

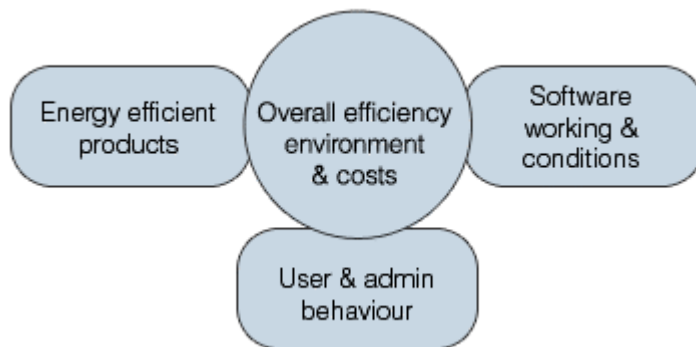
Energy Efficiency

Energy Management as the key for Ecological and Economical Success

In the Corporate Policy 139 IBM committed itself to a responsible use of energy in all fields of business. Energy savings and improvements of energy efficiency - energy consumption in relation to application performance - contribute in all parts of the operation e.g. production, operating sites, internal processes and products. Renewable energies should be preferred, where practical, over non-renewable energies.

The effects of energy consumption during production and the use of electronic devices like computer are a main impact factor for the environmental burden of IT technologies. Therefore, electronic devices should be applied energy efficiently and energy saving possibilities should be used.

In 1974 IBM introduced an energy management program for the first time to implement the goals of the Corporate Policy 139. In 2003 the IBM energy management system achieved savings worth about 36 Million Dollar.



Cost efficiency is a goal for each enterprise. The Integration of environmental aspects e.g. by using an environmental management system can contribute to improve the overall efficiency of the enterprise. The integration into the general business processes is a key for success. Separate energy saving projects do not pay off at the end. However, if energy saving considerations are integrated during investment planning - e.g. construction of new office buildings, renewal of air conditioning, sizing of computer centers - the additional costs for higher energy efficient solutions are often paid back after a few years. The implementation of such energy projects under consideration of the Return-On-Investment (e.g. less or equal 3 years) helps to achieve energy saving target as well as cost targets for the whole projects. This is the "secret" of the success of the IBM energy saving programs like the climate savers program.