



# Academic<sup>th</sup>

INTERNATIONAL WORKSHOP  
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

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## **Sustainable IT: Waste Reduction through Technological Innovation - ATM CX3 Project**

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### **Abstract**

Sustainable Information Technology, also called Green IT, has become known for its applicability mainly to reduce energy consumption; nevertheless, its practices and principles cover other pillars such as the equipment disposal and life-cycle analysis of IT products in order to reduce possible environmental damages. Thus, this paper aims to analyze how sustainable innovations or eco-innovations offered by Green IT can contribute to reduce the generation of waste hazardous to both health and the environment. To do so, this study, based on a literature review, used as its object of study the ATM CX3 Itautec Project, awarded by Industry Federation of São Paulo State (FIESP) in 2007, and listed as case of success, according to Benchmarking Brazil, ranking of the best Brazilian environmental management initiatives. The main results point out that the company has followed the most important international guidelines and practices related to sustainability in this industry, and the company has been acknowledged by this, however the adoption of these initiatives has caused an increase on production costs.

**Keywords:** *Information Technology (IT), Sustainable IT, Green IT, Ecoinnovation, Life-Cycle Analysis*

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