

GREEN IS BETTER THAN GOOD BLUE

**Comparison of attitudes of directors, financial directors and IT managers
on environmental matters in the 577 largest Czech companies**

*"It is not the strongest that survives, nor the most intelligent,
it is the one that is most adaptable to change."*

Charles Darwin

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Introduction

Tomáš Rutrle

director general

Fujitsu-Siemens Computers ČR

The environmental behavior of companies is a key part of their overall social responsibility. Based on the replies of the top managers who participated in our research, it is clear that they are aware of this. They do not, however, yet see information technology as an area for possible savings.

It's a paradox: Information technology, which is regarded as being at the forefront of technical progress, is unploughed territory from the viewpoint of energy demand. Neither personal computers, monitors, printers, other equipment nor even company servers are regarded as such energy eaters that it is worth thinking about possible savings. But this impression is wrong. For example, it takes a server only three years before it eats through the same amount of money that the cost of the current it consumes. It is no wonder that, according to estimates, bills for electricity for company servers around the world in 2005 reached an amazing US\$7.2 billion. And servers are not the biggest energy eaters in a company's IT. More than one-third is consumed by PCs and monitors, a quarter is consumed by servers (and, according to the analytical company Gartner, this share is rising rapidly) and the rest is accounted for by photocopiers, printers, telecommunications and computer networks and similar equipment.

Reducing the consumption of energy for company IT is no problem. By simply thoroughly switching off equipment when not in use, it is possible, according to the report by Gartner, to reduce consumption by PCs and monitors by 40 percent. Obviously, achieving further savings would be more difficult. It will be necessary to think of them when designing IT architecture and when purchasing the various components.

The time when the consumption of energy by IT becomes as much talked about as for cars will inevitably arrive. The aim of our research is to estimate when this will happen.

We focused the questions in the research on both the respondents' general attitudes to the environment and the environmental behavior of the companies where they work. For comparison, we put the general questions to visitors to the iDnes server. You can find the results of the research in the report.

The publication of the report on the research, however, is certainly not the end of our interest in Green IT. At our website, fujitsu-siemens.cz, we are introducing a special section where we will draw attention to interesting news on the area.

In particular, we would like to create a platform for exchanges of ideas and opinions. The environment is a hot, truly important issue. And are we entitled to avoid dealing with it? In addition: I would like to be wrong, but it can be expected that in connection with the energy demand information technology will, in the not-too-distant future, become the target of some sort of regulation. Let us discuss and clarify our opinions and find a common language where possible. Automakers will not attract the attention of bureaucrats and regulators forever. And even if my fears prove ill-founded: When energy is saved, money is saved too. I hope that you will find useful ideas in the environmental section of our website.

If you are interested in learning something in the forthcoming IT eco-blogsphere and expressing your opinion, please write to the address tomas.rutrle@fujitsu-siemens.cz. I'll let you know as soon as we start it.

Research aims

The primary aim of the research was to map the relationship between companies and their top managers on the one hand and the environment on the other, with regard to energy demand.

We tried to verify the hypothesis that information technology is not regarded as a significant consumer of energy and that company managers underestimate the possibilities for savings in this area.

The aim was to ascertain to what extent managers' positions on the environment differ from the public's positions.

Respondents

The questioning took place October 17–31, 2007, with the help of an Internet questionnaire.

We contacted 546 directors, 490 IT directors and 481 financial directors from the 577 largest Czech companies.

The questionnaires were completed by 85 directors (16 percent of those asked), 61 financial directors (12 percent of those asked) and 67 IT managers (14 percent of those asked).

We also presented the part of the questionnaire that mapped personal positions on the environment to visitors to the Internet server iDnes.

197 respondents replied via the iDnes server.

Main findings

On aggregate, the managers' positions on general matters are only slightly different from those of the control group, who were the visitors to the iDnes server.

What is interesting, for example, is that the managers more favorably rate trends in the environment in the Czech Republic.

