**Beat: Technology**

# GREENTECH FORUM - FIRST EVENT DEDICATED TO RESPONSIBLE DIGITAL

**PARIS LA DEFENSE, ESPACE GRANDE ARCHE**

PARIS, 13.12.2021, 08:50 Time

**USPA NEWS -** Concrete Solutions, Operational today, on Major Societal and Environmental Issues; Biotechnologies are part of the Solution. They enable the transformation of Industrial Models, the implementation of Sustainable Alternatives in a more Resilient Economy, based on Renewable Living Resources…

Concrete Solutions, Operational today, on Major Societal and Environmental Issues; Biotechnologies are part of the Solution. They enable the transformation of Industrial Models, the implementation of Sustainable Alternatives in a more Resilient Economy, based on Renewable Living Resources… Green Tech refers to a type of Technology that is considered Environmentally Friendly based on its Production Process or its Supply Chain. Although the Market for Green Technology is relatively young, it has garnered a significant amount of Investor Interest due to increasing awareness about the Impacts of Climate Change and the depletion of Natural Resources.

Green Technology is an Umbrella Term that describes the use of Technology and Science to create Products and Services that are Environmentally Friendly. Green Tech is related to Cleantech, which specifically refers to Products or Services that improve Operational Performance while also Reducing Costs, Energy Consumption, Waste, or Negative Effects on the Environment.

Climate Change and Environmental Degradation are an Existential Threat to Europe and the World. To overcome these challenges, the EUROPEAN GREEN DEAL will transform the EU into a Modern, Resource-Efficient and Competitive Economy, ensuring:
* no net Emissions of Greenhouse Gases by 2050
* Economic Growth decoupled from Resource Use
* no Person and no Place left behind

The Benefits of the European Green Deal:
* Fresh Air, Clean Water, Healthy Soil and Biodiversity
* Renovated, Energy Efficient Buildings
* Healthy and Affordable Food
* More Public Transport
* Cleaner Energy and Cutting-edge Clean Technological Innovation
* Longer lasting Products that can be repaired, recycled and re-used
* Future-proof Jobs and Skills Training for the Transition
* Globally Competitive and Resilient Industry

Photo left
Round table: The digital responsibility of the company: Definition and challenges
Panel:
- Bettina LAVILLE State Councilor - President @ Comité 21
- Raphaël GUASTAVI Product and Material Efficiency Department Manager @ Ademe
- Véronique DI BENEDETTO Vice-President @ numeum
- Monique HUET independent director, member of the IFA ESG Club @ Institut Français des Administrateurs

Photo right
Round table: Attractiveness of territories: for responsible digital accessibility
Panel:
- Bertrand KELLER Accessibility referent for the compliance of online procedures @ Ministry of the Economy, Finance and Recovery
- Louise VIALARD Responsible e-citizenship, digital and open data delegate @ Nantes Métropole
- Delphine BIANCHINI-MANNO President of the Tourism Commission @ Medinsoft

Over the last approximately 5 to 7 years Several Initiatives were established across Europe to enhance and stimulate the Knowledge

and Adoption of GREEN IT. With many of the engaged Parties operating both Regional and International... Within Green IT GLOBAL we define Green IT as “Information and Communication Technologies (ICT) that generate enhanced Environmental, Social and Economic Outcomes and takes into consideration the Entire Product Life Cycle including Production, Usage and Disposal”.

- How to reduce your Environmental Footprint in Business?
* Avoid over-equipping
* Switch off your Box and TV Box
* Extend the Life of its Devices through Reuse
* Limit the number and size of Screens
* Take care of your Office Equipment
* Use Video only if necessary
* Eco Conception of Digital Services
* Use File Sharing instead of Attachments

GREENTECH FORUM - For Digital Technology that is more Respectful of the Environment, held @ l’Espace Grande Arche - Paris La Défense, on November 30th and December 1st, 2021.
Program:
* 40 Conferences and Workshops
* 4 Main themes (Good Uses - Training / Corporate Culture and Marketing - Tools, Certification, Regulations - Ecological Transition and Innovation)
* 120 Expert Speakers
* 50 Exhibitors

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