

Under the hood of Sustainable IT



Thursday 2 September 2021- Program of the day

9h00 – 9h15 : Introduction 🍷

9h15 - 10h30 : **Aurore Stephant**, Ingénieure géologue minier chez **SystExt** - "**Transition numérique : Promesses de dématérialisation et matérialité minérale**"

10h30 - 11h15 : **Gerry McGovern**, Author of "**World Wide Waste**" - The explosion of Data has an immense environmental impact. Why? How to reduce it?

11h15 - 11h30 : Small break 🕒

11h30 - 12h30 : **Simon Uyttendaele**, Director at **Aeonics** on "**Eco-design under the hood**"
A feedback based on real-life experience, technical choices vs. inclusion / accessibility, eco-design as basis of business model for a company

12h30 - 13h30 : Lunch break 🍽️

13h30 - 14h00 : **Jean Deydier**, Founder of **WeTechCare** on "**Inclusivity and accessibility in a digital world**"

14h00 - 14h30 : **Tanguy Detroz**, Deputy CEO at **Metron** on "**IT for Green**" - technical solutions (incl. AI) to minimise the environmental footprint of organisations

14h30 - 15h15 : Panel discussion: "**How to initiate and implement a Sustainable IT strategy in a large organisation**" with **Carole Davies-Filleur**, Sustainability & Technology lead at **Accenture**, **Patrick Devis**, CIO at **Belfius** and **Hervé Dumas**, Sustainable IT Director at **L'Oréal**

15h15 - 15h30 : Small break 🕒

15h30 - 16h00 : **Geoffroy Van Humbeeck**, CEO at **aSmartWorld** on **CSR and IT** - How to integrate Sustainable IT in a CSR strategy to promote circularity, local jobs and inclusion

16h00 - 16h45 : **Joke Dufourmont**, Programme Developer Circular Cities at **AMS Institute** on **Circularity - More than words, a new model of economy**

16h45 - 17h : Conclusions and closure ⚡

*Make sure to register here: https://bit.ly/ISIT-BE_SICT2021
We'll send you the connection details a few days before the event.*

9h15 - 10h30 : Aurore Stephant

Aurore STEPHANT est ingénieure géologue minier. Consciente des enjeux environnementaux et sanitaires de son secteur d'activité, elle a choisi de se spécialiser dans l'évaluation des risques associés.

De 2010 à 2018, elle est experte après-mine de l'État français (BRGM, GEODERIS). Après une brève expérience en Suisse, dans l'évaluation des critères ESG des plus grandes compagnies minières mondiales, elle devient en septembre 2019 ingénieur de recherches sur les filières minérales pour le compte de l'association **SystExt** et y mène notamment des travaux d'expertise et de formation.



Depuis 15 ans, elle consacre également son temps personnel à des travaux de recherche sur les questions minérales. Elle s'appuie sur des enquêtes de terrain régulières, lui ayant permis de visiter jusqu'alors plus de 200 sites miniers en France et à l'étranger. Pour rester au plus près des réalités de la mine, elle a rencontré des centaines de chercheurs, de militants ou de citoyens, concernés voire directement affectés par les conséquences humaines, sociales et environnementales de l'exploitation minière.

Intervention

Transition numérique : Promesses de dématérialisation et matérialité minérale

Le monde fait face aujourd'hui à une demande croissante en ressources minérales dans tous les secteurs, en particulier ceux de la construction, du transport, de la défense, de l'approvisionnement en énergie ou encore des technologies de l'information et de la communication. Cette tendance s'accompagne d'une diversification minérale et métallique, en particulier dans certaines technologies qui symbolisent la transition numérique (téléphones, ordinateurs portables, centre de données, etc.). De nombreuses organisations telles que la Banque Mondiale ou l'Union européenne assujettissent les espoirs de dématérialisation ou d'équipements "intelligents" à une relance de l'activité minière pour toutes les substances disponibles et en tout lieu possible. Mais ces acteurs en évoquent peu la contrepartie : les conséquences humaines, sociales et environnementales des filières minérales, le plus souvent dramatiques. On démontrera ainsi pourquoi l'industrie minière est "l'industrie du déchet dangereux" et pourquoi elle est nécessairement à l'origine d'impacts graves et de bouleversements humains et sociaux.

Parallèlement, on assiste à une raréfaction progressive des gisements riches et facilement exploitables et par conséquent, à une diminution constante des teneurs d'exploitation. Ceci a pour effet immédiat d'exploiter à des profondeurs et sur des surfaces toujours plus grandes, et de générer des volumes de déchets exponentiels. Ce gigantisme repousse les limites réglementaires et les limites techniques, dans un contexte où les modèles alternatifs peinent à se développer. Cette conjecture contrainte et incertaine amène à s'interroger sur les implications pour la transition numérique et sur les leviers possibles pour les filières concernées.

