

# Curving the Line – Circularity in the Data Centre Industry

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# Connectivity and the Data Centre

**JAN  
2020**

## DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.75  
BILLION**

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19  
BILLION**

PENETRATION:

**67%**

INTERNET  
USERS



**4.54  
BILLION**

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80  
BILLION**

PENETRATION:

**49%**

**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APIII; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# What is the **Fourth Industrial Revolution?**



**Industry 1.0**  
**Steam**

**Industry 2.0**  
**Electricity**

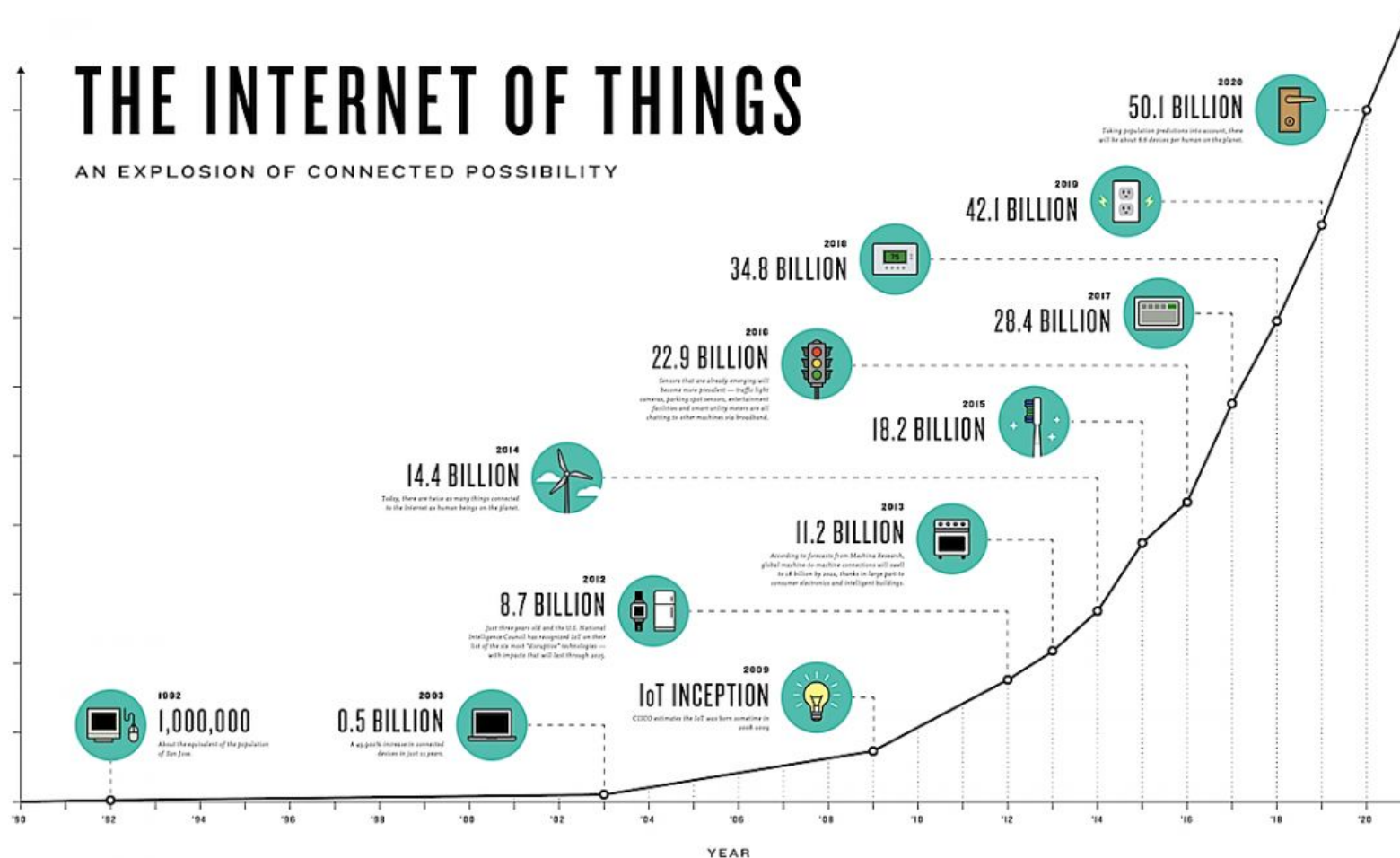
**Industry 3.0**  
**Computing**

**Industry 4.0**  
**Cyber-Physical Systems**





## DC growth – 300% in EU by 2025 / 500% global 2030



Source: Weforum.org



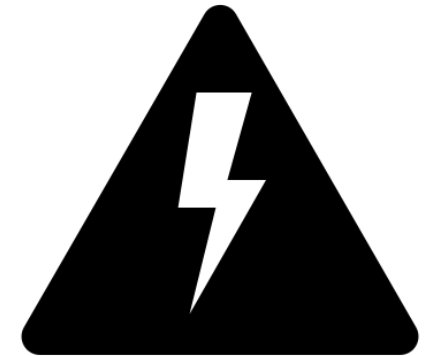
# Reliance and Energy Consumption



Virtualisation



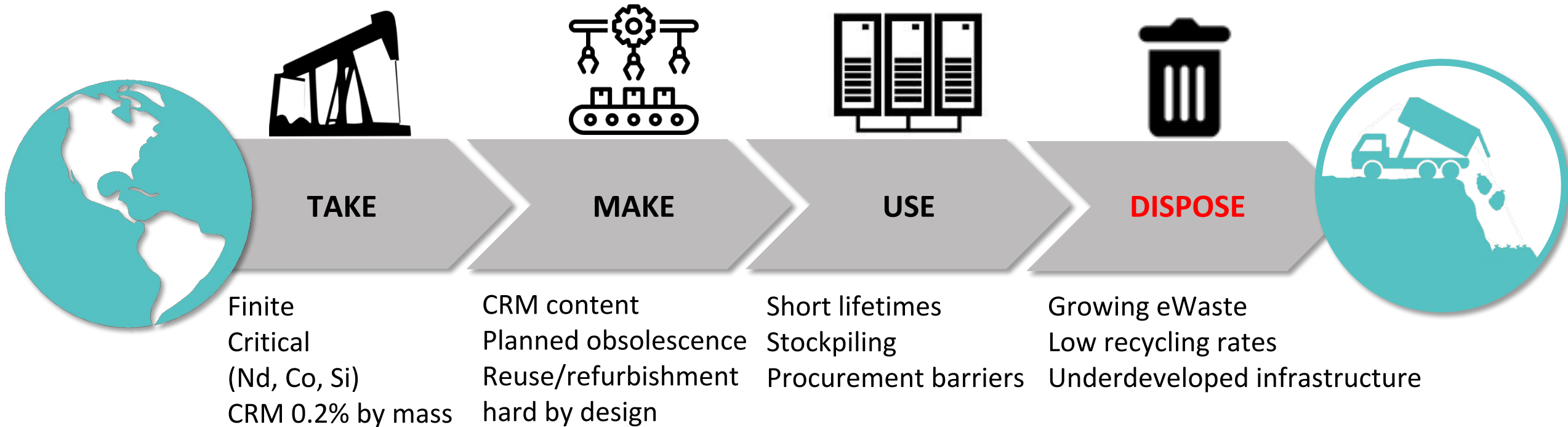
Cloud



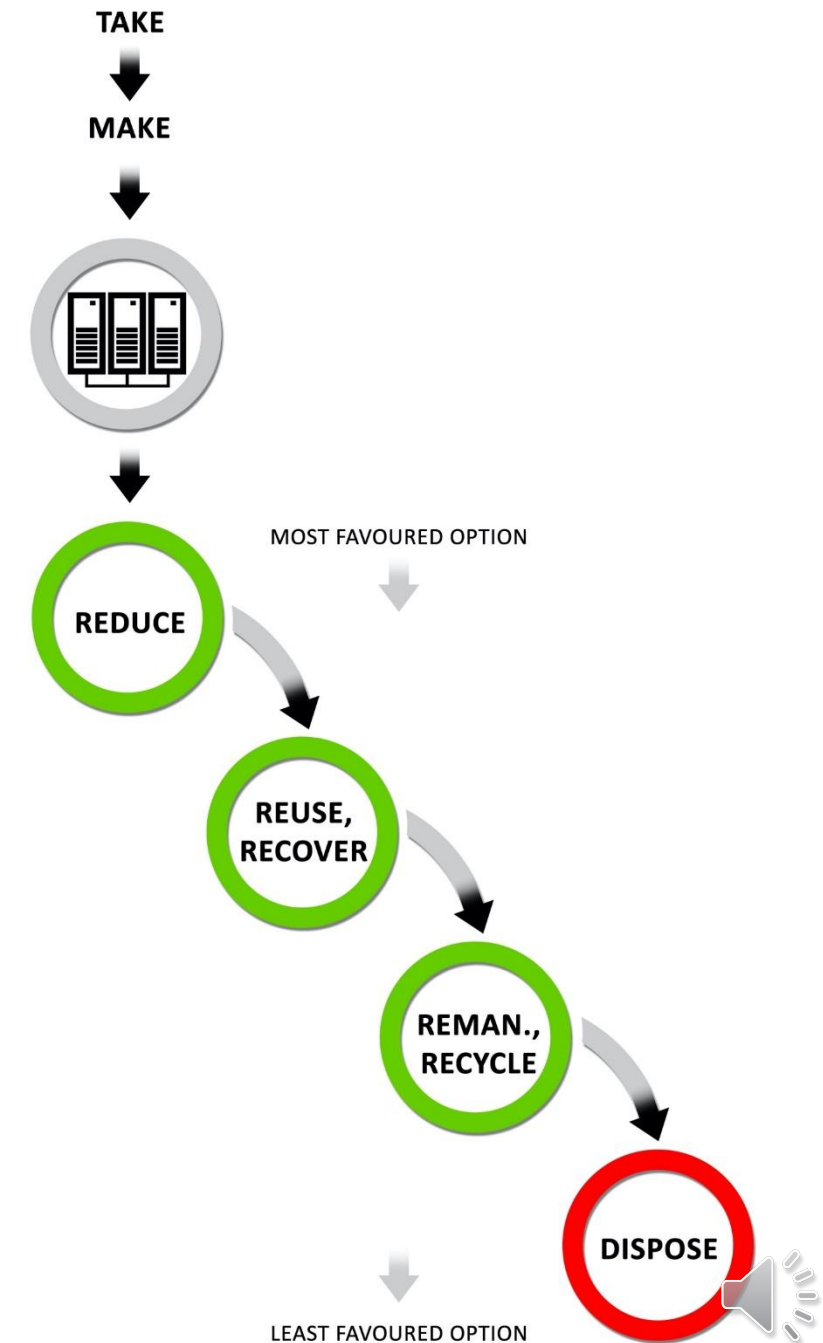
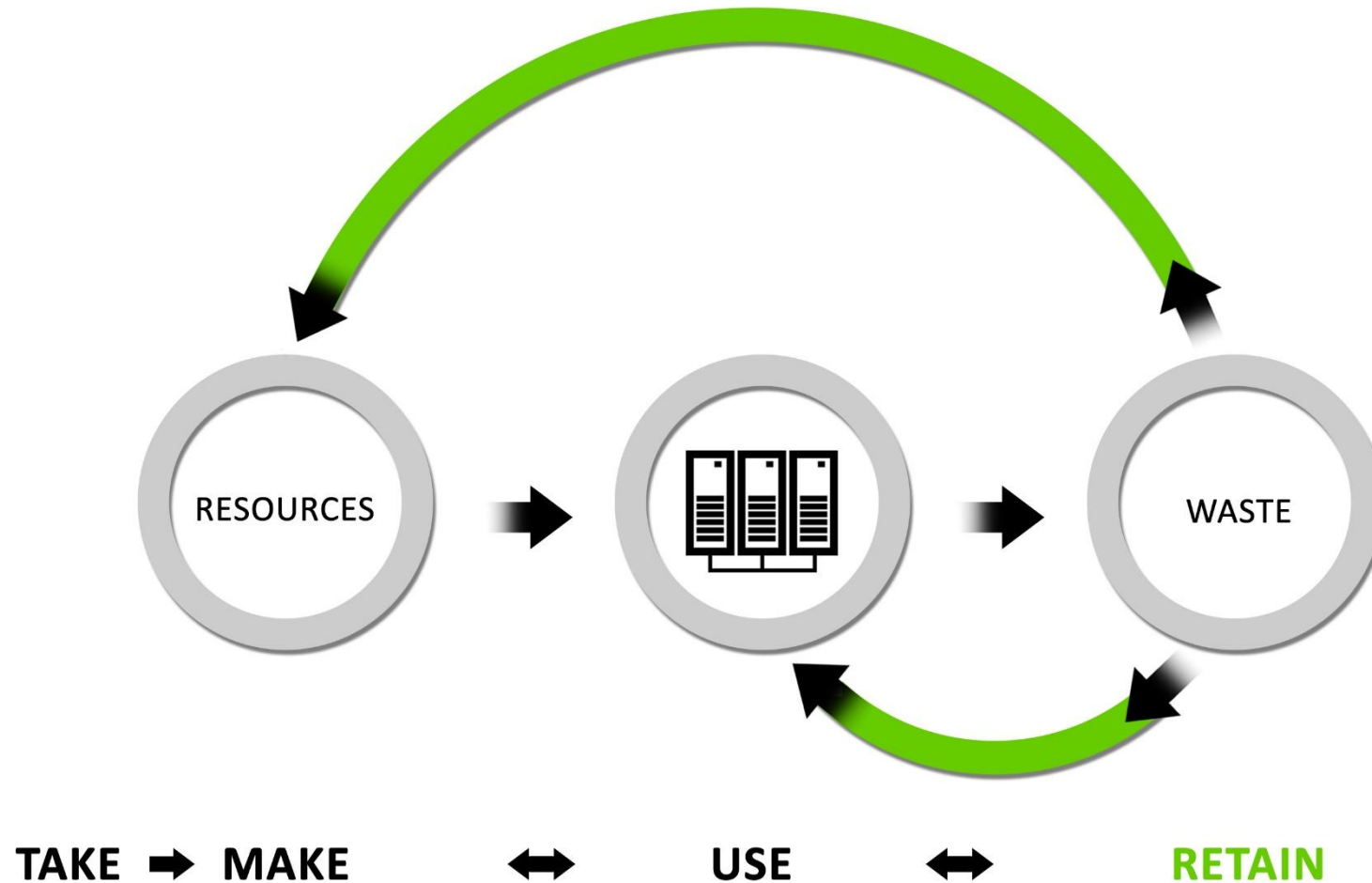
Power demand