Managers express less enthusiasm for a plan to build another nuclear power station in the Czech Republic.

The attitudes of the "executive officer, director" group are mostly not significantly different to the attitudes of the "financial director" group.

The largest differences are in the declared willingness to prefer environmentally friendly solutions "Always, even when they are more expensive," when making investment decisions.

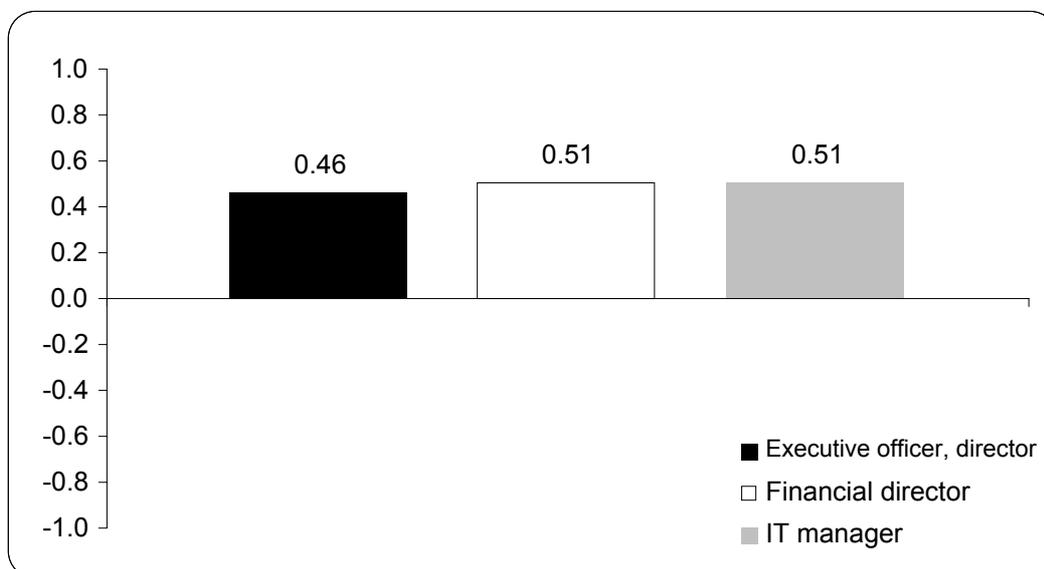
In this regard, executive officers/directors come out significantly "greener" than financial directors.

The attitudes of the "IT manager" group are often different from the remaining two groups of managers. Primarily from the relatively frequent "Don't know" replies it can be seen that IT managers are often outside the decision-making centers of companies.

Financial directors surprisingly often do not know whether their companies take energy costs into account during investment decisions.

Environmental policy

Does your company have a document that defines its policy toward the environment?



The weighted average was used to calculate the score for the various groups – the reply “Yes” is worth 1, “No” -1.

If all the respondents answered “Yes,” the resulting value would be 1.

Publicly declared environmental obligations are starting to be a necessary condition for a company’s image in the public’s eyes. And more and more often, they are both more specific – and also very aggressive. One hit is obligations to reduce emissions of greenhouse gases - and compensate for the remaining emissions by purchasing CO₂ permits. The result is that the company can give itself the proud moniker “carbon neutral.” The trend of investing in “carbon neutrality” is increasing. A large impulse was the news, in May 2007, that by 2010 this status would be achieved by the media organization News Corp., owned by Rupert Murdoch, which is currently responsible for 650,000 tonnes of CO₂ annually. Since then, undertakings to achieve “carbon neutrality” have been quickly rising. And it’s not just companies: The village of Ashton Hayes in the UK county of Cheshire has announced a plan to become the first such village in England.