Website: systext.org

10h30 - 11h15 : Gerry McGovern

The Irish Times has described Gerry as one of five visionaries who have had a major impact on the development of the Web. He has appeared on BBC, CNN and CNBC television, partaken in various radio shows, and featured in numerous print media publications.

He is the founder and CEO of **Customer Carewords**, a consultancy company that has developed a set of tools and methods to help large organizations identify and optimize their customers' top online tasks of Customer with the Top Tasks framework.

Top Tasks framework is an information design framework that helps identify what truly matters to people, design an information architecture, and measure the ability of people to complete top tasks.



Gerry helps large organizations become more customer centric on the Web. His commercial clients include Microsoft, Cisco, NetApp, VMware, and IBM. He has also consulted with the US, UK, Dutch, Canadian, Norwegian, and Irish governments.

A highly regarded speaker, McGovern has spoken about designing simpler digital experiences in more than 40 countries. He has written eight books. His latest is called ***World Wide Waste: How digital is killing the planet and what to do about it.***

Intervention

The explosion of Data has an immense environmental impact. Why? How to reduce it?

Gerry has thoroughly documented in *World Wide Waste* how tech damages the Earth - and what we should be doing about it.

It is not just the acres of discarded computer hardware conveniently dumped in Third World countries. Every time an email is downloaded it contributes to global warming. Every tweet, search, check of a webpage creates pollution. Digital is physical. Those data centers are not in the Cloud. They're on land in massive physical buildings packed full of computers hungry for energy.

It seems invisible. It seems cheap and free.

It's not. Digital costs the Earth.

Websites: gerrymcgovern.com, customerarewords.com

11h30 - 12h30 : Simon Uyttendaele

Alongside his Master in AI, Simon was confronted to data volume and scaling issues while leading a web hosting service. He started his professional life in **geographic information systems: make data speak, on a map.**

Dedicated to the server architecture stability and optimization, he later developed a state-of-the-art IoT platform able to handle and process massive amounts of data from a multitude of sensors. This enlightening personal experience raised many questions related to the actual resources deployed for such scenarios.

In 2020, Simon joined the Belgian Institute for Sustainable IT with one focus in mind: how can the backend processing use less resources to do more. Aeonics is the answer to this concern: dare challenge establishment and rethink how software can participate in the effort to reduce environmental footprint.



Intervention

« **Eco-design under the hood** »

Eco-designing digital services is not limited to websites: backend applications and middleware also offer multiple opportunities to reduce our environmental footprint.

Simon will share some key principles of eco-design before digging into more practical details of the implementation done at Aeonics: a feedback based on real-life experience, technical choices vs. inclusion & accessibility, eco-design as basis of business model for a company.

Website: aeonics.be

13h30 - 14h00 : Jean Deydier

After a career as a business leader in the new technologies sector, **Jean Deydier** has embarked on the path of digital inclusion and innovation. He is the founder of **Emmaüs Connect** and **WeTechCare**, two social innovation projects that open up the benefits of digital technology to as many people as possible.

His goal is to involve the business world, the political world and the civil society in projects of public interest in the service of the most disadvantaged. Jean Deydier now heads WeTechCare France and Belgium, both of which aim to improve the support capacity of front-line players who are in contact with audiences far from digital.



Intervention

Inclusivity and accessibility in a digital world



As a pioneer of digital inclusion, WeTechCare is a social startup born from the desire to make digital opportunities available to most people.

Through different levers (awareness of the issues, digital inclusion strategy consulting and development of digital solutions), WeTechCare brings together many public and private partners to accelerate digital inclusion projects across the territory.

Websites: wetechcare.be, wetechcare.org, emmaus-connect.org

14h00 - 14h30 : Tanguy Detroz

At the very beginning of the internet and in the infancy of IoT, **Tanguy Detroz**, an engineer specialising in energy, understood the huge opportunity to connect buildings, to make them communicate and get energy consumption information. This is how he founded **DAPESCO** in 2002.

Originally a consulting company specialized in the support of large organizations on all the issues of energy management, DAPESCO has evolved over the years to offer a comprehensive energy management platform that is now in its 5th generation, used by more than 30.000 buildings in several countries.



In July 2021, DAPESCO joined **METRON**, a French cleantech specialized in energy efficiency and improvement of industrial performance. As a *cleantech* company, METRON supports the greening of 100 international industrial groups throughout the evolution of their digital maturity. Tanguy Detroz is now Deputy CEO Territories at METRON.

