# W. Europe's Priorities Get Greener

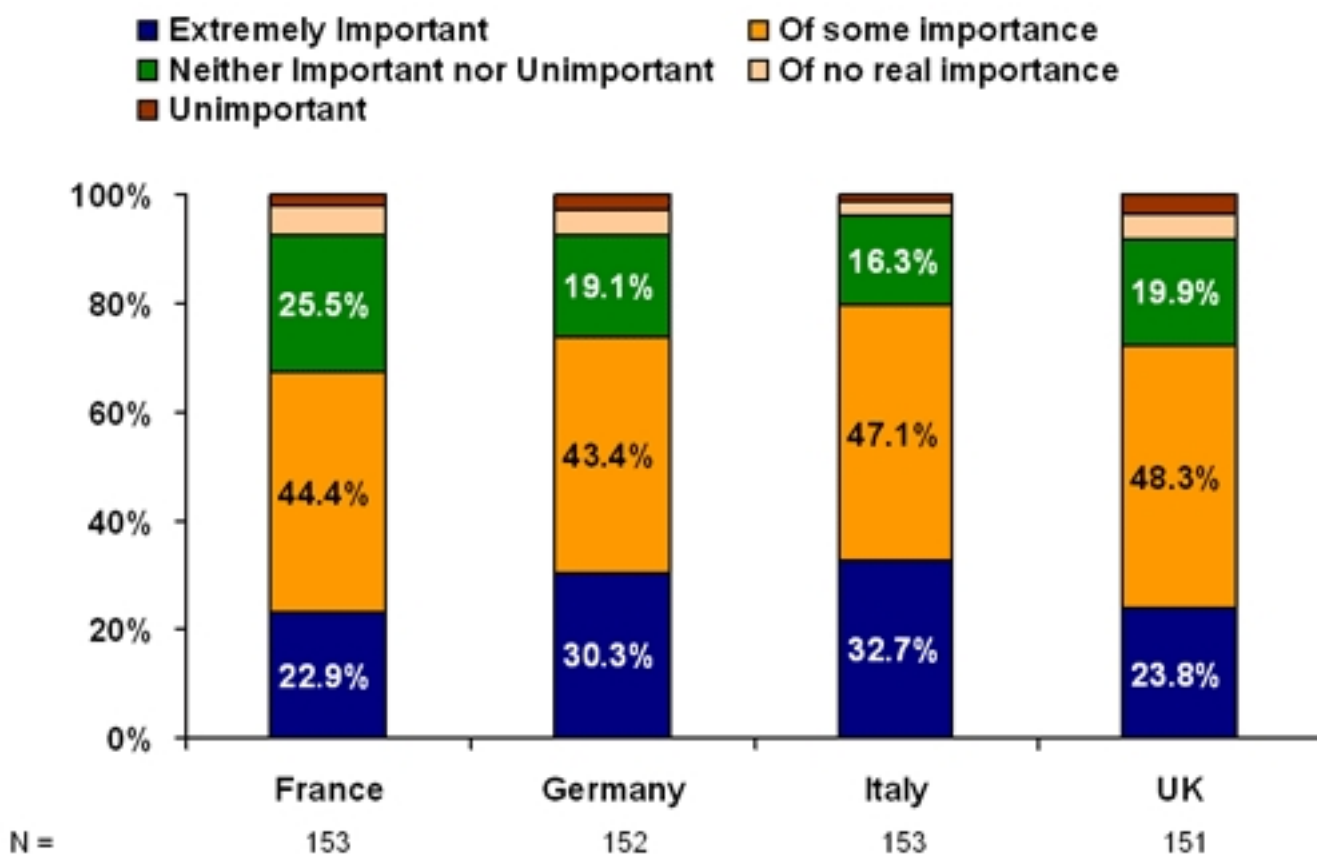Written by Marco Attard
18 August 2011

InfoTrends reports over 66% of W. Europe's IT decision makers consider "green" initiatives as their organisations' top priority, according to its latest research results.

In InfoTrends' words, "Vendors and suppliers of environmentally responsible equipment, supplies, and services should aggressively promote their initiatives because environmental consciousness is an important consideration for many organizations."



Figure 1: How important are "green" initiatives to your organization?

The most important environment issue survey respondents cite is recycled/certified paper usage, something InfoTrends suggests manufecturers and suppliers should take note of.

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Issues of similar importance follow-- returning used ink and toner cartridges (as well as using remanufactured cartridges) and purchasing Energy Star-certified hardware.

The survey's respondents come from France, Germany, Italy and the UK. Vendors, take note.

Go  [InfoTrends: "Green" is Top Priority Among IT Decision Makers](#)