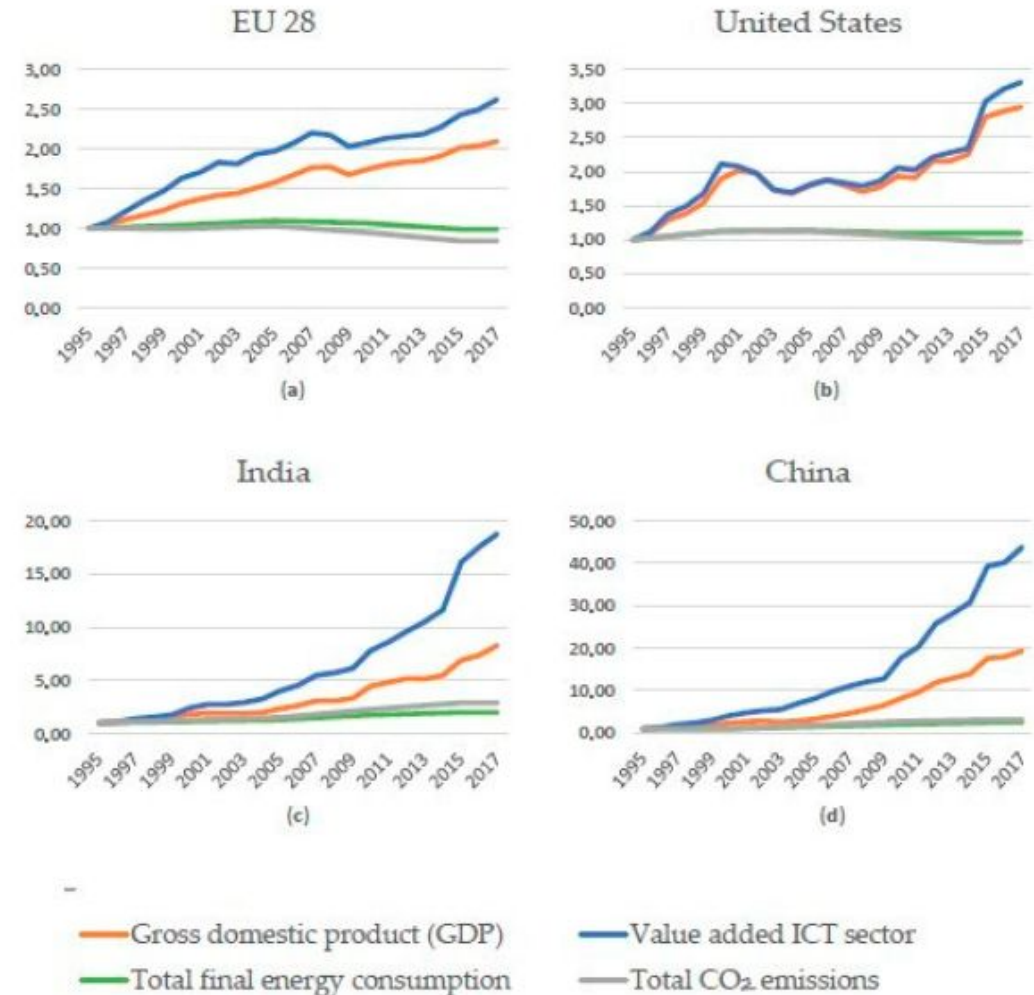
# Linear Model of Consumption



# Curving the Line

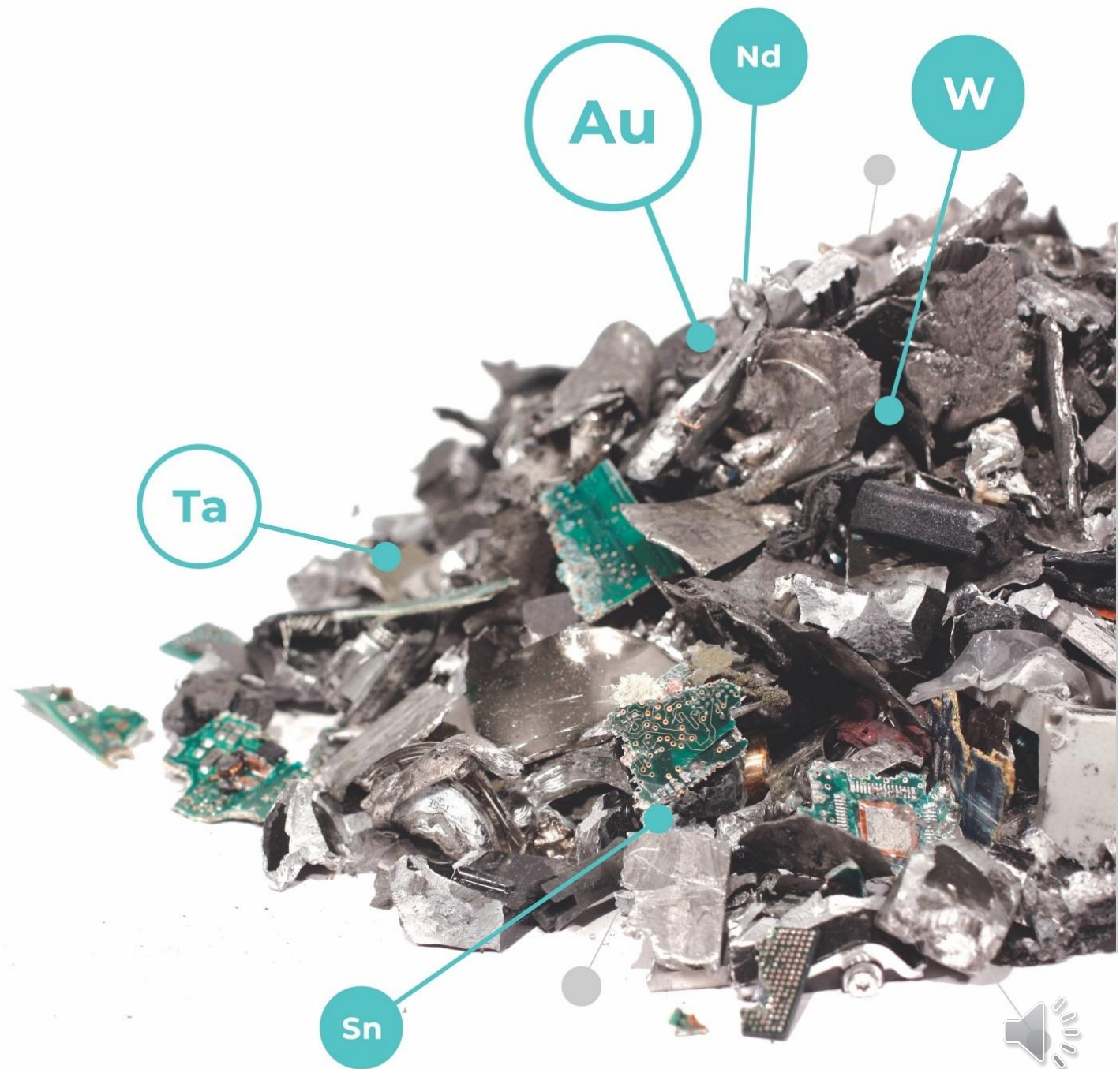


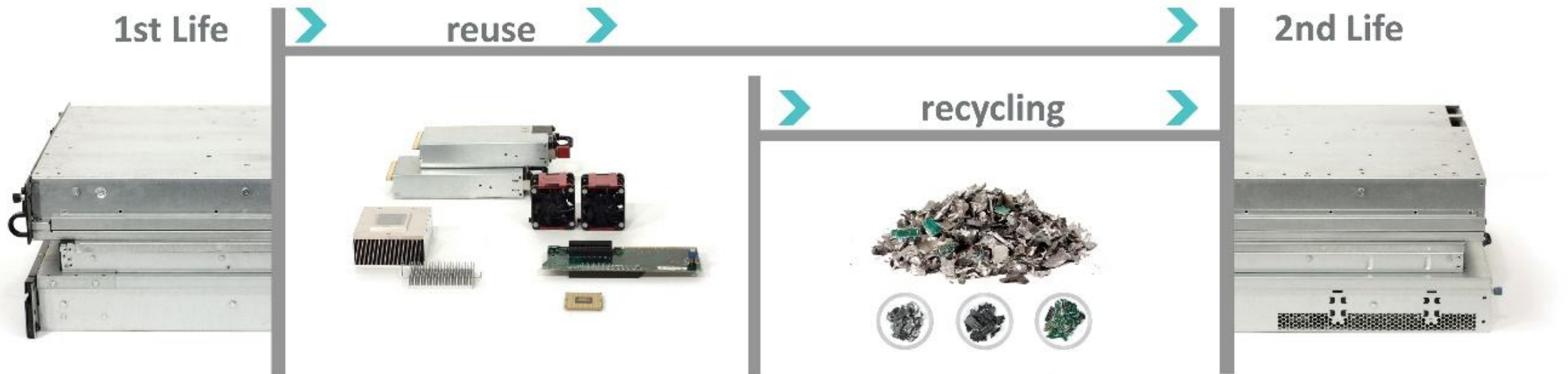
# A Circular Economy Post-COVID 19





# CEDaCI

