



Media release

From the Minister for Information and Communication
Technology

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HI-TECH SOLUTIONS FOR A SUSTAINABLE VICTORIA

State-of-the-art information and communication technology initiatives developed to reduce environmental impact will be on show at the inaugural Going Green Expo, which opens today at the Melbourne Exhibition Centre.

Information and Communication Technology Minister Theo Theophanous said the Brumby Government was proud to support local businesses that were responding to the challenges of environmental sustainability and climate change.

“There are some fantastic local companies on display in the Green IT Innovations showcase, which can assist Victorian businesses to adopt innovative and sustainable business practices,” Mr Theophanous said.

“Local business Tradeslot is presenting the *Carbon Navigator* platform that combines carbon footprinting issues and the world of sustainability with finance and investment planning.

“Innovative Victorian company Envision IT is also on show speaking about the Green Travel and TravelSmart car pooling initiatives, and Envigreen, their consulting and specialist software development service.

Speaking at the Going Green Expo today, Mr Theophanous also launched the Climate Savers Australia initiative, a group of consumers and ICT organisations working together to increase energy efficiency in computers and new technology.

“On the day-to-day business level, it is crucial for our industry to recognise the increasing power and cooling requirements of data centres and to take practical steps to reduce the computer-related CO2 emissions that are generated,” he said.

“Climate Savers is working to make computer data centres more environmentally friendly and reduce emissions by 50 per cent – an initiative the Brumby Government strongly supports.”

The Green IT Innovations showcase will also feature the unique Byteback program and its ten founding partner ICT organisations – Apple, Canon, Dell, Epson, Fujitsu, Fuji-Xerox, HP, IBM, Lenovo and Lexmark.

“The Brumby Government has provided over \$2 million towards the Byteback Program – a free service for residents and small businesses to dispose of unwanted, old and used computers in a safe and environmentally responsible way,” Mr Theophanous said.

“Every year the Byteback program diverts hundreds of tonnes of ICT equipment from landfill and converts plastics, metals and ICT waste into recycled products.”

The Going Green Expo runs from 5 to 8 June at the Melbourne Exhibition Centre. For more information on the Byteback program visit www.bytebackaustralia.com.au

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