



Public Sector: Sustainability in Action

Louella Fernandes and Rob Bamford



Louella Fernandes
Principal Analyst –
Managed Print and
Document Services
Quocirca



Rob Bamford
Principal Analyst Business
and Communications
Quocirca

Biography

Louella Fernandes is a respected and globally recognized analyst who has a wealth of experience and knowledge from 20 years' association with the printer industry. Her research and consulting experience includes strategic and competitive analysis of the managed print services (MPS) market and analysis of end-user MPS requirements from small businesses to large enterprises.

Quocirca's MPS Landscape reports (www.quocirca.com/reports) are widely respected across the industry as providing an insightful and authoritative view of the global MPS market. Louella has also authored a variety of reports on the document security, mobility and the extension of MPS into broader business process services (BPS) and IT services (ITS) markets. Louella also presents on the evolving print market at vendor events, video interviews and webinars.

Prior to joining Quocirca in 2006, Louella was European Developer Relations Programme Manager at Canon Europe, focusing on expanding the availability of print and document solutions for Canon's range of digital copiers through ISV partners.

Louella regularly publishes articles on her blog site louellafarnandes.com. Louella has a BSc (Hons) degree in Computer Science from Aston University.

Rob Bamford is a Principal Analyst working with Quocirca (www.quocirca.com), focussing on business communications, with particular emphasis on where communications impacts people and things through mobile, social, unified and machine-to-machine (Internet of Things) communications. His overall experience combines sales and marketing, with an in-depth understanding of technology development and deployment.

Business communications covers a wide area, encompassing telecommunications, convergence with IT and collaboration. It touches on employee and business effectiveness and efficiency as well as environmental and other external changes. Rob's perspective is on the business impact from large enterprise to SMB.

Rob joined the analyst community, establishing the wireless and mobile practice at Bloor Research prior to extending his interest in the impact of the convergence, or as he would rather say, 'collision' of IT and Telecommunications industries with his work at Quocirca. He has written numerous articles and many reports encompassing the impact and management of mobile devices, mobile security, the cloud, the Internet of Things, unified communications and video conferencing. Rob also presents and contributes in seminars, video interviews and webinars, has been involved in industry groups such as the EVUA and Mobile Data Association and for several years has been a judge for the GSMA awards at Mobile World Congress.

Rob is regularly quoted in the technology industry and mainstream business media and is a regular contributor of analytical content to various publications and frequently blogs on Computer Weekly. He regularly delivers presentations from formal keynotes at large events to informal off the cuff talks at executive dining evenings.

Keywords Sustainability, Managed Print Services (MPS), Education sector, Public Sector, IT, Print
Paper type Research

Abstract

This article is an abstract of a whitepaper (www.quocirca.com/content/public-sector-sustainability-action) that looks at the sustainability attitudes of organizations in five European countries towards IT and in particular printing, where improving the focus on a sustainable approach to IT will deliver benefits for the environment, better compliance with directives and importantly be more efficient, thus saving costs. The full report and research findings are available to purchase directly from Quocirca (www.quocirca.com).



Introduction to IT sustainability

Many individuals are already aware of the impacts of waste, energy and carbon footprint relating to IT. Additional focus by countries and organizations from a regulatory perspective has also helped to sharpen thinking and actions at a more strategic level. From UN Sustainable Development Goals and intergovernmental summits such as the 2015 Paris climate talks, there is clear aspiration and desire to address the issues of energy use and waste. This makes IT a primary candidate for organizations looking to adopt a more sustainable approach. This is no longer from an idealistic attitude of wanting to be 'green', but a realization of the impact of resource depletion and the long term burning of hydrocarbons. As a consequence of investing in a more sustainable approach, there are commercial as well as environmental benefits and often all that is required is a little push in the right direction.

To encourage a shift in corporate attitudes, measures are being mandated through EU wide regulation and directives. These include carbon reporting and energy efficiency through the Climate Change Act, CRC Energy Efficiency Scheme and EU Energy Efficiency Directive.

While these apply to both private and public sector, including education, there has been particular emphasis among European governments in response to EU directives which has the aim of encouraging the public sector to do more. Much of this is outlined in the EC guide to Green Public Procurement (GPP), which was started in January 2010 and recently made available in all EU languages in July 2016.

The education sector, with its inherent role of stewarding and influencing future generations, appears willing to tackle sustainability as a necessity in any event.

However, the impact of sustainability can be difficult for IT buyers to equate to the technology used in the workplace. A 'disposable' approach to many technologies, driven by the need to reduce costs through automation or reducing human involvement in many processes, has done little to encourage sustainability. Although users may not be aware of how much energy or precious resources are being consumed by technology, adoption of simple measures such as recycling paper or using low energy lighting is commonplace.

Equally, organizations are not aware of individual costs as they are either not tracking them, or the bigger picture of total cost is not being aggregated. This is where guidelines and regulations can make an impact and once the process is started, organizations begin to realize that there may be many savings that could be made.

It takes time for new guidelines to take hold and deliver a change in both attitudes and actions, especially when many individuals have a narrow focus on the day-to-day needs of their role. Sustainability issues have a far wider impact than IT. Those with a broader view of the resources an organization needs to manage, seem to be more aware of sustainability guidelines and the need to do something as a result.