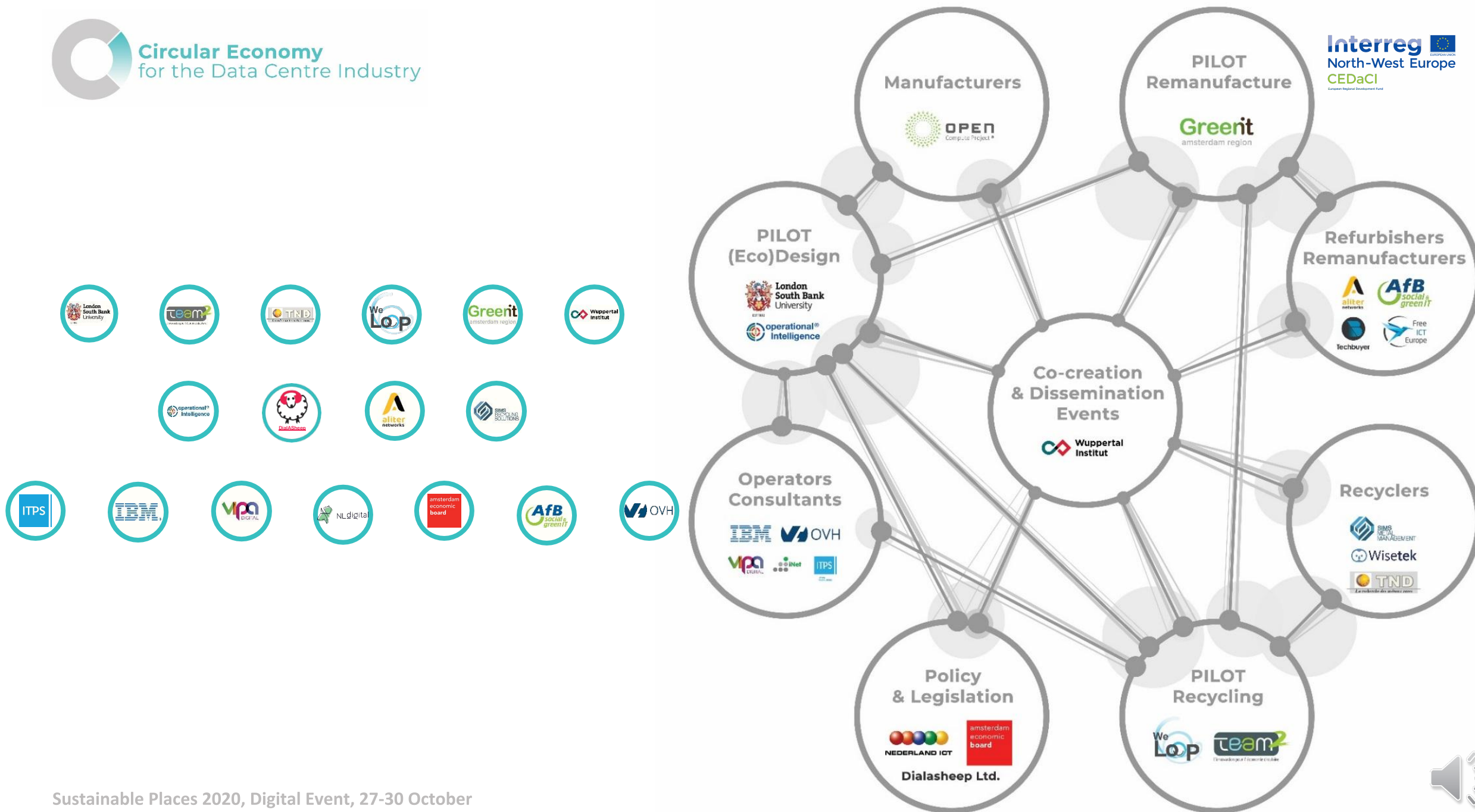




# Vision

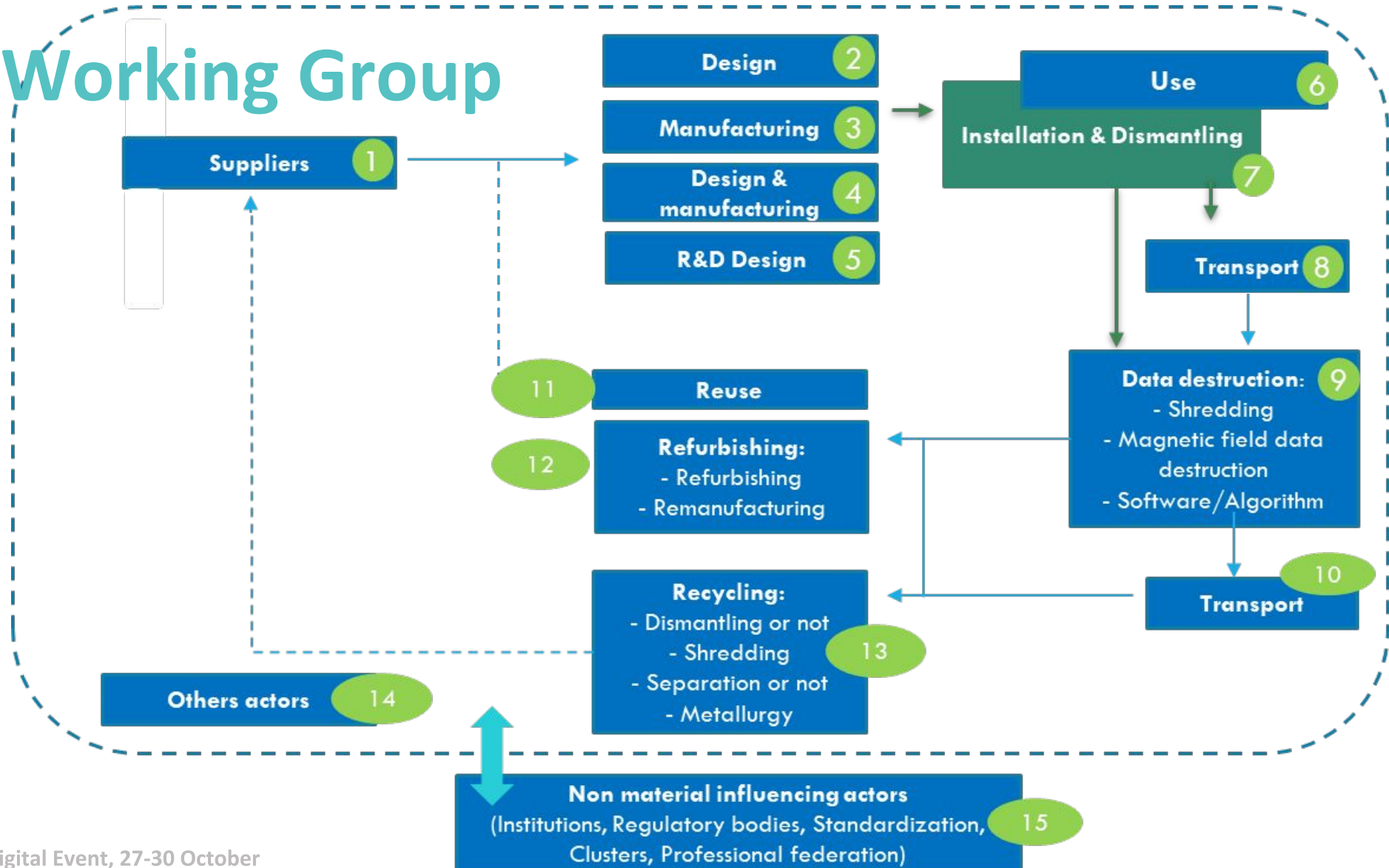
**CEDaCI** is a unique, interdisciplinary, ground-breaking, multi-output initiative that uses whole-life thinking and brings together representatives from all DCI sub-sectors to share knowledge and accelerate development of a sectoral Circular Economy. **It will reduce waste and prevent supply chain problems to secure uninterrupted DC operation and service in the future.**







