

Speaker Presentation Profile

1. PRESENTER'S INFORMATION

FULL NAME	Elizabeth Muller		
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2. PRESENTER'S BACKGROUND

Elizabeth is CEO of GreenGov and Director at Gov3. She has advised governments in over 30 countries, initially at the Organization for Economic Cooperation and Development (OECD), and since 2005 at Gov3. She founded GreenGov in 2008 to bring her experience of helping governments make effective use of information technology to the area of Green Government. GreenGov provides interdisciplinary knowledge that helps clients determine the best technology for their specific need. Elizabeth has designed and implemented projects for public sector clients in the developed and in the developing world, helping them to build new policies and strategies for government reform and modernization, collaboration across government ministries and agencies, and strategies for the information society. She has developed numerous techniques for bringing government actors together to build consensus and implement action plans, and has a proven ability to deliver sustainable change in government. Elizabeth holds a Bachelors Degree from the University of California with a double major in Mathematics and Literature, and a Masters Degree in International Management from the École Supérieure de Commerce de Paris. In addition to her native English, she is fluent in French and conversational in Spanish and Arabic.

3. TITLE/TOPIC OF PRESENTATION

Making Green ICT a Government priority

4. PRESENTATION SYNOPSIS/ABSTRACT

Brief summary of content and focus of the presentation:

ICT has the potential to transform Government Energy policy. Used effectively, ICT can help build a shared understanding of the challenges that governments face, and to cut through the "sales talk" and "politically correct green" to help build consensus on real solutions. It is imperative that these solutions be cost-neutral, or even profitable for local entrepreneurs and businesses. This is the only way for Green Government to be sustainable.

Our role, as CIOs and ICT leaders is to help guide this transformation. As ICT was transformative for citizen-centric government, so too will it be for "Green Government". It's not just about reducing the Carbon footprint for information and communication technologies – though this is also important. But the real breakthrough for Green ICT will be in helping build consensus among stakeholders, and to bring clarity and transparency to "Green" projects.

Key points for discussion:

- Today many people think that Green ICT is about reducing the carbon footprint of ICTs. But Green ICT has a transformative potential similar to that we have seen from e-Government – to help Governments make effective Green investments, and transforming energy policy.
- The role of the CIO is not just to reduce the carbon footprint of ICT in an organization, but more importantly to help guide the Green Transformation within the organization.
- This must be done in such a way that it is practical, builds on the core strengths of the organization, and can be implemented sustainably.
- Green can be profitable – and must be in order to be successfully implemented. ICT can help make the distinction between smart green investments, and those that have no future.