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BWG Strategy and WWT (World Wide Technology) sets in motion its Sustainable Tech initiative, SETC, by selecting its first round of executive advisory board members

For Immediate Release

New Jersey - July 2022 - BWG Strategy Group, led by CEO, Greg Irwin and his executive team, has taken off with the establishment of a sustainable technology initiative, Sustainable Enterprise Technology Council, (SETC), to drive leadership and exploration of sustainable transformation and innovation, develop best practices, methodologies, benchmarks, and provide education and awareness needed to enable organizations and global networks to build sustainable solutions.

As the renewables industry continues to expand, so does the need for enterprises to learn how they can adapt to the ever changing ways of sustainability transformation.

Since technology organizations built around data centers continue to create large carbon footprints, SETC is taking the initiative to raise awareness of sustainable energy efficient transformations, innovations that these organizations can adopt via the implementation of best practices, methodologies, and benchmarks for energy efficient enterprise ecosystems, community, and solution offerings.

“...the longstanding focus on the automotive, manufacturing and agricultural industries, there’s no pathway to a cleaner planet without addressing the [sizable energy consumption](#) of the data centers powering our increasingly digitized economy.” - Ezra, A. (2021, May 3).

Renewable Energy Alone Can't Address Data Centers' Adverse Environmental Impact. Forbes Technology Council.

<https://www.forbes.com/sites/forbestechcouncil/2021/05/03/renewable-energy-alone-cant-address-data-centers-adverse-environmental-impact/?sh=7566d9b75ddc>

“Our goal is to drive practical steps towards improving carbon footprint for enterprise technology. There's tremendous challenges in this space and creating the Sustainable Enterprise Technology Council is a small step in the right direction toward addressing these issues.” - Greg Irwin, CEO of BWG Strategy

“Given the hyper-growth in the digital environment, juxtaposed with the need to rapidly reduce our carbon emissions, the SETC’s Mission is more critical than ever. Collaborating with some of the captains of the technology industry to explore sustainable transformations and innovations, developing best practices, and driving education and awareness is now more urgent than ever before to help organizations and global networks build resilient, energy-efficient enterprise solutions. Such collaboration was on full display at the recent SETC meeting where the discussion focused on the applications of cooling technologies with lots of invaluable nuggets of tried and true, technical advice from savvy and seasoned, technical professionals.” - Brendan Walsh, CEO of

WWT

About WWT

World Wide Technology (WWT), a global technology solutions provider with \$14.5 billion in annual revenue, combines the power of strategy, execution and partnership to accelerate transformational outcomes for large public and private organizations around the world. Through its Advanced Technology Center, a collaborative ecosystem of the world's most advanced hardware and software solutions, WWT helps customers and partners conceptualize, test and validate innovative technology solutions for the best business outcomes and then deploys them at scale through its 4 million square feet of global warehousing, distribution and integration space. With over 8,000 employees and more than 55 locations around the world, WWT's culture, built on a set of core values and established leadership philosophies, has been recognized 11 years in a row by Fortune and Great Place to Work® for its unique blend of determination, innovation and leadership for diversity and inclusion. With this culture at its foundation, WWT bridges the gap between business and technology to make a new world happen for its customers, partners and communities.

About SETC

Sustainable Enterprise Technology Council (SETC) - An organization whose purpose is to promote and share practical measures to achieve more energy efficient enterprise technology by increasing understanding and knowledge to drive transformation. For more information on how you can leverage SETC to promote ideas and impact change visit us online www.sustainableetc.com

About BWG Strategy

BWG Strategy brings together the best industry and sector experts through virtual and in-person executive networking events to create unmatched primary research, create unique insight reports, and connect mutually interested industries. www.bwgstrategy.com

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