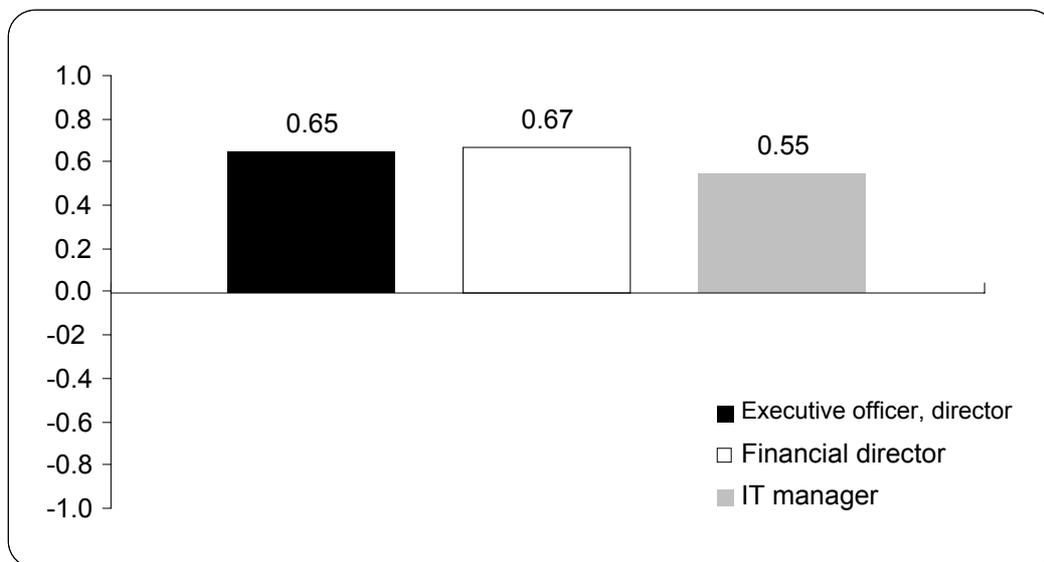
“Carbon neutral” initiatives are still extreme, although more and more organizations are becoming environmentally neutral.

The high percentage of “Don’t know” replies to this question in the group of IT managers is alarming. It is, however, unclear whether this shows a lack of interest by IT managers about the environmental context of their business or the distance between such managers and the center of events.

	Yes	No	Don’t know
Executive officer, director	72.9 %	27.1 %	0.0 %
Financial director	75.4 %	24.6 %	0.0 %
IT manager	68.7 %	17.9 %	13.4 %

Monitoring legislation

Does your company monitor trends in newly published legal and other requirements concerning your company’s activities and the environment?



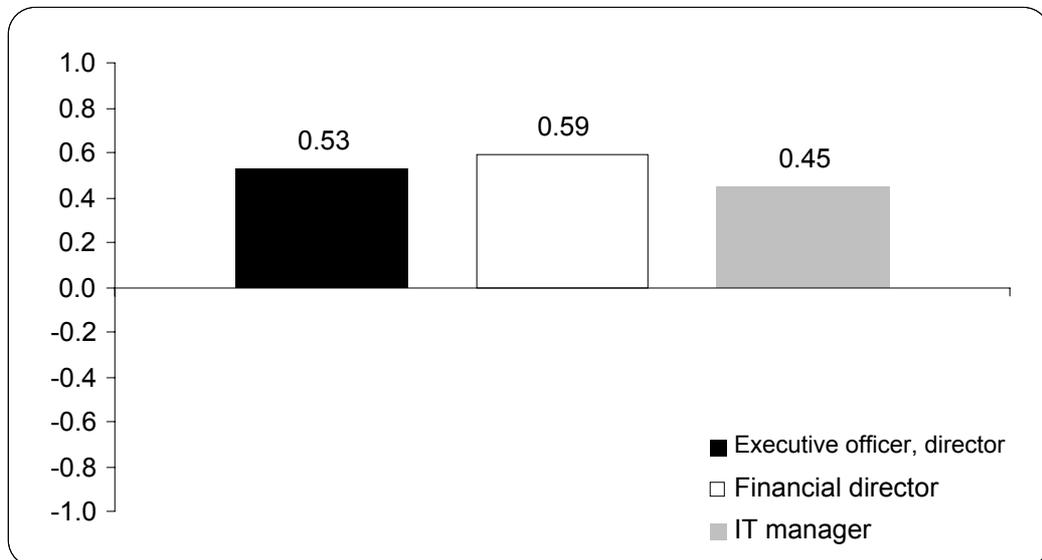
The weighted average was used to calculate the score for the various groups – the reply “Yes, regularly” is worth 1, “Occasionally” and “No” -1. If all the respondents answered “Yes, regularly,” the resulting value would be 1.

