

# Cool Vendors in Green IT and Sustainability, 2013



Gartner look at six Cool Vendors that address two key themes that are becoming increasingly related in the area of sustainability: namely, building energy efficiency and stakeholder engagement, especially through the use of gamification.

## Key Findings

- Sustainability-related programs will increasingly put specific focus on using technology to influence the behavior of the relevant stakeholders — including initiatives at the enterprise and community levels, or a more integrated supply-chain-wide effort.
- Measuring engagement is an important metric for assessing the progress of energy efficiency and sustainability programs.
- Gamification presents a potentially effective technology that can be used to influence behaviors in support of energy efficiency and sustainability programs.
- The energy efficiency of buildings remains a key focus for enterprise sustainability programs and vendor solutions.

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## Recommendations

CIOs:

Increase collaborative efforts with facilities managers, energy managers and chief sustainability officers to better exploit technologies that increase bottom-up stakeholder engagement in energy efficiency and sustainability programs.

Engage facilities managers to collaborate on the use of information, analytics and automation to substantially increase building the energy efficiency of the heating, ventilation and air conditioning (HVAC), and the lighting and distributed IT load.

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