

## Energy pledge aims to cut business costs

GODALMING based IT consultants ramsac have pledged their commitment to promoting sustainability by signing up to two new green friendly schemes.

The firm, which provides outsourced services for clients unable to run a dedicated in-house department, has joined up to the 10:10 and Plato Sustain schemes.

The company said both initiatives fitted with their philosophy that green IT should be promoted during the recession because of the financial savings it can provide.

Robert May, managing director of ramsac, said firms should make an effort to be sustainable during an economic slowdown.

"We have been dedicated to green IT for a number of years and recently there has been a lot of debate over whether being green is advantageous during a recession," he said.

"However, we believe that being green doesn't have to mean greater expenditure.

"On the contrary, often all it takes to save energy, and thereby reduce carbon emissions and costs, is intelligent thinking and forward planning.

"These are factors that we have always concentrated on for the benefits of our clients and ultimately ourselves.

"Wasting energy, whether it be by operating too many



*IT firm ramsac has pledged to promote sustainability.*

items of IT hardware when they aren't needed, or unnecessary travel to service them, is always unwise and we are proud to further promote the measures we take to reduce this."

The Plato Sustain scheme, a two-year business development programme that aims to assist Surrey SMEs in further building their environmentally friendly approach to business.

The scheme, which has secured funding from the European Regional Development Fund and SEEDA, aims to help businesses raise awareness of the cost-saving benefits of sustainability. It

also assesses products and processes by their whole life costs, with guidance on how to achieve cost savings from an overall reduction of energy usage and waste generation.

By committing itself to the 10:10 scheme, ramsac said it hoped to demonstrate the benefits of this in a tangible way.

10:10 is designed to unite businesses, organisations and individuals across the country and challenge them to help cut national emissions by one tenth by next year.

"Whilst we already aim to cut unnecessary energy use, our pledge to 10:10 means we will

look to reduce this still further, building on the support from Plato Sustain, as well as encouraging our clients to make similar economies," Mr May added.

"As well as bigger gestures, such as encouraging the use of more energy efficient IT systems, the simplest things also make a difference.

"Such as thinking about the necessity before printing documents, or allowing staff to work from home when appropriate to save on energy consumption in commuting."

The scheme has already attracted the support and pledges of well known organisations such as Royal Mail, Ocado, National Union of Students and British gas.

"Essentially, we have looked to further improve our sustainability by a two-pronged attack," Mr May added.

"Not only are we receiving coaching from the experts at Plato Sustain on practical and realistic ways in which this can be achieved, we are also making a public commitment to demonstrating this by pledging to cut our energy usage with 10:10.

"Ultimately our aim to significantly steer our future operations to encompass these saving and install practises and habits that will offer noticeable results in the long term as well as the short."