# CEDaCI Working Group



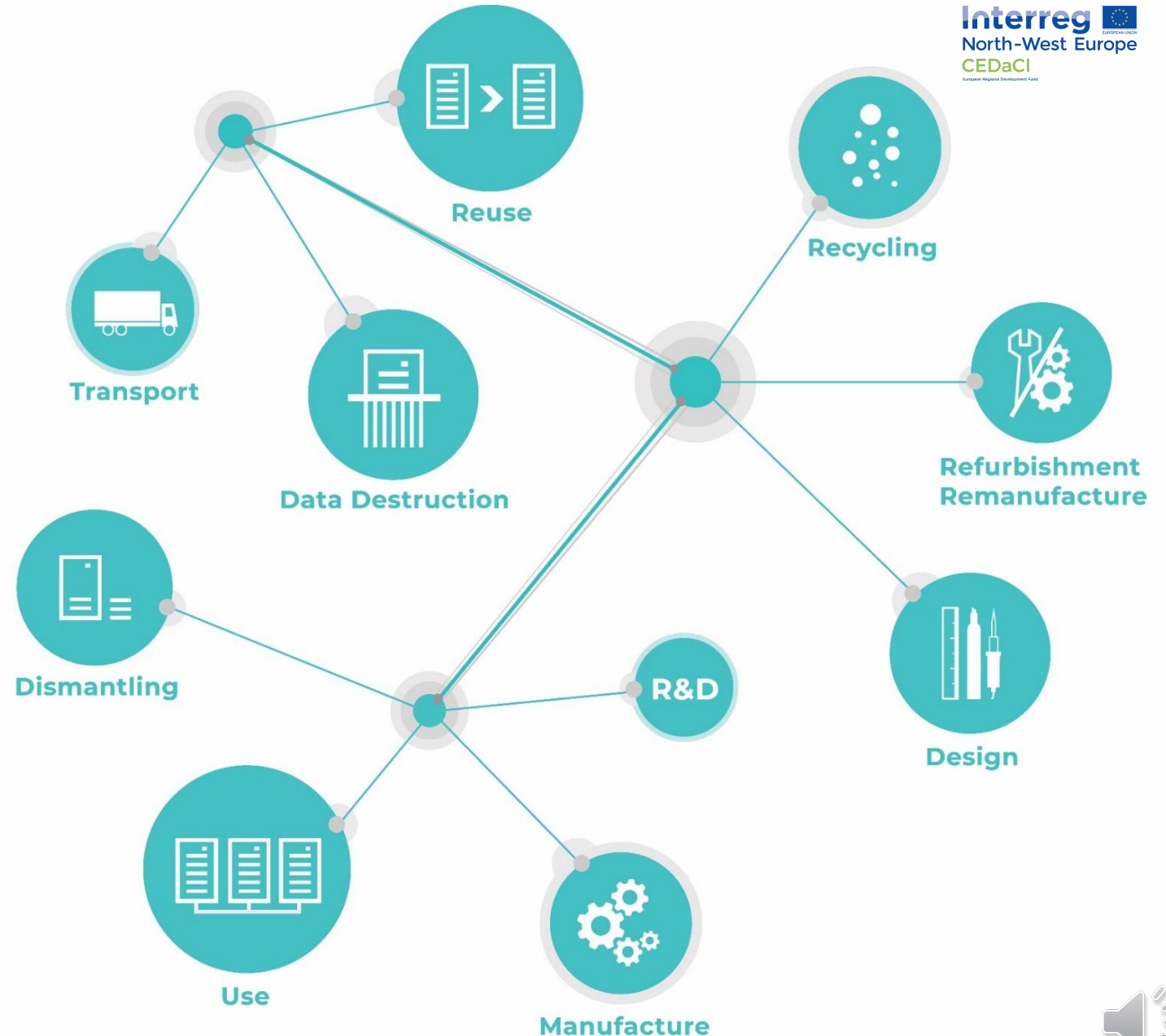


# CEDaCI Network

To join:

<https://www.cedaci.org/>

Trans-national knowledge-sharing  
network encompassing  
representatives from all data centre  
industry life cycle stages

