

The Future of Green IT

Implementing sustainability in IT with Deloitte Tech Strategy & Operating Model



WHY?

Increasing energy usage and environmental concerns force us to look into green innovation. In today's world improving Corporate Social Responsibility (CSR) is becoming the main point on every business agenda. Organizations need to become more sustainable in every aspect to stay relevant. To minimize a company's carbon footprint, IT should also be included in the strategy. Therefore, greening IT is and will continue to be a necessity, not an option (Murugesan, 2008).

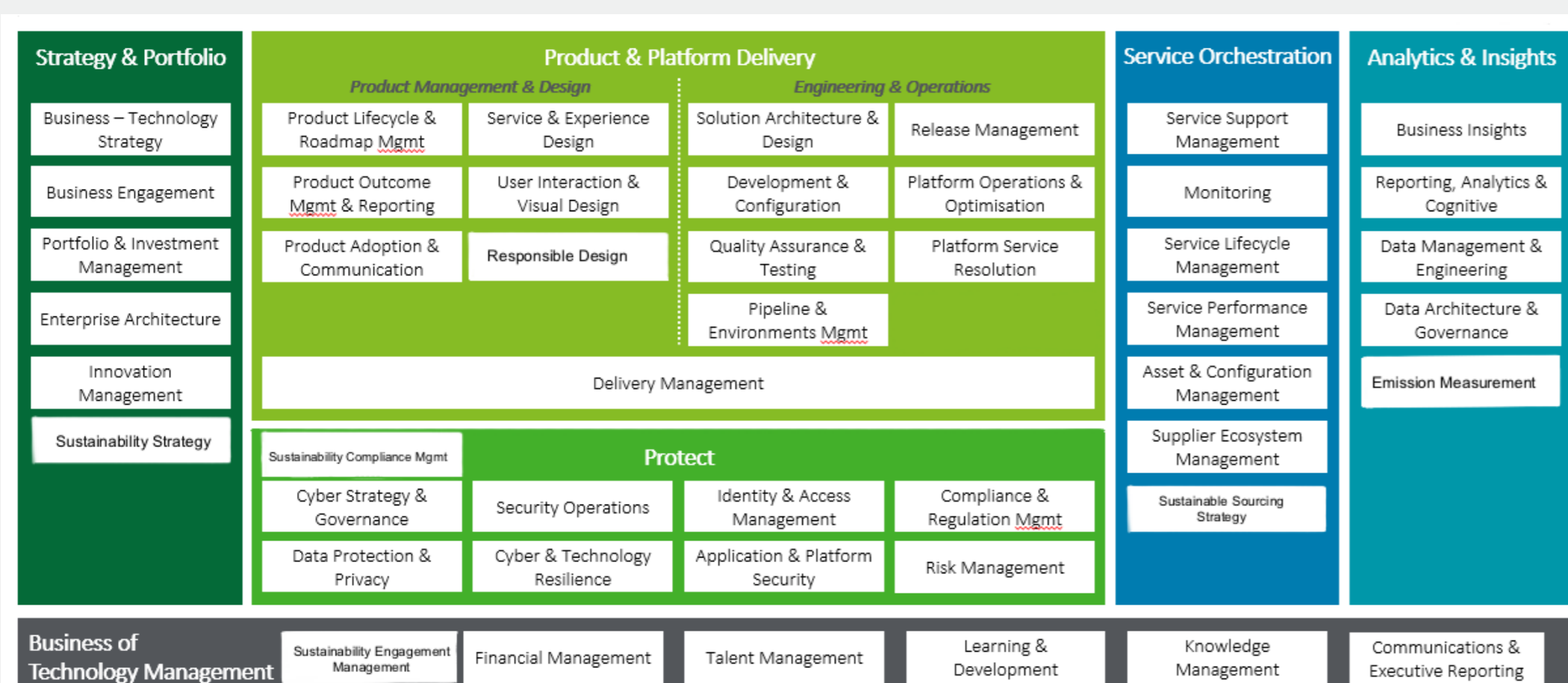
HOW?

By applying desk research, followed by qualitative interviews. The results and findings formed the basis for the fifteen design principles and future vision. To make the vision a reality, co-creation sessions were given to collaboratively develop the solution. The solution was evaluated in various ways and is implementable for Deloitte TSOM Globally.

WHAT?

The result consists of a modified framework, implementation strategy, and AIDA adoption model for employees. In the Tech TOM framework capabilities are added to include sustainability in IT assessments. Additionally, an implementation roadmap was created using the AIDA model to ensure a straightforward adaption process.

	Awareness	Interest	Desire	Action
Timeframe	2 weeks	1 month	6 months	1 year
Target group	TSOM Employees	TSOM Employees	TSOM Employees	TSOM Employees
Phase owner	TSOM Employees	Team Lead / Sustainability in TSOM team	Sustainability in TSOM team	Sustainability in TSOM team
Goals	<ul style="list-style-type: none"> Display the new adjustments Increase knowledge of Green IT Show the higher purpose of why this needs to be implemented Gain employees input on onboarding activities 	<ul style="list-style-type: none"> Display the value that can be created by Green IT Inspire employees with the positive impact Display what's in it for the employee 	<ul style="list-style-type: none"> Consultants mindset changes to a positive look at Green IT Consultants think green IT is implementable Competition element to make Green IT implementation enjoyable 	<ul style="list-style-type: none"> Employees apply the new framework Employee feels proud about the sustainable accomplishments of the team
Activities	<ol style="list-style-type: none"> Informational (animation) video Workshop/Co-creation session Slide deck regarding the new adjustments Knowledge sharing Tutorials Training 	<ol style="list-style-type: none"> Create Sustainability in IT team within TSOM Present the new Capability Model Adapt/prepare trainings Best practice training step-by-step implementation explanation of each capability 	<ol style="list-style-type: none"> Gamification of implementing the capabilities Create a healthy competition Co-Create conversation starter deck Become an expert training 	<ol style="list-style-type: none"> Rewarding: TSOM Climate Champion Certification Set personal implementation goals: rewarding if you can convince the client to assess/improve sustainability Share results at the sustainability café
Description	In this phase the aim is to make the TSOM colleagues aware of the new implementations which are coming, while co-creating the implementation strategy. First training are given and knowledge on the topic is shared.	In this phase the aim is to spark interest in sustainability in IT by showing the new framework, sharing knowledge and provide step-by-step examples of successful implementation.	In this phase the aim is to create a desire to participate in the sustainable IT solutions. Team members will be challenged to complete the capabilities in mock projects and are able to compete with their team members.	In this phase the aim is to give the final push and create actionable activities to encourage implementing the new framework for everyone who was not already using the new capabilities.
KPI	Phase successful when 80% of the TSOM team members have completed the tutorials/trainings	Phase successful when the results of the survey show that 80% of the TSOM team members are confident in applying the new capabilities correct	Phase successful when 80% of the TSOM team members have successfully implemented the new capabilities in the mock project	Phase successful when 90% of the TSOM team members use the new capability model as the default capability model



Eline Margot Maatje
The Future of Green IT
11th of March 2022
Strategic Product Design

Committee Dr. Giulia Calabretta
Ir. Matthijs Buijs
Company MSc. Bob de Graaff
MSc. Rendel Hijlkema