The monitoring of requirements, whether in laws or regulatory requirements, is becoming a top priority for companies. From this viewpoint, it is necessary to regard the approach represented by the reply “Occasionally” as similarly dangerous to a complete lack of interest.

	Yes, regularly	Occasionally	No
Executive officer, director	82.4 %	12.9 %	4.7 %
Financial director	83.6 %	11.5 %	4.9 %
IT manager	77.6 %	19.4 %	3.0 %

Delegation

Does your company have employees that are directly responsible for environmental matters?



The weighted average was used to calculate the score for the various groups – the reply “Yes” is worth 1, “No” -1. If all the respondents answered “Yes,” the resulting value would be 1.

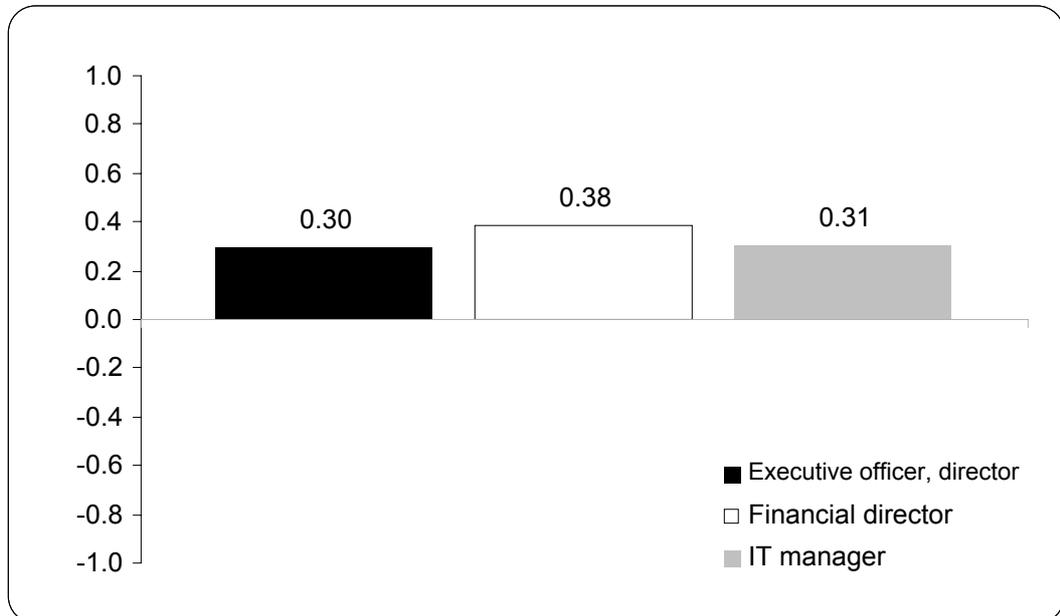
Before, the environment was a purely formal “secondary concern.” But as time passes it is becoming a specialist issue that affects all an organization’s activities – and, in addition, represents potential risks. This requires specialization – but this has not been implemented everywhere.

As far as concerns IT managers’ answers, the percentage of “Don’t know” replies is alarming.

