

Preface

‘If you lose touch with nature you lose touch with humanity.’

—J. Krishnamurti’s Journal, 4 April 1975

The Handbook of Research on Green ICT: Technology, Business and Social Perspectives is the outcome of various debates, discussions, investigations and actions into a vital topic of today – Information and Communications Technology (ICT)-based business activities and the environment. This handbook draws on thoughts, insights, research, experiences and scholarly understanding of authors – both researchers and practitioners - from across the world and presents them as well organized, refereed and edited chapters.

While profitability has been the underlying driver for most businesses activities thus far, now there is a crucial angle to this profitability – and that is of sustainability. The United Nation’s Climate Change Conference held at Copenhagen, Denmark, on 7-18th December, 2009 made an attempt to focus the attention of politicians, business leaders, technocrats and administrators over climate. However, the discussions did not result in agreements that the world expected. Perhaps the Global Financial Crisis was partially responsible for the impasse – short agendas often win out against long term agendas. The chasm between the demands of the environment and the demands of business is wide open. However, the correlation between the environment and financial stability and the prosperity of business organizations has been well underscored by Sir Nicholas Stern in his Stern Report. As a result, many businesses have embarked on programs to reduce greenhouse emissions emanating from ICT. Thus, the best way to approach the environmental responsibilities of business is to map it to the efficiency and effectiveness of business. One can’t possibly bring the environmental debate into the crosshairs of a CEO unless it demonstrates corresponding business benefits.

CORE CONTENTS OF THIS HANDBOOK

This book covers a wide range of topics. The details of the chapters are available in the table of contents, but here is a brief outline of the core contents that make this book unique:

- The first and major section of the book is dedicated to discussion on business strategies relating to green ICT. The idea is to explore the nexus between business efficiency and environmental considerations.
- Green Technologies are both part of the problem and part of the solution. This section discusses various green technologies related to data centers, and gadgets such as metering and chip designs.

- Strategies and technologies need to be applied in practice. The third section of this book is dedicated to applications including green information systems.
- Green ICT and the environmental responsibilities of business have tremendous social connotations. The fourth section of this book discusses those social impacts of the environmental issues.
- Case studies are intermingled throughout the book.
- Being a research book, there is a section on potential research projects in the green ICT domain that the readers should find useful.

AUDIENCE

The following readers should find this book appealing:

- **Leader / Decision Makers:** Many of the initial chapters in this handbook are aimed at this category of readers. Authors in this section have concentrated on the long-term, strategic, sustainable view of green ICT and business. Discussions from various economic, architectural, business process and supply chains angles are undertaken here. Many of these chapters have been contributed by practicing senior managers and directors.
- **Researchers / Scholars:** This is a research handbook, with many intense research based chapters that researchers will enjoy reading and referencing in their work.
- **Business Analysts and Process Modellers:** These are readers who want to understand the process and business model aspect of green IT – particularly from the applications or Information Systems viewpoint
- **Change Managers & Sociologists:** These readers will find the discussions on standards, legislations, and the implications on society and individuals invigorating.

CRITIQUES

As with all my previous works, I invite readers to submit their critiques of this book. It will be an honour to receive genuine criticisms and comments on the chapters and their organization in this edited book. This feedback will not only enrich the knowledge and understanding of the contributory authors and myself, but will also add to the general wealth of knowledge available to the Green ICT and environmental community. To all such readers and critics, please accept a sincere thank you in advance.

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