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IT sector divided on the 'green' issue
– Latest survey from The IT Job Board reveals that 44 percent
of businesses have not considered a green IT strategy –

Just under half (44 percent) of businesses operating within the IT sector have not – as yet – considered a green IT strategy. This is one of the core findings from a survey¹ conducted by The IT Job Board, www.theitjobboard.co.uk.

However, in contrast to the above statistic, more than a third (37 percent) of senior IT professionals questioned, highlighted that their business already has a green IT strategy in place.

The survey indicated that reducing cost was the main business objective for their company implementing a green IT scheme – with almost half (49 percent) stressing this. This compared to 30 percent of respondents who cited that the main purpose for going green was to protect the environment. In support of this finding, more than three quarters (76 percent) of those surveyed did advise of the need for large corporations to become green in order to reduce CO2 emission levels.

When it came to assessing the various approaches businesses take in becoming green, companies actively recycle the following:

- 93 percent - paper
- 68 percent - card
- 62 percent - printer ink cartridges

Two thirds (66 percent) of respondents highlighted that their companies have a policy of turning off computers at the end of the working day.

Almost half of respondents (48%) indicated that a green IT strategy was a crucial factor in reducing their businesses carbon footprint. However, 43 percent believed that the recession had made cost cutting a priority, and that survival in the current climate is more important.

Commenting on the survey, Alex Farrell, managing director of The IT Job Board, said: "Green IT is – understandably – a real 'hot topic'. I therefore find it interesting to see there is such a divide between organisations in terms of those which are actively implementing green IT strategies, and those who choose not to consider them at all.

"I believe the onus falls firmly on the Government to promote the Green IT agenda, and offer incentives to UK businesses. Only then will this become top-of-mind, and the sector can work towards making a real change."

1. 149 surveyed on 'Green IT', January 2010

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Notes to editors

About The IT Job Board:

The IT Job Board group of companies was set up in April 2002 in recognition that recruitment in the IT sector was increasingly dominated by the internet.

Online technology enables sophisticated targeting – for example by skill, region or experience – of www.theitjobboard.co.uk's database of 800,000 IT professionals. The IT Job Board always tries to get closer to candidates either via planned content campaigns, or through the use of social networks.

The site also offers employers services such as branded job postings, a featured employer zone, targeted email campaigns and guidance on advertising copy. The managed campaign service filters responses to provide companies with a shortlist of applicants most suitable for the advertised position.

www.theitjobboard.co.uk's clients include The Metropolitan Police, Friends of the Earth and moneysupermarket.com.

For further information, interviews and photography please contact:

Katrina Suppiah

Publicité Ltd

T: +44 (0)20 8543 6582

E: k.suppiah@publicite.co.uk