	Yes	No	Don't know
Executive officer, director	76.5 %	23.5 %	0.0 %
Financial director	78.7 %	19.7 %	1.6 %
IT manager	67.2 %	22.4 %	10.4 %

ISO 14001

Does your company hold an ISO 14001 certificate?



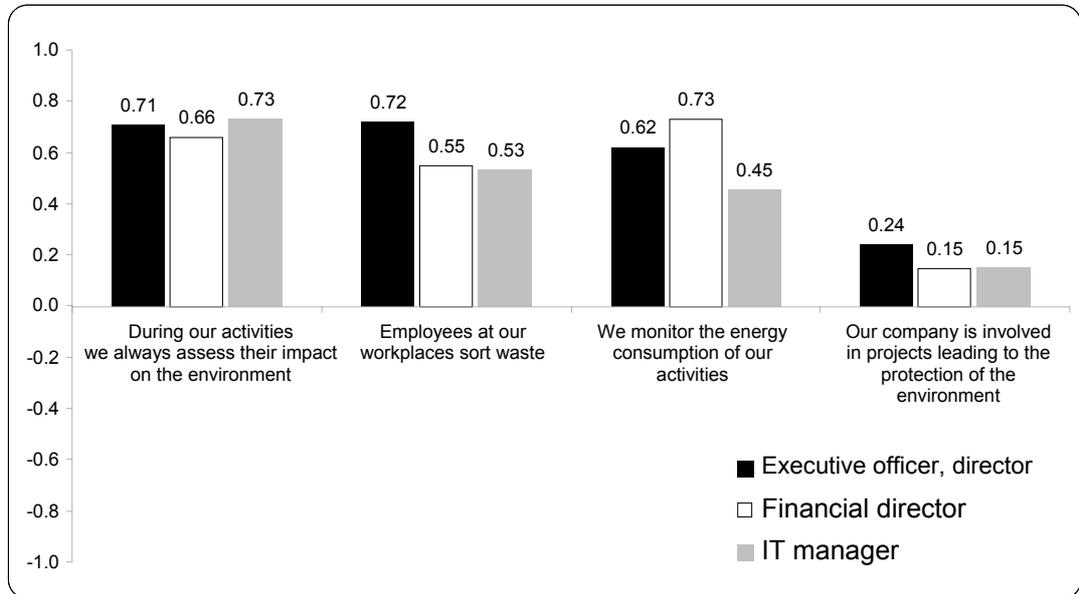
The weighted average was used to calculate the score for the various groups – the reply “Yes” is worth 1, “Not yet...” 0.5 and “No” -1. If all the respondents answered “Yes,” the resulting value would be 1.

The importance of environmental management certification for companies is clear. The lack of knowledge on the part of IT managers again shows how isolated they are in their companies from other events.

	Yes	Not yet, but we expect to obtain a certificate in the future	No, and we do not plan to	Don't know
Executive officer, director	50.0 %	16.7 %	28.6 %	4.8 %
Financial director	51.7 %	20.0 %	23.3 %	5.0 %
IT manager	43.3 %	10.4 %	17.9 %	28.4 %

EXAMPLES

What is your company’s relationship to the environment in the following cases?



The weighted average was used to calculate the score for the various groups - the reply “Definitely” is worth 1, “Probably” 0.5, “Probably not” -0.5 and “No” -1. If all the respondents answered “Definitely,” the resulting value would be 1.

During our activities we always assess their impact on the environment

When looking at the low share of “Definitely” replies, financial directors seem to be adepts for the Ropák (Oil Creature) prize awarded by the Children of the Earth association for the anti-environmental act of the year. The high percentage of “Probably” replies, however, saved them.

Measured by the points weighting, IT managers were the greenest on this question. However, the high percentage of “Don’t know” replies should again not escape our attention. We hope that this is because they applied the question to the whole organization and did not feel able to reply to it.

