



A Green IT Partnership

ComputersOff.ORG and Connection Research announce new partnership

Sydney, 11 June 2010. Connection Research and ComputersOff.ORG have announced an important relationship to cooperate on Green IT accreditation and market analysis. Under the terms of the agreement ComputersOff.ORG will use Connection Researchs Green IT Framework (developed in conjunction with RMIT University) to determine its areas of accreditation, and Connection Research will become a ComputersOff.ORG accreditation partner.

Relevant questions in Connection Researchs Green IT Benchmarking Survey will be used to determine whether organisations reach ComputersOff.ORGs Green IT accreditation standards, and the two organisations will cooperate on a range of marketing, analysis and accreditation programs.

The ComputersOff.ORG accreditation program will be expanded to include Enterprise and Data Centre issues, as well as IT Enablement in addition to its current End User accreditation program. It will also offer levels of accreditation, depending upon how well the organisation scores in the relevant area of Connection Researchs Green IT benchmarking program. Further expansion is planned, into other areas covered by the Green IT Framework, such as Lifecycle and Green IT Metrics. Connection Research provides the assessment methodology. ComputersOff.ORG provides the value proposition.

The relationship makes perfect sense for both organisations, says Connection Researchs CEO William Ehmcke. We are both interested in promoting Green IT, and we were both measuring it in different ways. This brings a common approach, in an important and growing area of IT where standards and benchmarks have been sorely lacking.

There are also many synergies in promoting the practice of Green IT, says ComputersOff.ORGs CEO Bianca Wirth. We are each leaders in our field by combining our resources we can each do our own jobs better and provide a better service to our clients.

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ComputersOff.ORG is a non-profit organisation. The organisation's mission is to engage with, and educate individuals and corporations on the environmental footprint of technology, and assist them in reducing the related greenhouse gas emissions produced by technology.

About Connection Research
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Connection Research is an Australian market research and analysis company with a focus on corporate and consumer usage of sustainable and digital technologies. Its primary methodology is demand-side research, surveying consumers of technology about usage patterns, attitudes and plans. It operates across four practice areas: Green IT, Carbon and Compliance, Building Industry and Trades, and Community Sustainability.

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