other high scoring solutions companies such as Cisco and Ericsson in providing the details and underlying metrics that illustrate how IBM is calculating those emissions reductions and future energy savings.

Investment (5/10)

IBM has a proven commitment to reducing GHG emissions, but to highlight its leadership it needs to offer more public information on how its business model includes significant investment in IT solutions that reduce emissions.

Future Savings Goal (0/10)

Despite having one of the strongest portfolios of solutions offerings, IBM once again failed to provide any future savings goal information.

COMPETITOR COMPARISON

IBM		40	19	20	1
FUJITSU		44	28	10	6
HP		43	17	14	12
MICROSOFT		34	11	12	11

IT ENERGY IMPACT **20/25 2ND PLACE**

Energy & Emissions Targets (5/5)

IBM ranks high for its reported emissions reductions of 40% by 2005 from a 1990 baseline year, and has recently completed a second emissions reduction goal of a 12% reduction by 2012 from a 2005 base year. IBM is set to announce a third target, one of the few companies to do so. Having made significant efficiency gains already, IBM should also consider setting a target for a percentage of renewable energy, as a number of other companies have done.

Mitigation Strategies (8/10)

IBM continues to help set the bar for the sector with its comprehensive plan to reduce its emissions, which has produced impressive gains in efficiency. The company has avoided the use of offsets, understanding that offsets actually undermine its ability to contribute to the reduction emissions of its clients. More attention is needed to expand the base of renewable energy percentage to well above the current 11%, including support of renewable energy policies in regions where IBM has significant operations.

Infrastructure Siting Policy (3/5)

IBM has identified access to renewable sources of electricity as an important criteria in evaluating site locations for its data centres, which still puts it ahead of many companies, though that gap is closing rapidly. IBM should consider deploying a more comprehensive strategy, such as has been pursued by Google, to identify ways in which it can directly increase the supply of renewable energy powering its facilities.

Product Efficiency & Supply Chain Footprint (4/5)

IBM continues to score highly for requiring first-tier suppliers to report their emissions and set voluntary reduction goals. Publication of more data and the savings results of this request would earn IBM full points.

POLITICAL ADVOCACY **1/35 = 14TH PLACE**

Political Speech (1/10)

Despite its strong solutions portfolio, IBM continues to remain silent on policies that define our energy supply and whether we will be able to avoid the worst impacts of climate change, placing it well out of step with other leading companies in the sector. IBM receives minimal points in this criterion for a [public statement on its website](#).

Political Policy (0/15)

IBM maintains that it does not engage in advocacy on climate change because its greater contribution is getting ahead of policy by demonstrating what is possible. Greenpeace certainly agrees that demonstrating solutions is important, which is why we have placed the greatest point value on solutions leadership. However, as most recently identified by the SMARTer2020 report, significant changes in the policies governing our use and generation of energy, including a price on carbon, must be enacted in order for the IT sector to deliver on its ability to drive energy savings and enable greater amounts of renewable energy.

IBM received no **Repetition Bonus (0/10)** or **Negative Lobby Penalties**.