Employees at our workplaces sort waste

Measured by the replies of the “Executive officer, director” group, the companies behave in a very environmentally friendly way in this regard. But looking at the other two groups cools this optimism. Possibly, the top bosses have ideas about waste sorting by their subordinates that are too optimistic.

We monitor the energy consumption of our activities

Energy demand was previously regarded as purely a problem of operating and production costs. Today, it is an indicator of an organization’s impact on the environment, as the vast majority of kilowatt hours consumed corresponds to the amount of carbon dioxide released. (For coal power stations, the average equivalent of 900 g of CO₂ per one kilowatt hour is given).

As far as concerns the energy demand, the difference between IT managers and their colleagues is clearly marked. The explanation could be that the energy demand of information technology has been underestimated and that companies’ managements do not see it as a possible source of savings.

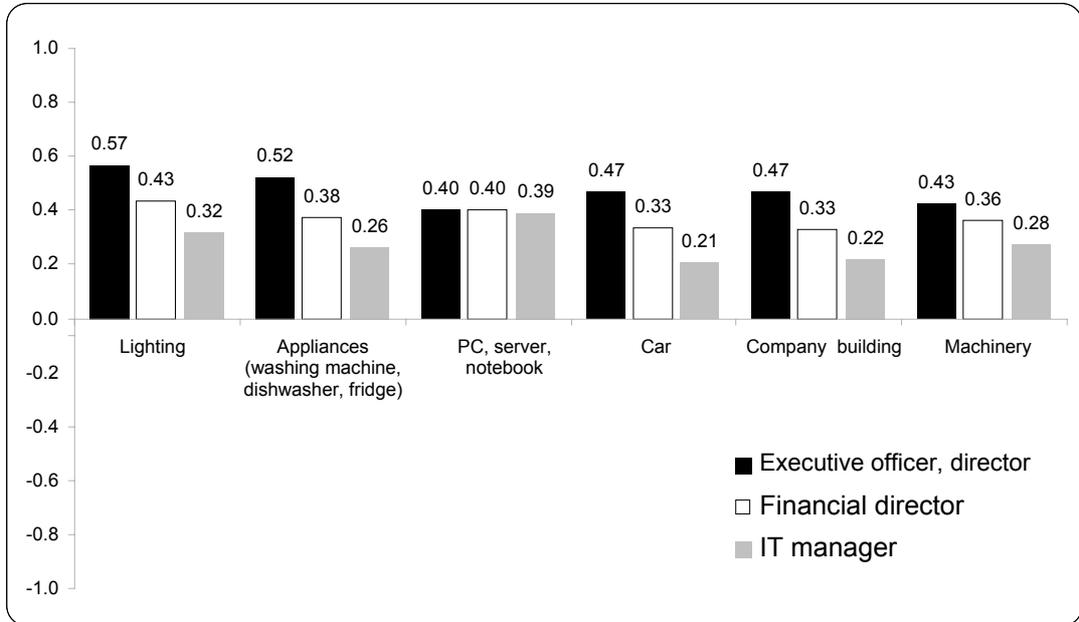
Our company is involved in projects leading to the protection of the environment

The difference between the top bosses' answers and those of the financial directors is not negligible, but attention should (again) be paid to the high percentage of IT managers who answered "Don't know." Why do so many IT managers not have an overview of their organizations' environmental projects? It is possible that they are simply outside the center of events.