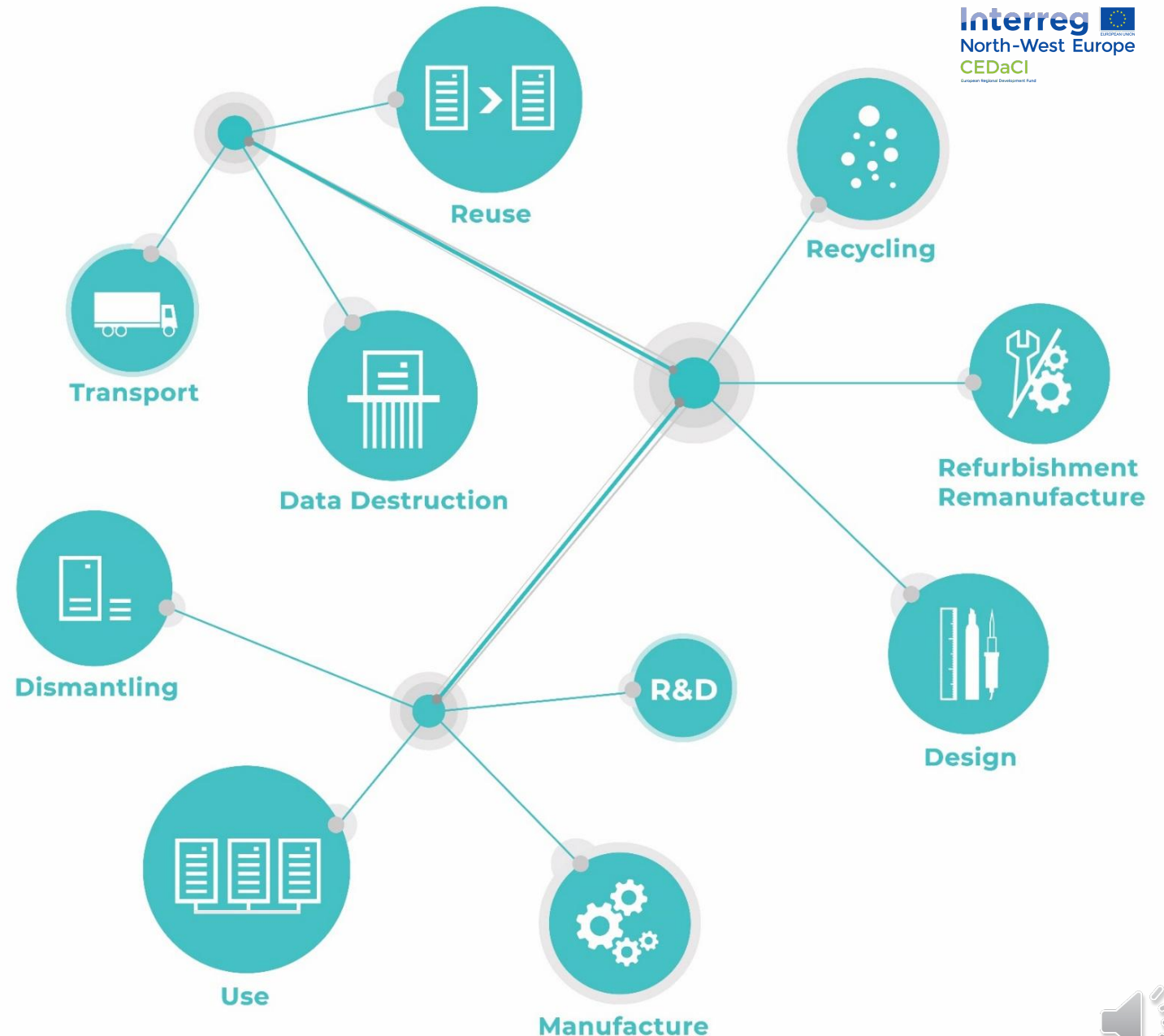


# CEDaCI Network

Maximise transfer of expertise between stakeholders and the project, demonstrate the feasibility and benefits of CE practice, and boost sectoral uptake.

## Members can:

- Share knowledge and ideas
- Access innovative CE case studies
- Access CE business models
- Access CE decision making tools
- Enlarge their business network



# Methodology and Outputs

3 integrated pilots that focus on:

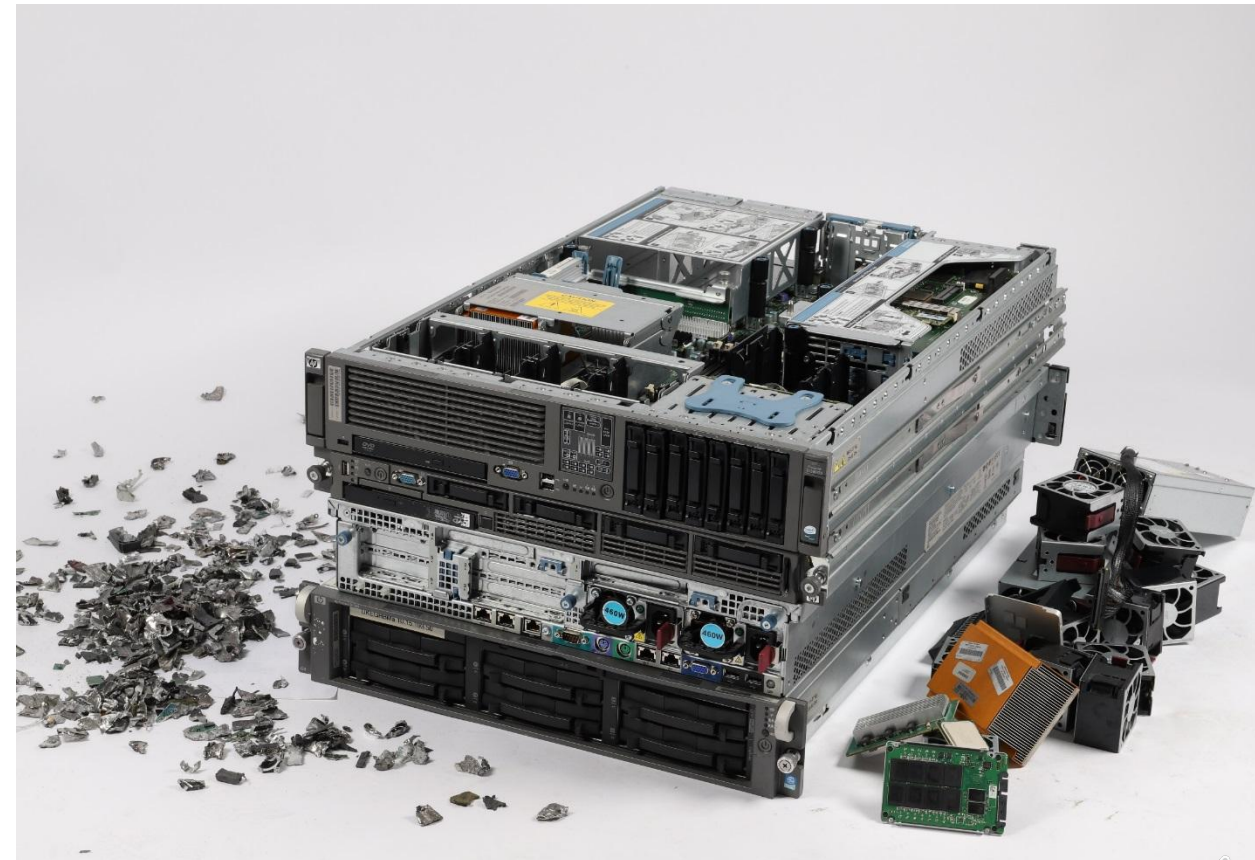
1. Design and manufacture
2. Life extension – second use & refurbishment
3. End-of-life – recycling

