

New Commission Priorities



- **A European Green Deal**
- **A Europe fit for the digital age**
- *An economy that works for people*
- *Protecting our European way of life*
- *A stronger Europe in the world*
- *A new push for European democracy*

*'..a once-in-a-generation opportunity to ensure Europe leads the way on the **twin ecological and digital transitions**'.*

Twin transition: The nexus of Green transition & Digital Transformation



Synergies

- **Digital transformation for climate neutrality. It can reduce 15-20% of total GHG emissions**
- **Green transition for sustainable financing and new jobs in green digital transformation**

Conflicts

- **ICT footprint: 2.1 and 3.9% of total emissions; eWaste- fastest growing waste category**
 - **Green transition may block certain digitalisations patterns (built in obsolescence, blockchain mining, single use electronics, etc).**
- Today's focus is mostly on the Conflicts because they are measurable.
 - What is needed: To realise benefits of Synergies for sustainability and digital sector
 - How: Science based methods to measure the contribution of digital to environment
-> leading to sustainable finance for green digital (EU Taxonomy, Green Public Proc.)



Ecodesign for Sustainable Products Regulation 30.3.2022

- Digital product passport - Digital for Circular economy

European Decade – 2030 Targets; Declaration on Digital Rights and Principles – 26.1.2022

- Annex VI: Sustainability – Greening the ICT & deploying ICT for Green

Europe’s Digital Decade – Digital targets for 2030 – 9.3.2021

- Secure and sustainable digital infrastructures

European Digital Strategy – 19.2.2020

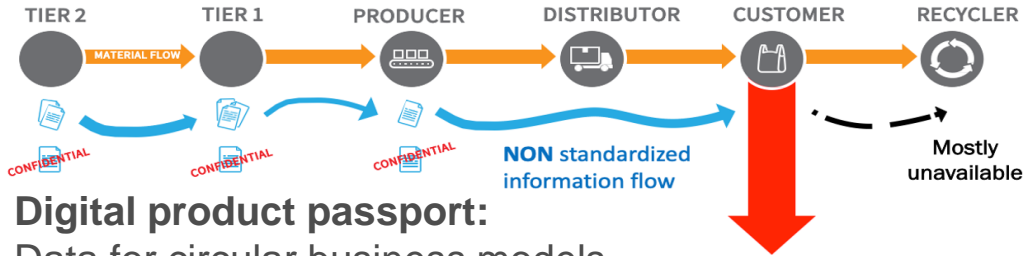
- Circular electronics; Sustainable data centres by no later than 2030
- Transparency measures for electronic communications

Circular Economy Action Plan – 11.3.2020

- Regulatory measures for mobiles, tablets, laptops, printers and consumables chargers
- ‘right to repair’, including a right to update obsolete software; take back scheme

Digital contribution to environment & climate

Information flow in a linear economy



Digital product passport:

Data for circular business models,
Sustainable, integrated Single Market

Smart mobility: reduction of transport emissions up to 37%; **smart buildings** with emissions reduction by 17%;



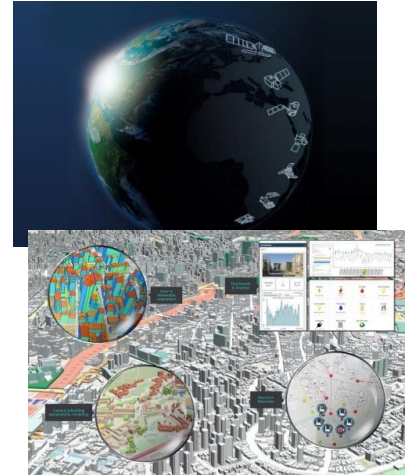
INFORMATION
MOSTLY LOST

Also: smart energy networks; Precision farming, Blockchain for emissions accounting, smart cities; AI for climate; smart manufacturing;

RRPs: Missed opportunity to use digital solutions for climate action

Digital contribution: reduction by up to 15%-20% of total emissions with deployment of today's technology.

Destination Earth / digital twins: High Performance Computing, AI for better anticipation of extreme events prediction, climate modelling.



Sustainable Digital Technologies

Climate Neutral and highly energy efficient datacentres by 2030: review JRC's CoC, the Energy Efficiency Directive and the Taxonomy Regulation



Greener electronic communications by 2030:

- Transparency measures
- Administrative incentives for green deployment



Circular Electronics

Initiative: Better durability, reparability, refurbishment, recycling for consumer and industrial electronics & IoT

“Right to repair” for consumers.



Low power processors, software and AI: investing in new ultra-low-power



EU countries commit to leading the green digital transformation

24 Member States and Norway and Iceland have signed a declaration to accelerate the use of green digital technologies for the benefit of the environment. They will deploy and invest more green digital technologies to achieve climate neutrality and accelerate the green and digital transitions in priority sectors in Europe, for example by using the NextGenerationEU and InvestEU funds.

Example of commitments made:

- Making **green public procurement** the default option overall;
- Support the **deployment of green digital solutions** that accelerate the decarbonisation of energy networks, enable precision farming, decrease pollution, combat the loss of biodiversity and optimise resource efficiency;
- Propose permits for deployment of networks and **data centres** that comply with the highest environmental sustainability standards;

<https://digital-strategy.ec.europa.eu/en/news/eu-countries-commit-leading-green-digital-transformation>



34 CEOs of ICT companies have committed to take action in the following areas:

Investing in the **development and deployment** of green digital solutions with significant energy and material efficiency that achieve a net positive impact in a wide range of sectors.

- Developing **methods and tools** to measure the net impact of green digital technologies on the environment and climate by joining forces with NGOs and relevant expert organizations.
- Co-creating, with representatives of others sectors, **recommendations and guidelines** for green digital transformation of these sectors that benefits environment, society and economy.

<https://digital-strategy.ec.europa.eu/en/policies/european-green-digital-coalition>

<https://www.greendigitalcoalition.eu/>

European Green Digital Coalition

Founding Members



Matt Brittin
Google, President,
EMEA Business & Operations



Joost Farwerck
KPN, CEO



Roland Busch
Siemens, CEO



Dara Khosrowshahi
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Thank you

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