	Definitely	Probably	Probably not	Definitely not	Don't know
	During our activities we always assess their impact on the environment				
Executive officer, director	63.4 %	26.8 %	7.3 %	2.4 %	0.0 %
Financial director	41.0 %	54.1 %	4.9 %	0.0 %	0.0 %
IT manager	59.7 %	31.3 %	4.5 %	0.0 %	4.5 %
	Employees at our workplaces sort waste				
Executive officer, director	54.2 %	41.0 %	3.6 %	1.2 %	0.0 %
Financial director	43.3 %	38.3 %	15.0 %	0.0 %	3.3 %
IT manager	43.1 %	40.0 %	13.8 %	3.1 %	0.0 %
	We monitor the energy consumption of our activities				
Executive officer, director	51.2 %	35.4 %	11.0 %	1.2 %	1.2 %
Financial director	72.1 %	14.8 %	13.1 %	0.0 %	0.0 %
IT manager	31.8 %	48.5 %	15.2 %	3.0 %	1.5 %
	Our company is involved in projects leading to the protection of the environment				
Executive officer, director	32.5%	28.9%	31.3%	7.2%	0.0%
Financial director	23.0%	32.8%	36.1%	6.6%	1.6%
IT manager	23.1%	27.7%	27.7%	7.7%	13.8%

Investments

When your company decides on the following investments, does it prefer an environmentally friendly solution?



The weighted average was used to calculate the score for the various groups – the reply “Always, even it’s more expensive” is worth 1, “Only if it costs the same” 0.5, “Only if it’s cheaper” -0.5 and “Never” 1. If all the respondents answered “Always, even if it’s more expensive,” the resulting value would be 1.

As far as concerns the overall approach, it is clear that the biggest regard for the environment is declared by companies’ top representatives. It is somewhat surprising that financial directors come out greener than IT managers in assessments of investments.

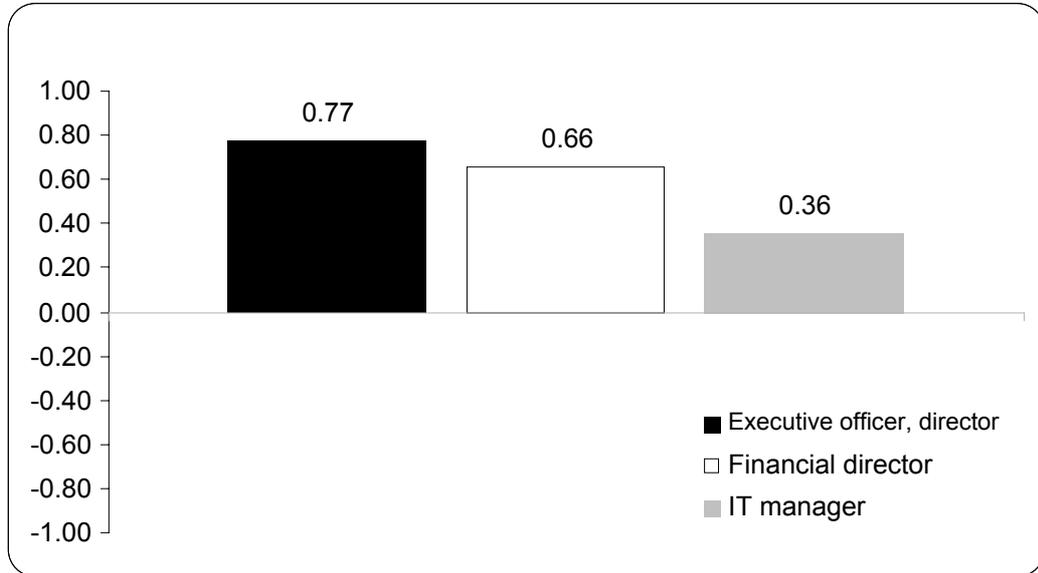
When looking at the various commodities, it is evident that managers’ environmental considerations are most visible concerning lighting. The replies for computers, where all three groups’ attitudes were practically the same, are noteworthy.

