Significance of "Green by IT" Promotion, Contributing to the Carbon Neutrality

To achieve carbon neutrality, it is necessary to approach the reduction of greenhouse gas emissions from a variety of our activities.

An approach is the "Carbon Neutrality Action Plan" of the Liaison Group of Japanese Electrical and Electronics Industries for Global Warming Prevention. The plan states, "Focusing on CO2 emissions from product and service life cycles, it is important to reduce total emissions, including not only those from product manufacturing and provision, but also those from procuring raw materials and distribution, using products and disposal and recycling." and "Such reductions are possible in services, as well as products. For example, the utilization of ICT service solutions has contributed to society-wide emission reductions, including reduced use of electric power during work or reduced travels, in addition to increased work efficiency." under the plan's Pillar 2 "Strengthening cooperation with other interested groups".

The "Green by IT" impact assessment is very effective in visualizing the reduction of CO2 emissions in society as a whole through digital technology and IT solutions. This method can be used to quantitatively and qualitatively demonstrate the contribution of digital technology and IT solutions to carbon neutrality.

Emission reductions from the introduction of IT solutions can take many forms. As an example, online conferencing, which has become more widespread after the Covid-19 pandemic, reduces travel for both long and short distance business trips and energy consumption in the office. Even taking into account the increase in the use of IT equipment and networks, this can contribute to a total reduction in CO2 emissions (see image on the right). In addition, this is also expected to help overcome environmental issues, such as the realization of a circular economy. In addition, the project is expected to create a positive impact on solving social issues through ripple effects.
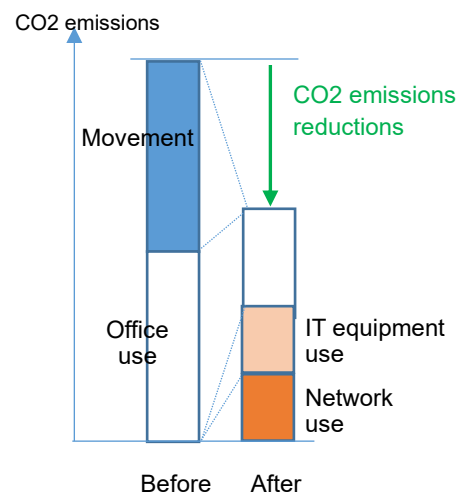

Illustration of the Accumulation of CO2 Emission Reduction Effects (Online conference system)

Reductions will be further enhanced by improvements in equipment efficiency and progress in the greening of electricity

Thus, the "Green by IT" impact assessment makes it possible to quantitatively and qualitatively highlight the contribution of digital technology and IT solutions to CO2 reduction, and to visualize the contribution of both providers and users to CO2 reduction and carbon neutrality through their business activities. At the same time, it also contributes to improving corporate value and the value of products and services.

In order to contribute to the above-mentioned development, we will continue to create easy-to-understand explanations and update methodologies for assessing the contribution of digital technology and IT solutions to CO2 reduction, and share these with you.

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