Building on this awareness to make changes that benefit both the organization commercially, as well as the environment, must be the goal. There is much that can be done with smarter deployment of IT and print technologies to help organizations achieve their sustainability goals and make their use of energy and resources more efficient.

Attitudes are positive

Sustainability in IT and print is regarded as important by most organizations, whether public or private sector, but the commitment to do something about it varies. Public sector organizations overall, perhaps as a result of tightening budgets, are looking at the efficiencies element of sustainability as a way to save money. However, most in education see sustainability as something that must be done, even if that comes at a cost.

The wider public sector on the other hand is under pressure, often at a departmental level, to reduce costs, and this influences the attitude to sustainability. Although it is high on the agenda as a result of government initiatives, 38% of respondents in the public sector still require more than just environmental benefits – sustainable initiatives can only be justified if they help meet more immediate needs and reduce costs.

Sometimes cost savings are there for the taking, but a lack of skills, proper breakdown of current expenditure or how tackling them need not be as expensive as first assumed, gets in the way of making progress. Most organizations have had to be compelled to gather a more detailed understanding of their energy consumption and yet this is one area where making simple changes – for example switching computer monitors off overnight or purchasing more power efficient alternatives to IT equipment – can create savings, with the only additional outlay being the process of obtaining greater understanding or insight.

Despite the presence of regulatory pressures, such as the EU Energy Efficiency, applied as the Energy Savings Opportunity Scheme (ESOS) in the UK, which are mandatory, most organizations in the private sector still have an overly relaxed view to implementing sustainability. Also, unlike other schemes which might be viewed as punitive or charging extra taxes, the emphasis of the ESOS approach has been to help reluctant organizations identify where financial savings can be made from taking more sustainable measures.

Public sector organizations are at least much more inclined than private sector companies, to take the guidance more seriously, but again it is the education sector which is most likely to view sustainability guidelines as something they really should follow.

Implementation is patchy

Awareness of the issues and focus would appear to be the prerequisite for appropriate action, and having someone dedicated to investigating, understanding and delivering on sustainable objectives would be very helpful. Despite taking the guidelines seriously, the already stretched public sector is less likely to have dedicated resources.



Technology and Innovation

In contrast, almost three quarters of the education sector have someone with some focus on sustainability, although there might be problems if that focus is too narrow. What if the individual cares passionately about one or more element of sustainability, but does not understand the bigger picture? Many elements might be viewed as mundane – such as making the right purchasing decisions during procurement – compared to exciting or high profile green issues and campaigns. Having a balanced and pragmatic view is vital.

Comparing the different emphasis on the implementation of sustainable measures proves interesting, but the most widely adopted measures are still the simplest to put in place.

Strong public awareness and the ease of implementation at a personal level has helped boost recycling of paper products, with a similar positive impact on the adoption of low energy lighting, again through high profile campaigns at an individual level. Recycling of paper often comes at an extra cost, so curiously the private sector sees the highest level of recycling, perhaps adoption reflecting an easy win for Corporate Social Responsibility metrics, while the public sector lags behind.

The public sector does do much better with energy efficiency – consequently saving money – in lighting, the workplace overall and IT equipment. However, the emphasis for implementing sustainable measures is still on where the proposition is simpler, but the cost saving impact probably less. More informed decisions could be taken if there was a more comprehensive understanding of the different levels of IT equipment energy consumption and resource usage.

The full report can be downloaded direct from Quocirca at:

www.quocirca.com/content/public-sector-sustainability-action



Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a line-up that ranges from inkjet printers and digital printing systems to LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises nearly 72,000 employees in 93 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

Epson Europe B.V., based in Amsterdam, is the Group's regional headquarters for Europe, Middle-East, Russia, and Africa. With a workforce of 1,700 employees, Epson Europe's sales for fiscal year 2015 were 1,577 million Euros.

www.global.epson.com

quocirca

Clarifying the business impact of technology

Quocirca is a primary research and analysis company specialising in the business impact of information technology and communications (ITC). With world-wide, native language reach, Quocirca provides in-depth insights into the views of buyers and influencers in large, mid-sized and small organizations. Its analyst team is made up of real-world practitioners with first-hand experience of ITC delivery who continuously research and track the industry and its real usage in the markets.

Through researching perceptions, Quocirca uncovers the real hurdles to technology adoption – the personal and political aspects of an organization's environment and the pressures of the need for demonstrable business value in any implementation. This capability to uncover and report back on the end-user perceptions in the market enables Quocirca to provide advice on the realities of technology adoption, not the promises.

Quocirca research is always pragmatic, business orientated and conducted in the context of the bigger picture. ITC has the ability to transform businesses and the processes that drive them, but often fails to do so. Quocirca's mission is to help organizations improve their success rate in process enablement through better levels of understanding and the adoption of the correct technologies at the correct time.

Quocirca works with global and local providers of ITC products and services to help them deliver on the promise that ITC holds for business. Quocirca's clients include Oracle, IBM, CA, O2, T-Mobile, HP, Xerox, Ricoh and Symantec, along with other large and medium sized vendors, service providers and more specialist firms.

Details of Quocirca's work and the services it offers can be found at www.quocirca.com