

# Cool IT Leader Board

## Company Scores

Oct 2009

### IBM 43/100

**Summary:** Home of the "Smarter Planet" program, IBM remains at the top of the leader board, and is well positioned to deliver IT solutions to reduce emissions on a large scale, as evidenced by city level solutions projects. Despite this advantage and high level political access, Sam Palmisano has not put Big Blue's weight behind the policy solutions that are needed to drive economy wide transformation that would further drive IBM's solutions business model. IBM should be speaking up for a strong deal in Copenhagen.

**Climate solutions: 23/50:** Top scoring company along with Fujitsu on provision and measurement of climate solutions. IBM has a wide range of climate solutions as part of its 'Smarter Planet' program and provides some case studies of saving achieved. Its range of [climate solutions](#) includes smart grids, transport and carbon in the supply chain. IBM provided case studies for [traffic reduction in Stockholm](#) and published new Smart Grid data (<http://www-03.ibm.com/press/us/en/pressrelease/28452.wss>). While saving figures were provided IBM needs to give more details on more case studies with net emissions savings in specific case studies and solutions.

IBM is involved in many innovative projects that are producing real emission reductions, but they cannot claim to be climate leaders while they are also promoting [smarter oilfield technologies](#).

**Leader Speech 2/10:** Samuel J. Palmisano is active in promoting IBM "Smart Cities" solutions with good examples of how IT solutions can reduce emissions but he doesn't speak about specific global targets for emissions reductions. [http://www.ibm.com/ibm/sjp/06\\_23\\_2009b.html](http://www.ibm.com/ibm/sjp/06_23_2009b.html)

**Political Advocacy 6/25:** IBM has direct experience saving money and growing the company while simultaneously reducing its GHG footprint, yet, IBM has largely limited its advocacy on national IT solutions in the US related to smart grids. Only scores 2 points out of 10 available on repeating advocacy for not being more active. <http://globalwarming.house.gov/tools/3q08materials/files/0106.pdf>

**Own emissions 10/10:** IBM has proven track record reducing its GHG emissions, provides very strong [absolute emissions reductions targets](#) and have had targets for absolute emissions reductions for much longer than the other companies.

**Renewable energy use 2/5:** IBM has achieved 8.6 percent renewable energy use by 2008. However, they have not set a target for 2012. [http://www.ibm.com/ibm/environment/climate/renewable\\_energy.shtml](http://www.ibm.com/ibm/environment/climate/renewable_energy.shtml)

## HP 42/100

**Summary:** Big leap up leader board for the world's largest IT Company, with more case studies and more detailed saving figures on climate solutions offered. HP has increased advocacy for climate legislation in the US and internationally, but far below what we'd expect in leadership from the [#1 Company in Newsweek's Green Ranking](#).

**Climate solutions 19/50:** Has provided much improved information on climate solutions including Halo virtual meeting, print on demand and building energy management

<http://www.hp.com/hpinfo/globalcitizenship/environment/products/lowcarbon-solutions.html> HP is also working on accounting for 'embedded energy' used during production of hardware required for solutions. This will provide a more accurate estimations of emissions reductions over the entire lifecycle of a solution.  
<http://www.hp.com/hpinfo/globalcitizenship/gcreport/productdesign/lifecycle.html>.

**Leader Speech 2/10:** CEO Mark Hurd is known to eschew the spotlight, and HP did not provide any new CEO speeches. HP only scores for a company presentation at last years UN Climate meeting.

**Political Advocacy 10/25:** HP has been advocating for emissions reduction via Digital Energy Solutions Campaign and on specific US legislation but needs to advocate for specific and higher levels of global reductions

(<http://www.worldwildlife.org/climate/WWFBinaryitem13591.pdf>). One of the most active companies on repeating advocacy, scoring 6 out of 10 available points (<http://wecanlead.org/ad0623.html>).