Intervention

"**IT for Green**" - Technical solutions (incl. AI) to minimise the environmental footprint of organisations

Digital technology provides a wealth of opportunities to help minimise our environmental footprint. One key aspect is the energy transition.

This is the focus of the platforms developed by METRON (**EVA** for industries) and DAPESCO (**JOOL** for territories): both encompass the technical, organisational, financial and environmental aspects of energy simultaneously, making it a highly effective decision-making aid and communication tool. Adding a layer of artificial intelligence, EVA and JOOL use all the energy consumption data of buildings in order to issue automatically recommendations aimed at reducing energy consumption and associated CO2 emissions.

At the same time, the challenge is to collect only useful data and reporting back to the clients as efficiently as possible, to minimise the platform footprint and provide a better user experience through faster response times.

Websites: dapesco.com, metron.energy

14h30 - 15h15 : Panel discussion

How to initiate and implement a Sustainable IT strategy in a large organisation

We are pleased to welcome special guests from Accenture, Belfius and L'Oréal. Our panel of experts will discuss over the initiation and implementation of a Sustainable IT strategy in their own company, a valuable testimony of Sustainable IT challenges in large organisations.

Carole Davies-Filleur

Sustainability & Technology lead
for France & BeNeLux


accenture



Patrick Devis

CIO

 **Belfius**

Hervé Dumas

Sustainability IT Director

L'ORÉAL



15h30 - 16h00 : Geoffroy Van Humbeeck

Graduated from the ULB with a MSc in economics in 2006, Geoffroy was about to start an incredible learning path across Africa and Asia. The experience lasted for 10 years.

From managing the finance of an NGO in Kinshasa to being accountable for the P&L of a joint venture between the Burmese government and Trafigura in Yangon, he gained a lot of experience in terms of business/process and management.

Those 10 years also made him understand some challenges the globalized economy is facing. Not only did he see the huge quantity of Waste Electrical and Electronic Equipment (WEEE) being imported illegally in Africa (from Europe) during its time in the port of Matadi (Democratic Republic of Congo - DRC) but also the terrible working conditions in the mining sector in the Katanga province during its time in Lubumbashi (DRC).



This learning path led him to realize that the refurbished smartphone market is full of opacity. Dominated by brokers, the current market organization is favorizing illegal exportation of WEEE and is leading to (very) low value creation for the local economy (i.e. Belgium).

These experiences and observations were a turning point in his career and shaped the values which are defining him today. By extension, these values are the ones of aSmartWorld, the impact company he has started in 2018 in Belgium and counting 10 FTE as of today.

Intervention

CSR and IT - How to integrate Sustainable IT in a CSR strategy to promote circularity, local jobs and inclusion

aSmartWorld was born in 2018 to impact positively the environment and the society.

Geoffroy's objective with aSmartWorld was to capitalize on the experience acquired to transform the WEEE industry towards more sustainability in order to have a direct positive impact on both the environment and the society.

aSmartWorld is collecting (from public and private organizations as well as from individuals), refurbishing and recirculating smartphones and tablets locally. Our innovation lies in our Business Model, with the social and environmental mission at the center of it.

We are much more than a refurbisher!

Websites: asmartworld.be, fondationdigitale.be

16h00 - 16h45 : Joke Dufourmont

Joke works as Programme Developer Circularity in Urban Regions at **AMS Institute**. In this role, she is responsible for consolidating the programme in collaboration with other Programme Developers, Research Fellows, Principal Investigators, as well as public and private partners. Her primary aim is to valorise scientific research in translating it to innovative solutions that advance the city's circular economy.

Before joining AMS Institute, Joke has worked as a researcher on inclusive urban planning and green jobs. She then worked on circular economy policy development at Circle Economy, where she set up the Circular Jobs Initiative, devoted to promoting an inclusive and just circular economy.

Joke is grateful to be working on the circular economy, as it provides concrete solutions for some of the most pressing challenges we are facing. She is committed to advancing cutting edge circular solutions that benefit the environment and the people of Amsterdam and beyond.



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Intervention

Circularity - More than words, a new model of economy

In her work, Joke pays particular attention to advancing circularity as a systemic solution to achieve human prosperity within planetary boundaries. As such, she continuously aims to connect environmental with societal challenges and bridge the gap between science, policy, industry and people.

As such, the presentation will focus on the human side of the circular economy: how do we put the circular economy to work? And what is working for a circular economy like? Better yet, how do we employ the circular economy as a vehicle for inclusion and social equity?

Website: ams-institute.org