



## **Green IT: Applying Sustainability to Information Technology**

Learn how implementing Green IT practices can transform your organization's sustainability program. This presentation will teach you about the environmental impact of IT equipment, specific green IT practices, and provide you with resources to help you make smart IT decisions designed to minimize your environmental impact and save you money. This presentation is perfect for sustainability and IT professionals who want to learn what green IT is and how it can benefit their business. It serves as a precursor to the *Conducting A Green IT Assessment* course held on February 18, 2010.

### **Topics:**

- Introduction to Sustainability
- Why Green IT?
- What is Green IT?
- What are the opportunities/challenges in IT?
- Case study
- Information Sources/Tools

### **Learning Outcomes:**

- Be able to describe Green IT and what it can offer your organization
- Understand the incentives and imperative to involve IT in sustainability initiatives
- Have the information to gain business support for a Green IT program

**Facilitator:** **Jessica Vreeswijk**, BCom, MCPM, MBA in Sustainable Business Candidate (2009) is the founder and principal of Terrabytes Consulting and Green IT Tools.com. Jessica is passionate about providing green information technology services to a range of organizations, from non-profits to large businesses. With a background in IT operations, project management, and sustainability, Jessica provides organizations with the counsel and tools they require to measure and reduce the environmental and financial impact of their information technology. The Director of IDC (Canada) said this of Jessica's presentation, "*Brilliant presentation. One of the most practical and actionable presentations I've attended on Green IT.*"

**Length:** evening talk - 2 hours  
**Date:** Thursday, December, 3, 2009  
**Times:** 7pm – 9pm  
**Cost:** No charge  
**To save a seat:** please call us by Thursday, November 26, 2009.

### **To Register:**

Register online at <http://www.royalroads.ca/continuing-studies> using Visa or MasterCard; or by telephone, Monday to Friday, 9:00 a.m. – 4:00 p.m. at **250-391-2600, ext. 4801**; or **Toll Free at 1-866-890-0220**. Or, come by in person to the Continuing Studies reception area in the **Grant Building, 2005 Sooke Road**, Victoria, BC, Canada V9B 5Y2.