**Own emissions 10/10:** Strong target of 25 percent reduction by 2010 (2005 baseline). (<http://www.hp.com/hpinfo/globalcitizenship/environment/commitment/goals.html>). In September, also set a new goal for reducing emissions from HP products.

**Renewable energy use 1/5:** Target to increase additional renewable energy use to 8 percent of total electricity use by 2012.

## Fujitsu 33/100

**Summary:** Extensive range of solutions and comprehensive methodology for assessing impact of climate solutions. Must translate solutions leadership into being climate advocacy and support Japan's new 25 percent target for Copenhagen as well as cutting its own emissions.

**Climate solutions 26/50:** Top scoring company with comprehensive system to measure before and after impact of solutions provided. Metric for producing saving figures includes in use energy consumption of solution. To improve Fujitsu also needs to include emissions created during complete lifecycle of solution especially during manufacture. <http://www.fujitsu.com/downloads/MAG/vol45-1/paper12.pdf>

**Leader Speech 2/10:** Many presentations on the role of IT in cutting CO2 emissions but none clearly indicating the level of global or national cuts required. Should follow Sharp's lead in expressing support for the 25 percent reduction target of new Japanese Government.

[http://www.weforum.org/en/knowledge/Themes/KN\\_SESS\\_SUMM\\_28857?url=/en/knowledge/Themes/KN\\_SESS\\_SUMM\\_28857](http://www.weforum.org/en/knowledge/Themes/KN_SESS_SUMM_28857?url=/en/knowledge/Themes/KN_SESS_SUMM_28857)

**Political Advocacy 5/25:** Signed the Copenhagen Communique and has recently joined Japanese Carbon Leaders Partnership along with Ricoh. Climate leadership should include clear support for the 25 percent reduction target of new Japanese Government.

<http://www.copenhagencommunique.org/signatories/large-companies/110-large-companies-f-j>

[http://japan-clp.jp/en/about\\_us/about\\_japan\\_clp.html](http://japan-clp.jp/en/about_us/about_japan_clp.html)

<http://www.fujitsu.com/global/about/environment/communication/j-clp.html>

**Own emissions 0/10:** Fujitsu has a goal to reduce emissions per unit of actual sales by 28% relative to fiscal 1990 levels by the group as a whole including overseas businesses, by the end of fiscal 2010. But this goal is per unit of sales and is not absolute.

<http://www.fujitsu.com/global/about/environment/management/program/stage5/>

**Renewable energy use 0/5:** Fujitsu needs to report on its use of renewable energy globally in order to score any points.

[http://ts.fujitsu.com/aboutus/sor/energy\\_saving/manufacturing.html](http://ts.fujitsu.com/aboutus/sor/energy_saving/manufacturing.html)

## Google 32/100

**Summary:** Google is the top scoring company on climate advocacy, and CEO Eric Schmidt can articulate one of the most advanced corporate visions for long term develop of the renewable energy economy needed to tackle climate change. However Google's position as a climate leader is considerably undermined as one of the very few leading technology companies not to disclose its own greenhouse gas emissions.

**Climate solutions 7/50:** Google launched Powermeter in February 09 as tool to help consumers to provide real time data to better manage home energy use, but has to date not released any significant case studies on how this can reduce overall greenhouse gas emissions. In depth analysis of possible savings from plugin hybrids under the Recharge IT program provides a good example of how to measure actual overall impacts of climate solutions. Google can improve its score by applying a rigorous methodology to future case studies of the impact of powermeter.

**Leader Speech 7/10:** Google CEO Eric Schmidt has spoken at length in November 2008 (<http://www.youtube.com/watch?v=-cBQI1IS5c>) on the failure of the current political system and the need to get the policies right to drive transformative investment in clean energy technologies that will create long term economic growth while drastically reducing GHG emissions and dependence on foreign oil, as well as focusing on the dangerous distractions of so called clean coal and nuclear power, that take funding away from renewable. However, during more recent opportunities, such as in Pittsburgh during the G20 Summit, Eric has not taken advantage of the opportunity to promote this vision, or speak up on the need for a strong deal in Copenhagen.