## OUTPUTS:

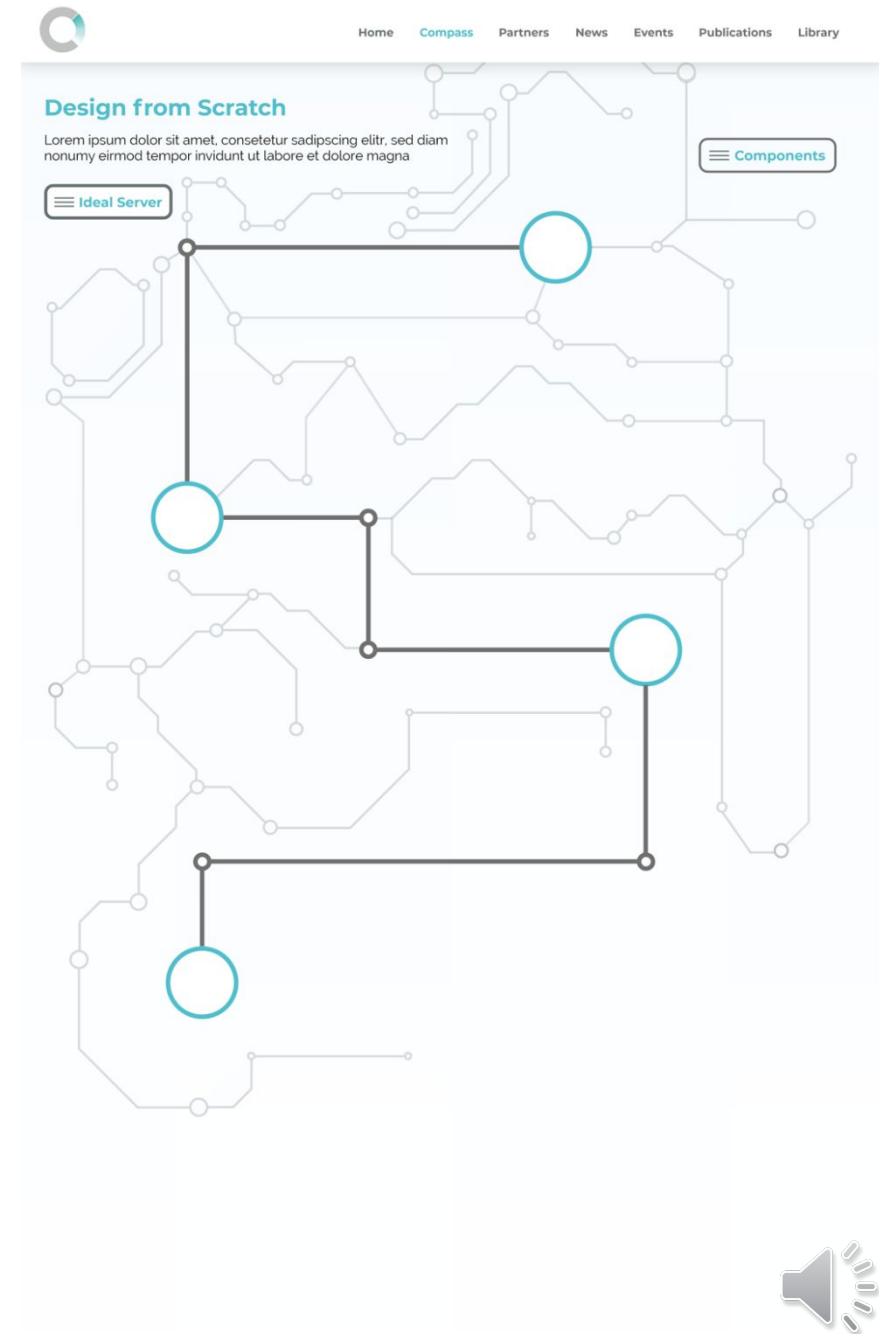
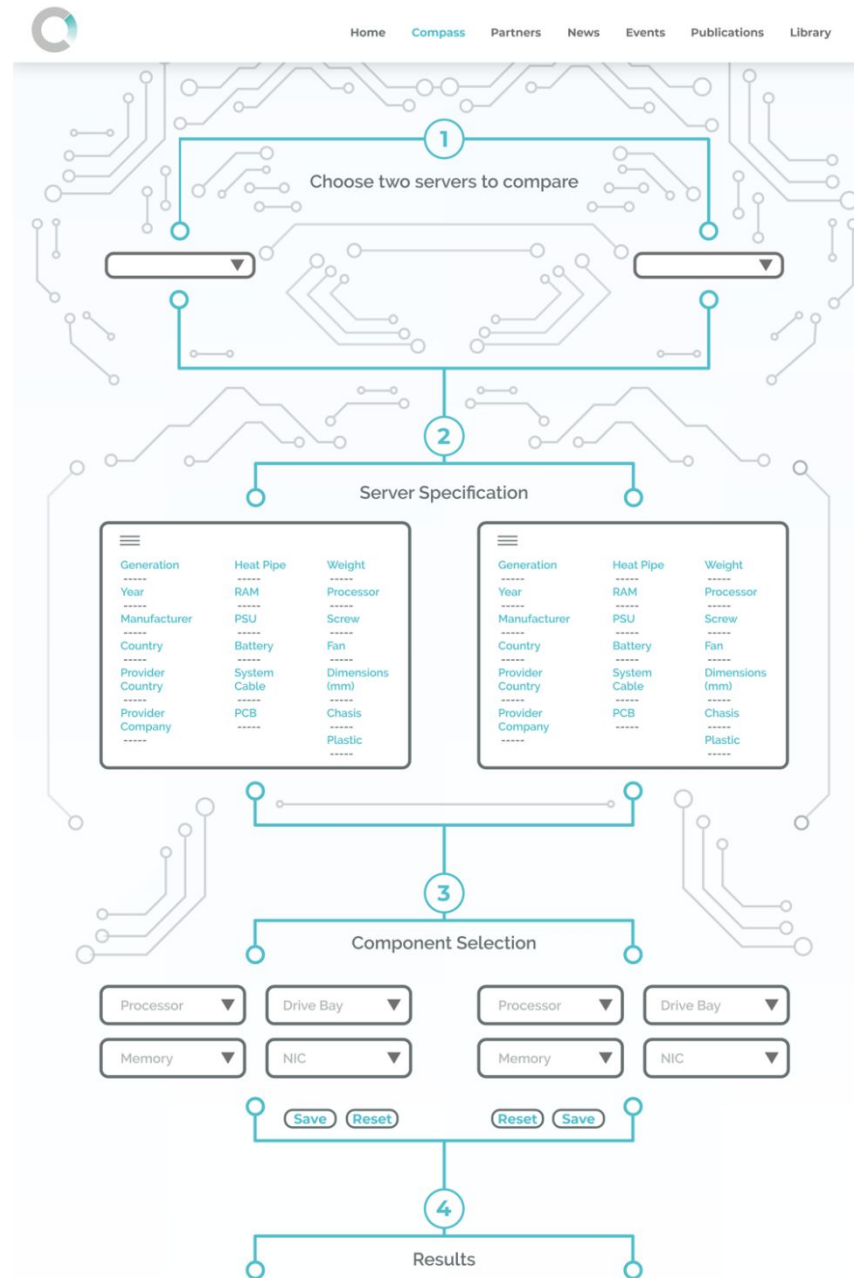
- EcoDesign/Design for CE Guidelines;
- LCA methods and database;
- CDCC – the Circular Data Centre Compass; and
- improved refurbishment, recycling and reclamation strategies.

## FEED INTO:

- bespoke 1-2-1 technical assistance for 50 SMEs;
- advice and guidance for policy-influencers and makers;
- Ecodesign guidelines for Circular Economy
- a physical and virtual demonstrator; and
- development of a Circular Economy for the DCI.



# CDCC – Circular Data Centre Compass





# Thank you – any questions?



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