**Beat: Technology**

# GREENTECH FORUM 2022 - TO BETTER UNDERSTAND THE IMPACT OF DIGITAL TECHNOLOGY

## A RESPONSIBLE DIGITAL STRATEGY

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**USPA NEWS -** Green Technology is an Umbrella Term that describes the use of Technology and Science to create Products and Services that are Environmentally Friendly. Green Tech is related to Cleantech, which specifically refers to Products or Services that improve Operational Performance while also Reducing Costs, Energy Consumption, Waste, or Negative Effects on the Environment.

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There's an overall trend towards environmentalism across all sectors. Whether this means restaurants banning plastic straws, transitioning to clean energy sources, or purchasing carbon offsets, society has witnessed an uptick in sustainability. Recently, green technology has become increasingly popular.

Green technology helps reduce energy and water consumption, reduces waste, reduces our carbon footprint, and improves business efficiency by lowering costs while improving the product design and creating new jobs. Compared to traditional technologies, green technology reduces the impact on the environment, reduces costs, and improves our quality of life.

Photo right - Panel
The essentials to initiate a responsible digital approch within its organization (associations, dicumentary sources, guides, articles, White paper, ect...)
Christophe CLOUZEAU, Expert Ecoconception and NR, Temesis
Charlotte GRIVOT, Project Manager - Digital Director, mc2i
Benjamin LANG, CEO, AELAN
Anne RABOT, CEO - Expert GreenIT, BriGeek

- Generally speaking, Green Energy concentrates on Sustainable Technology Innovation:

* LED Lighting
* Solar Panels
* Wind Energy
* Composting
* Electric Vehicles
* Vertical Farming

- Some of the Advantages of Going Green for Businesses and People!
The benefits of Green Technology are of 3 Types: Environmental, Economic, and Social.

* Reduces Energy Consumption
* Reduces waste Thanks To Recycling
* Improves Product Design And Performance
* Reduces Business Expenses
* Facilitates Eco-Friendly Agriculture
* Reduces Water Consumption
* reduces Air pollution in the cities
* Reduces Overall Carbon Footprint

* New Employment Opportunities
* Tax Incentives

The GreenTech Forum is the Professional Event dedicated to Reducing the Environmental Footprint of Digital Technology. The Forum's Ambition is to Promote Responsible Digital Technology to Enable Public and Private Organizations to Reduce Their Environmental Impact.

GreenTech Forum (Dec. 1-2, 2022 @ Beffroi de Montrouge, Paris) - Conferences Programme
An opening Plenary and 20 Conferences to better understand the Impact of Digital Technology on the Environment and develop a Responsible Digital Strategy within your Organization.

Conference Format: Round Table, 4 speakers & 1 Moderator Per Conference

- December 1, 2022 Main Themes Developed:

* Digital Environmental Impact Measurement in France and Europe: State of The Art and Challenges in 2022.

* The Essentials for Initiating a Responsible Digital Approach Within Its Organization (Associations, Documentary Sources, Guides, Articles...).

* Responsible Digital and the Functional Economy, the Emergence of New Business Models.

* Digital Infrastructure And Equipment: which Indicators to Quantify the Environmental Impacts of an Information System?

* The Challenges of Initial Training in Responsible Digital Technology: how to meet the Objectives of the Law REEN ?

* How Interoperability Open Data & Open Source can they Contribute to Reducing the Environmental Footprint of Digital?

* Small Structures and Responsible Digital, Concretely how to Take Action (Testimonials and Feedbacks).

* Cloud Computing & Edge Computing, how to Optimize the Environmental Impact of Data Processing?

* How to Secure and Facilitate the Traceability of the Supply of Digital Equipment?

* What Tools and Resources to Train your Teams to Responsible Digital?

* IT for Green: Digital Technology as a Lever for Ecological Transition for Industry and Consumption

* Digital, Ally or Enemy of the Ecological Transition?

- December 2, 2022 Main Themes Developed:

*Circular Economy, Eco-Design, Waste Prevention: Panorama of European Regulations For the Responsible Digital

* How to assess the environmental impact of a Digital Department?

* Training in Responsible Digital Professions: what Skills to Acquire?

* Deploy a responsible digital purchasing strategy Within Its Organization: Sourcing, Supply, Specifications...

* Large Companies and Responsible Digital: Key Success Factors and Pitfalls to Avoid (Testimonies and Feedbacks)

* Extend the Life of Digital Equipment: Levers, Techniques and Cultural Approach

* New Digital Uses (Cryptomoney, NFTs, Métavers), what Balance to find Between Innovation, Utility, and Environmental Impact?

(*) Photo Cover
Jean-Noël BARROT, Delegate Minister in charge if Digital Transition and Communications
Véronique TORNER, Vice President Numeum in charge of Responsible digital and Planet Tech'Care Initiative
Jean-Claude LAROCHE,, CEO Cigref, Director of Mission to the presidency of Enedis

Source: GreenTech Forum 2022 @ Beffroi de Montrouge, Paris.
On December 1-2, 2022.
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