**Political Advocacy 17/25:** Google is the strongest company on climate advocacy and gains most of its points in this category. Senior executives have testified to Congress

to promote stronger climate regulation in the US. Google also scores the highest (7 out of an available 10) for repeating its strong advocacy position in the US. Google should use its influence with the Obama administration to advocate for a strong deal at Copenhagen climate summit.

[http://energycommerce.house.gov/Press\\_111/20090423/testimony\\_reicher.pdf](http://energycommerce.house.gov/Press_111/20090423/testimony_reicher.pdf)

**Own emissions 0/10:** Google has no target to reduce and does not even disclose its own emissions. This lack of transparency on its own emissions puts Google significantly out of step with most other technology companies. Google claims to be carbon neutral, buying offset credits to compensate. Carbon neutral or not, given the complete lack of transparency, and the fact that their current investments in infrastructure are changing energy policy on the ground in the communities as they are being built, threatens to undermine their credibility as a climate leader.

<http://www.google.com/corporate/green/footprint.html>

**Renewable energy use 1/5:** Google scores one for investing in renewable energy research. It has no overall target to increase renewables use. With a rapidly growing business Google is a big electricity user. While Google certainly faces challenges in securing increasing renewable energy to match its growth, more transparency on the issues of renewable use would be an important advance.

<http://www.google.com/corporate/green/footprint.html>

## **Cisco 31/100**

**Summary:** Cisco is rapidly moving to serve as a fully integrated smart grid solutions company, providing the energy network in the same way it played a critical role in the development of the internet network. Improved score with climate advocacy work since May. Continues to promote its climate solutions without providing comprehensive figures of net savings.

**Climate solutions 8/50:** Cisco is aggressively pursuing development of smartgrid solutions, as the provider of the next "network" to service the energy sector, and is promoting several solutions such as virtual meeting software, and connected urban development. However it provides few case studies of how these solutions achieve net emissions reductions. One limited mention of [embedded energy considerations](#) in one example but does not provide comprehensive measurements of net emissions reductions. Without this information it is impossible to assess the net impact of Cisco's solutions. [More info](#)

**Leader Speech 1/10:** Cisco CEO John Chambers speaks regularly (<http://www.youtube.com/watch?v=HPYDIf7hHgo>) on the need for rapid deployment of smartgrid technology and public-private partnership to make this happen, but needs to be more directly support strong climate policies that will incentivize this deployment and unlock the business opportunities for Cisco and others.

**Political Advocacy 7/25:** Cisco has become more active in its climate and energy advocacy in the past 6 months, signing the [Copenhagen Communiqué](#), and supported the Waxman-Markey climate legislation and contributes to EU ICT Communiqué. Scores 3 out of 10 on repeating advocacy position.

**Own emissions 10/10:** Max points for 25 percent reduction target by 2012. Cisco gets

maximum points for committing to reduce its [absolute greenhouse gas emissions 25 percent](#) by CY12 based on its CY07 baseline emissions

**Renewable energy use 5/5:** Although Cisco fails to provide clear global figures on renewable use as a global percentage of electricity use. But using their Carbon Disclosure Project submission Cisco's 46 percent use of renewable in the US indicates they are above 25 percent for their global renewable use.

<http://www.cisco.com/web/about/ac227/csr2008/the-environment/sustainable-company-operations/mitigating-climate-change/reducing-ghg-emissions-operations.html>

## **Intel 28/100**

**Summary:** Intel score also improves due to detailed study into the impacts of digital music solutions. Strong on own emissions reductions and renewable energy use.

**Climate solutions 7/50:** Along with Microsoft, Intel has published one of the few detailed comparison studies on the overall energy savings on digital music delivery in place of traditional music distribution.

**Leader Speech 0/10:** Provided no example of climate speech by CEO.

**Political Advocacy 6/25:** Intel has done more on advocacy in the US, signing Digital Energy Solutions campaign letter to US legislators and G20 letter.

