

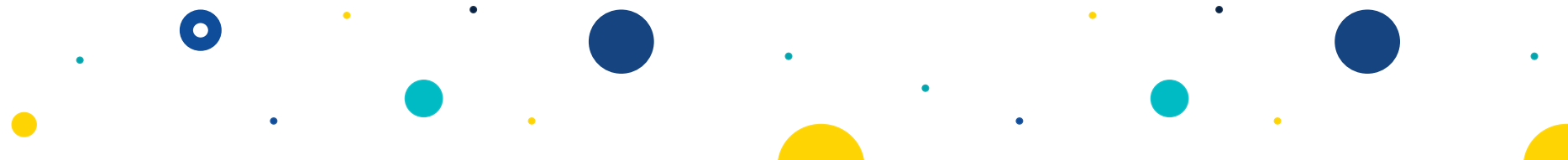
The opportunities of sustainable digitalization and green technology for your SME (Green IT and Green Tech)

“Una manera de hacer Europa”

Fondo Europeo de Desarrollo Regional

Contents

› Introduction	03.
› Green IT & Green Tech definition	04.
› Green IT & Green Tech application	05.
› Benefits of sustainable digital transformation	06.
› Successful cases	07.
› Conclusions	08.



Introduction

Sustainability and digitalization have to **go hand in hand**, it is necessary for our planet, our society and our economy and businesses.

i Thanks to digital technologies, global **Co2 emissions** could be **reduced** by **20% by 2050** (WEF).

i But.... **new technologies present sustainability challenges** as well. It is estimated that **4%** of global GHG emissions come from digital technologies and energy consumption is increasing by 9% per year (Shift Project).

For **SMEs, achieving sustainable digitalization (Green IT)** and using or developing cutting-edge technology to make their business or that of others more sustainable (**Green Tech**) is a **way to** position themselves in a leading sector full of opportunities and **achieve** a very **good reputation**.



Green IT & Green Tech definition



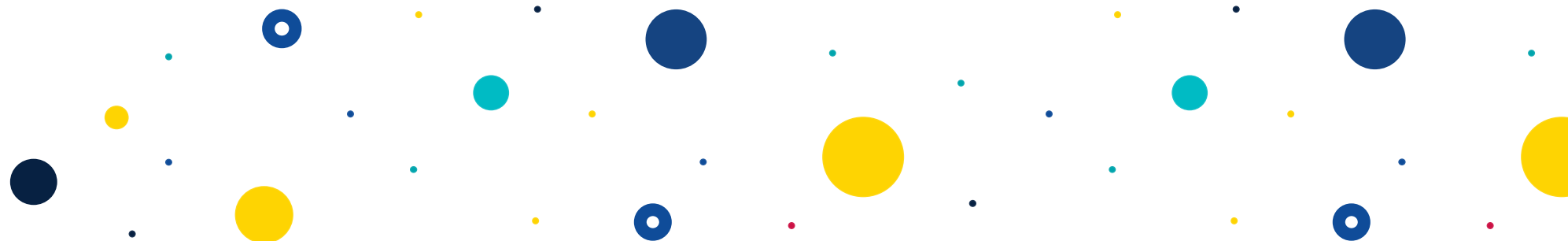
Green IT refers to going **digital** in a **sustainable** way.

- Choose options that promote energy savings and avoid planned obsolescence.



Green Tech encompasses the use of all types of **innovative technologies** to **create** products, services and processes that **help mitigate negative impacts on the environment**.

- Its use is linked to very diverse sectors, such as industry, energy, transportation and agriculture.

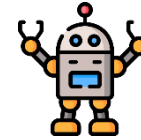


Green IT & Green Tech application



Green IT (main applications)

1. Cloud computing
2. Use of low-consumption and energy-efficient technologies
3. 5G technology
4. Devices with Green materials
5. Communication technologies
6. Consumption monitoring
7. Technological recycling
8. Sustainable software



Green Tech (main technologies)

1. IoT (Internet of Things)
2. 3D printing
3. IA/ Green IA
4. Digital Twins
5. Blockchain
6. Renewable energies

Benefits of sustainable digital transformation

› The **main advantages** of sustainable digital transformation are :

1. Sustainability



3. Reputation



2. Long-term cost savings



4. Business opportunities



Successful cases

► There are many success stories of companies that are committed to digitalization and sustainable innovation. Some **examples of Spanish startups and SMEs** include :



Too Good To Go



Conclusion

In short, **SMEs** can contribute to sustainable development with good practices in their digitalization (**Green IT**) and can also open up a powerful market in which to invest, that of innovation and cutting-edge technology for sustainable solutions that make efficient use of resources (**Green Tech**).



Acelera *pyme*

“Una manera de hacer Europa”

Fondo Europeo de Desarrollo Regional

