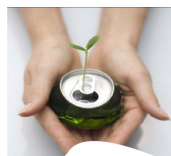


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## Innovation Network *ertemis* Acquires EU and State Funding for EFRE Project „IT for Green“ (Energy and Resource Management with CEMIS 2.0)

-Press release 10 March, 2011-



### Project Description

The ubiquity of IT in modern society and the progressive merging of digital and physical systems have created the basis for a more sustainable development of companies. Common objectives of sustainable management include a fundamental redesign of business processes, a general increase in transparency and a more efficient handling of energy and material resources.

“IT for Green” supports companies in increasing their resource and energy efficiency with the help of information technology – that is, by means of Corporate Environmental Management Information Systems (CEMIS). However, conventional CEMIS merely serve to ensure compliance with environmental laws and regulations and hence fall short of the full potential that IT holds for environmental management. Next generation CEMIS (CEMIS 2.0) need a stronger strategic focus and should provide more direct support to decision makers within companies.

“IT for Green” aims at modeling the entire product life cycle, including the input side (measuring the energy efficiency of a company’s ICT), the transformation phase (production/logistics and sustainable product development) and the output side (corporate communications and sustainability reporting). To this end, three interlocked modules are developed as reference implementations for an innovative CEMIS 2.0. Participating companies may also procure the modules in the form of services via a Cloud Computing Mall.

### Consortium – Innovation Network *ertemis*

The innovation network *ertemis* ([www.ertemis.eu](http://www.ertemis.eu)) consists of researchers from the Universities of Oldenburg (Prof. Dr. Jorge Marx Gomez and Prof. Dr. Wolfgang Nebel), Osnabrück (Prof. Dr. Frank Teuteberg) and Göttingen (Prof. Dr. Jutta Geldermann). The

University of Lüneburg (Prof. Dr. Andreas Möller, Prof. Dr. Burkhardt Funk, Prof. Dr. Peter Niemeyer) is also involved as an associate partner. Industry partners include CeWe Color, Hellmann World Wide Logistics, iits, erecon and SAP. The community of the island of Spiekeroog also participates in the project. Furthermore, over 30 companies contribute their practical expertise to "IT-for-Green".

The innovation network *ertemis* aims at facilitating knowledge transfer between research and practice and at advancing interdisciplinary research on CEMIS 2.0. The members of the *ertemis* network develop, implement and analyze innovative solutions, as e. g. best practices, business models, reference and maturity models, hybrid products (product-service bundles) and Cloud Computing concepts (Software, Infrastructure and Platform as a Services) for purposes of social and economic significance. Possible fields of application include Green IT, Sustainable Cloud Computing, energy efficiency, resource controlling, sustainable product development, Sustainable Supply Chain Management and Sustainability Reporting.

In detail, *ertemis* supports you in:

- developing environmentally friendly methods of production and disposal,
- creating synergies, cost savings and strategic advantages in the field of energy and resource management,
- developing hybrid products (product-service bundles) with a focus on sustainability,
- entering an active exchange of information with different stakeholders (sustainability reporting based on Web 2.0 technologies),
- analyzing causal relationships between economic and ecological factors and target systems along business processes by means of performance indicators (Sustainable Business Process Management),
- establishing sustainable logistics chains (Green Logistics & Sustainable Supply Chain Management) and sustainable information management,
- implementing and supporting Green IT and IT-for-Green measures,
- developing, implementing and evaluating Cloud Computing initiatives (business models),
- creating new business models for sustainable company development (Chemical Leasing, Life Cycle Costing, Cloud Computing etc.),
- developing quantitative substance and energy flow models as well as complex (simulation) models that account for those technical, economic, ecological and socio-psychological factors and target systems which are of significance for risk and compliance management and sustainable company development (reduction of energy and resource consumption),
- the automated measurement of CO<sub>2</sub> emissions along the supply chain,
- designing sustainable CEMIS 2.0 for industrial estates (Zero Emission Park).

On joining the *ertemis* network companies and researchers get the opportunity to make numerous contacts with innovative experts from science and practice. Also, they gain visibility across regions and beyond the special fields of Green IT, Sustainable Cloud Computing, Green Logistics and energy efficiency.

## **Funding**

The strengthening of the regional economy and the establishment of cooperations and bidirectional knowledge transfer between science and professional practice are important political objectives pursued by the EU and the State of Lower Saxony. To facilitate the achievement of these goals, the innovation network *ertemis* is supported by the European Fund for Regional Development (EFRE) and the State of Lower Saxony. In total, the network is going to receive more than 2 million Euros of funding over the next three and a half years.

Dieses Projekt wird mit Mitteln des Europäischen Fonds für regionale Entwicklung gefördert.



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www.eu-foerdert.niedersachsen.de

## **Project Duration**

1 April 2011 – 31 October 2014

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