**Own emissions 10/10:** Max points for absolute reduction target by 2012

**Renewable energy use 5/5:** Intel is the leading purchasers of renewable energy credits in the United States, accounting for [46 percent of their electricity use](#). To keep full points, Intel needs to establish timelines for 2012, and also clarify the additionality of its renewable energy credits (RECs).

## **Microsoft 22/100**

**Summary:** Microsoft has improved its score with new solutions offerings such as the Holm energy meter and a study in to the benefits of digital music and online delivery of software. Microsoft is failing to speak out or lobby for strong climate legislation.

**Climate solutions 12/50:** Microsoft has both improved its range of solutions and information provided on the net emissions reductions across the lifecycle of digital music and digital software distribution. More specific case study data on solutions is needed, such as Holm where potential emissions reduction potential savings is significant.

**Leader Speech 2/10:** Microsoft CEO Steve Ballmer, despite numerous high profile opportunities, has made no recent public statements on climate change. Has a low score as only few senior company staff have made presentations on the potential of IT to reduce emissions.

**Political Advocacy 4/25:** Has signed Digital Energy Solutions Campaign letter to US

Senate.

**Own emissions 0/10:** No score for having a relative target only. To significantly reduce emissions, absolute reduction targets are needed now.

<http://microsoftontheissues.com/cs/blogs/mscorp/archive/2009/03/11/reducing-microsoft-s-carbon-footprint.aspx>

**Renewable energy use 4/5:** Microsoft purchases 25% of its energy needs through renewable energy or renewable energy credits (RECs). To score 5, it needs to set a public goal for 2012 and address concerns about its RECs.

[http://download.microsoft.com/download/c/6/9/c69d0366-c3eb-4376-b42b-7820efe844bb/Microsoft\\_on\\_the\\_Topic\\_Climate\\_Change.doc](http://download.microsoft.com/download/c/6/9/c69d0366-c3eb-4376-b42b-7820efe844bb/Microsoft_on_the_Topic_Climate_Change.doc)

## Dell 23/100

**Summary:** Dell was an early IT leader in taking commitments to reduce its own carbon footprint, but unlike HP, has not sought to significantly leverage this experience to provide broader solutions, or become stronger voice for government policy. Dell could immediately improve its score by being more outspoken on the need for strong climate legislation and energy performance standards.

**Climate solutions 2/50:** Dell has so far only offered a limited number of climate solutions case studies and no evidence of assessment of net emission reductions relating to these solutions.

<http://www.dell.com/content/topics/global.aspx/casestudies/casestudies?c=us&cs=QTO15&l=en&s=biz&~tab=1>

**Leader Speech 0/10:** Despite speeches on Dells own efforts to reduce emissions, no clear examples stating the need for mandatory emissions reduction targets or strong government policy to provide incentives for clean tech energy deployment.

**Political Advocacy 6/25:** Has recently joined other companies in signing [Digital Energy Solutions Campaign letter](#) and [Open Letter to US Senate](#), but no evidence of more direct advocacy by Dell. Scores 2 out of 10 available points for repeating advocacy.

**Own emissions 10/10:** Max points for 40 percent reduction target by 2015.

[http://www.dell.com/content/topics/global.aspx/corp/pressoffice/en/2009/2009\\_02\\_24\\_rr\\_000?c=us&l=en&s=corp](http://www.dell.com/content/topics/global.aspx/corp/pressoffice/en/2009/2009_02_24_rr_000?c=us&l=en&s=corp)

**Renewable energy use 5/5:** Dell has ambitious targets for renewable energy use, 40 percent by 2015. Currently Dell has achieved nearly 26 percent renewable energy use.

<http://content.dell.com/us/en/corp/d/press-releases/2009-06-02-green-power-expansion.aspx>

## Sun 22/100

**Summary:** Sun's score has decreased due to a lack of new information from the company since proposed takeover by Oracle. Sun remains the only company in the leaderboard to clearly support the level of emissions reductions required for an effective agreement at Copenhagen.

