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Green Digital Charter



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November 2011



Clicks and Links



MANCHESTER
CITY COUNCIL

The **Green Digital Charter** is a EUROCITIES initiative, started by the City of Manchester and Clicks and Links Ltd, as part of Green Shift Europe, and supported by the European Commission. This demonstrates that, through innovation, European cities can find new and creative solutions for dealing with climate change. One of the greatest means for innovation lies in exploiting information and communication technologies, ICT, to contribute to a greener digital world.

EUROCITIES and the European Commission have acknowledged the important contribution ICT can make to increasing energy efficiency, reducing emissions and generally realising a sustainable, low-carbon society.

Cities are increasingly recognised for their ability to play a catalytic role in addressing climate change. The success of the EUROCITIES **Declaration on Climate Change**, the European Commission's **Covenant of Mayors** and the **Smart Cities & Communities** initiative is all proof of this. **The Green Digital Charter** is another step forward in this process.

Real opportunities exist today for harnessing digital technologies to address climate change, especially to increase energy efficiency. The role cities have to play in achieving Europe-wide climate change targets, in partnership with EU institutions and Member States, is vital. Current implementation of recovery plans to address the financial crisis makes it all the more urgent for cities to take the lead in tackling climate change using technologically innovative approaches.

The **Green Digital Charter** commits cities to work together to deliver on the EU climate objectives using digital technologies that increase energy efficiency, facilitate emissions reductions and forestall climate change.

The **Charter** brings European cities together in order to:

- Exploit ICTs as a technical solution and enabler of behavioural change to reduce emissions, including those from ICTs themselves;
- Encourage leadership from public municipal authorities in adopting innovative technical solutions and building new partnerships to deliver on climate change commitments and
- Share public and private sector experience and expertise in deploying ICTs to address climate change, in cooperation with national, European and international initiatives.



We, Mayors and Leaders acknowledge that:

- Information and communication technologies are critical enablers for sustainable growth and must be integrated into the work of European cities to mitigate climate change;
- European good practices for low-emissions ICTs must be based on the practical experience of public authorities who can set an example for others;
- Cities can lead Europe in maximising the potential for ICTs to reduce emissions, by delivering innovative technical solutions and encouraging behavioural change.

We, therefore, declare our commitment to:

- **Develop cities as platforms for innovation** through digital planning and new digital infrastructures and services, which will enable low carbon activities and achieve systemic carbon efficiencies;
- **Demonstrate that cities can lead by practical example** by ensuring that a city's own ICT infrastructure and digital services have the smallest possible carbon footprint, and by promoting these practices towards the private sector and wider community;
- **Create new partnerships** by connecting leaders and stakeholders together in each city to secure practical commitments for implementing a new green digital agenda;
- **Promote integrated approaches and large-scale solutions** through a series of digital applications for improving the measurement, transparency and visibility of energy use, and by involving citizens, service providers, public sector organisations and businesses in test-bed implementation projects;
- **Support open innovation** by encouraging and promoting low carbon activities in all sectors, through R&D activities and deployment projects in user-driven, open innovation environments.

We agree to:

- Implement a strategy to promote green connected cities, making the most effective use of ICTs as a platform for the economic, social and environmental wellbeing of all citizens;

- Deploy ICTs to change the way our communities link to each other, and more critically, in the way they link to the environment;
- Promote inclusive sustainability by recognising that action on climate change is required by all members of the community, including households and SMEs;
- Ensure that ICT-enabled climate change initiatives will go hand in hand with work to promote social cohesion, given the large concentrations of socially excluded people in many cities;
- Promote ICT innovation for climate change mitigation which maximises the benefits for local communities and businesses.

We aim to achieve this by ensuring:

- That ICTs are more energy efficient by:
 - Encouraging the use of low emission ICT equipment, including intelligent 'thin client' facilities, smarter uses of laptops and more energy efficient servers;
 - Using renewable energy resources both to power ICT and to utilise energy emissions from ICT, to heat buildings for example;
 - Ensuring that city use of hosting and data centres is as green as possible, by maximising renewable energy use, sharing services with other users and using planning rules, compliance arrangements and service level agreements to control ICT emissions and encourage green ICT;
 - Implementing a strategic commitment to improve the sustainability of the production, use and disposal of ICT equipment.
- The measurability, transparency and visibility of ICTs by:
 - Developing common standards to collect, collate and analyse emission and energy data across city administrations and cities as a whole;
 - Ensuring the compatibility of data on ICTs impacts with the measurement of data on emissions, including working in partnership with initiatives such as the Covenant of Mayors;
 - Being innovative with the use of new tools to make data and their analysis as transparent and visible as possible, for example through 'ecomaps', the use of Geographical Info Systems (GIS) and the Urban Atlas initiative.

- That ICT solutions facilitate energy-efficient, 'smart' processes by:
 - Improving the energy efficiency of buildings by applying common standards for new buildings and for retro-fitting existing buildings;
 - Applying innovation in ICT systems and services for transport and urban mobility, including smart public transport networks, greater use of tele-conferencing and more sustainable ways of working;
 - Developing 'smart' energy grids to support greater use of renewable energy, micro-generation and more energy efficient lighting systems;
 - Collaborating with industry to support greener production and logistics and using green procurement.
- Transformational approaches to ICT, which drive new values and behaviours, by:
 - Supporting the creation of low carbon next generation digital infrastructure and broadband networks based on high-capacity optical fibre and advanced wireless and mobile applications;
 - Developing or supporting innovative new services based on the highest speeds and capacities of these networks to transform the way that we run our cities and in the way that we work, live and play;
 - Enabling the 'restructuring' of the way we organise economic processes so that the use of materials and energy can be reduced while enhancing both the quality and quantity of jobs;
 - Developing opportunities for innovation in eGovernment to transform public services, for example through mobile channels, enhanced strategic planning, virtual policy modelling, scenario planning, simulations and visualisations;
 - Transforming citizen engagement through eParticipation greater co-production by citizens of content and services and, consequently better opportunities for improved skills, employment, inclusion, well-being and quality of life.
 - Providing a commitment to open innovation platforms and methodologies through the further development of the Living Labs network across Europe, including creating new city-based Living Labs and developing new open innovation initiatives for low carbon solutions.

We, Mayors and Leaders, aim to:

- Work with Green Digital Charter signatories on ICT & Energy Efficiency;
- Deploy five large-scale ICT pilots per city addressing the above areas within 5 years;
- Decrease ICT's direct carbon footprint per city by 30% within 10 years.

We will work on the above by:

Making use of the vast expertise within the EUROCITIES network and in particular the EU funded project NiCE (Networking intelligent Cities for Energy Efficiency) to coordinate our efforts, develop an implementation roadmap on the commitments above, exchange experiences and build benchmarks of good practice, as well as seeking external sources of funding to support our ambitions.