**Climate solutions 0/50:** Sun has certain case studies listed on it's website but did not respond to request for more detailed information. Sun has ['eco innovation' solution case studies](#) but net GHG emissions reduction of solutions is not provided. To score on this criterion Sun needs to provide far more details on net savings and the specifics on the method of calculation.

**Leader Speech 1/10:** No CEO speech on the required Kyoto targets and Copenhagen meeting was provided. Sun had [promised a speech from it's CEO](#) in May on the required Kyoto targets and Copenhagen but the CEO was replaced at the last minute with Chief Sustainability officer.

**Political Advocacy 11/25:** Sun is a founding member of [Business for Innovative Climate and Energy Policy \(BICEP\)](#). A key principle among the eight put forth by BICEP is that the United States must achieve a reduction in greenhouse gas emissions of 80 percent below 1990 levels by 2050 and at least 25 percent reduction below 1990 levels by 2020. Sun lose points for not repeating its advocacy and should remain active in BICEP or encourage Oracle to match Sun's position on this issue.

**Own emissions 10/10:** Scores maximum points for 20 percent reduction target by 2012. Sun's [current public commitment](#) is a 20 percent reduction of US greenhouse gas (GHG) emissions over 2002 levels by 2012 and globally a commitment to a reduction in global Scope 1 & 2 emissions by [20 percent over 2007 levels by 2015](#) which scores maximum points.

**Renewable energy use 0/5:** Sun does not have a renewable energy target for 2012. [Sun has stated](#) that it is unlikely to be able to meet the 25 percent target by 2012, but could improve it's score but stating a target.

## Toshiba 21/100

**Summary:** One of the most improved companies in this second version along with HP. Provided much improved information on its technologies and economy wide solutions beyond energy efficient products.

**Climate solutions 19/50:** Toshiba provided much improved case studies on solutions such as traffic management, micro power grids, building efficiency and solar power business. Toshiba also provided examples of gross savings with information on the lifecycle emissions related to some solutions. Toshiba is also working on an industry standard in Japan to better quantify impact of solutions [http://www.jemai.or.jp/CACHE/eco-efficiency\\_detail\\_e\\_grunge220.cfm](http://www.jemai.or.jp/CACHE/eco-efficiency_detail_e_grunge220.cfm)

**Leader Speech 0/10:** Toshiba does not provide examples expressing support for the new Japanese Governments target. Toshiba should follow the lead of Sharp on this

criterion.

**Political Advocacy 0/25:** Toshiba needs to provide far more information to indicate if it is advocating for legislation that will reduce greenhouse gas emissions.

**Own emissions 2/10:** Toshiba aims to stop increasing emissions by 2012. It plans to control the absolute reduction at a level of 1.96 million tons by 2012, to have emissions peak at 70 percent less than the 1990 level, and decrease them by a further 10 percent by 2025.

<http://www.toshiba.co.jp/env/en/industry/peakout.htm>

**Renewable energy use 0/5:** Has no renewable target and only 0.1 percent renewable use in total electricity use.

### **Nokia 20/100**

**Summary:** Nokia has failed to show significant improvement since May. Nokia has yet to speak out decisively on Copenhagen despite Ericsson showing a good example [http://media-newswire.com/release\\_1099903.html](http://media-newswire.com/release_1099903.html). Has done some limited advocacy work but still need to provide far better case studies of climate solutions it provides beyond energy efficiency of products.

**Climate solutions 1/50:** Nokia provided some simple calculations on benefits of mobile technology to reduce emissions. However compared to the in depth case studies of actual impact provided by other companies Nokia's simple estimations fail to score.

**Leader Speech 0/10:** Apart from one 6-word quote from their CEO on their website, Nokia has not provided any examples of speeches by company executive that address the urgent need to reduce global greenhouse gas emissions.

**Political Advocacy 4/25:** Some limited advocacy work, has signed Digital Energy Solutions Campaign letter and WWF clean economy. <http://cleaneconomy.panda.org/#LeadingVoices>

**Own emissions 10/10:** Max point for 18 percent reductions by 2010. Needs to set 2012 target.

**Renewable energy use 5/5:** Nokia has the [highest renewable energy use and target](#) (50 percent by 2010) of any company surveyed. They need to clarify the addition of their renewable energy credits.

### **Sharp 18/100**

**Summary:** Sharp improves its score being the only company on the leader board to indicate public support for the emissions reduction target of the new Japanese Government.

**Climate solutions 8/50:** Provides public measurement of impact of solar panels produced, including estimates of resource use during manufacture (lifecycle analysis). To improve it's score Sharp should provide more details on the figures used to generate these estimated savings. <http://sharp-world.com/corporate/eco/vision/vision.html>

**Leader Speech 6/10:** In a recent Japanese newspaper article the Sharp CEO indicated support for the emissions reduction target of the new Japanese Government. Sharp is so far the only Japanese company to provide a clear example of support.

**Political Advocacy 2/25:** Sharp needs to be far more active in advocating for its policy position in Japan. [http://sharp-world.com/corporate/eco/environment\\_and\\_sharp/examples/gus.html](http://sharp-world.com/corporate/eco/environment_and_sharp/examples/gus.html)

**Own emissions 2/10:** Sharp needs to set a stronger absolute emissions reduction beyond the stated emissions peak in 2008.

**Renewable energy use 0/5:** Despite being a maker of solar panels Sharp has no renewable target of its own.

## **Sony 10/100**

**Summary:** Sony's score improve slightly with some limited advocacy work but Sony did not submit additional information for this version.

**Climate solutions 0/50:** No information provided

**Leader Speech 0/10:** No speeches provided

**Political Advocacy 4/25:** Some limited advocacy work, has signed Digital Energy Solutions Campaign letter to US Senate and WWF clean economy . <http://cleaneconomy.panda.org/#LeadingVoices>

**Own emissions 4/10:** Sony is committed to reducing emissions from business sites by 7 percent or more by 2010, but using emission data from 2000 as baseline. <http://www.sony.net/SonyInfo/Environment/activities/management/gm2010/index.html>

**Renewable energy use 2/5:** In Japan the Sony Group has finalised a contract for 55.45 million kWh annually using the Green Power Certification System, equivalent to around 2.5 percent of the Group's total power use. Sony does not have a global target for renewable use. <http://www.sony.net/SonyInfo/Environment/activities/reduction/sites/index.html#module4>

## **Panasonic 8/100**

**Summary:** Panasonic is a new addition to the leader board and has several opportunities to increase it's score. On solutions it needs to be clearer about the solutions it offers beyond energy efficient products. It could also be more vocal on climate advocacy and continue to cut its own emissions.

**Climate solutions 4/50:** Has started working on home appliance technology (Eco Navi) that could in the future form the basis of smart home appliances. The company is working with other companies and Japanese Government on standards to more accurately measure impacts of ICT products on emissions across their entire lifecycle.

**Leader Speech 0/10:** While Panasonic has good policies on its own website it has not provided evidence of public support for the emissions reduction target of the new Japanese Government.

**Political Advocacy 2/25:** Panasonic has good statements on its own website and is listed as having intervened on US climate policy but could do much climate advocacy in Japan and internationally.

**Own emissions 2/10:** Panasonic is committed to reducing the absolute amount of CO2 emissions by 7 percent between 2008 and 2010. Panasonic has achieved this target one year early, so it should now aim for more ambitious cuts by 2012.

[http://panasonic.net/eco/factory/energy\\_conservation/index.html](http://panasonic.net/eco/factory/energy_conservation/index.html)

**Renewable energy use 0/5:** Does not report renewable energy as percentage of global electricity use or have a target to increase.

[http://panasonic.net/eco/factory/energy\\_conservation/data.html](http://panasonic.net/eco/factory/energy_conservation/data.html)