INVESTMENT ATTITUDES

	Always, even if it's more expensive	Only if it costs the same	Only if it's cheaper	Never	Don't know
Lighting					
Executive officer,	36.1 %	50.6 %	4.8 %	2.4 %	6.0 %
Financial director	14.8 %	67.2 %	9.8 %	0.0 %	8.2 %
IT manager	22.4 %	34.3 %	11.9 %	1.5 %	29.9 %
Appliances (washing machine, dishwasher, fridge)					
Executive officer,	33.7 %	45.8 %	6.0 %	1.2 %	13.3 %
Financial director	13.3 %	58.3 %	10.0 %	0.0 %	18.3 %
IT manager	18.5 %	29.2 %	10.8 %	1.5 %	40.0 %
PC, server, notebook					
Executive officer,	28.4 %	45.7 %	7.4 %	7.4 %	11.1 %
Financial director	13.3 %	66.7 %	13.3 %	0.0 %	6.7 %
IT manager	25.4 %	50.7 %	11.9 %	6.0 %	6.0 %
Car					
Executive officer,	24.4 %	58.5 %	8.5 %	2.4 %	6.1 %
Financial director	8.3 %	71.7 %	8.3 %	6.7 %	5.0 %
IT manager	13.4 %	37.3 %	13.4 %	4.5 %	31.3 %
Company building					
Executive officer,	28.0 %	51.2 %	8.5 %	2.4 %	9.8 %
Financial director	4.9 %	72.1 %	13.1 %	1.6 %	8.2 %
IT manager	17.9 %	26.9 %	10.4 %	4.5 %	40.3 %
Machinery					
Executive officer,	23.5 %	51.9 %	6.2 %	3.7 %	14.8 %
Financial director	18.0 %	54.1 %	14.8 %	1.6 %	11.5 %
IT manager	17.9 %	34.3 %	9.0 %	3.0 %	35.8 %

Calculating energy costs

When making investment decisions on the purchase of new equipment, does your company include energy costs in the total cost of ownership (TCO)?



The weighted average was used to calculate the score for the various groups - the reply “Yes” is worth 1, “No” -1. If all the respondents answered “Yes,” the resulting value would be 1.

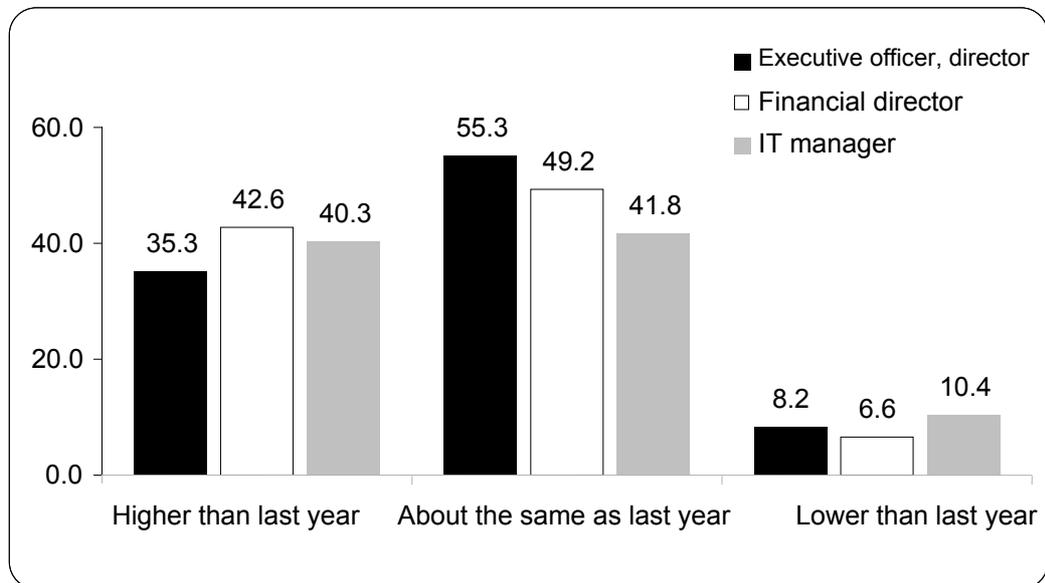
The replies to this question show how deep the divide in companies is between top management and IT managers. Including energy costs is something that is so obvious that every reply that is not a “Yes” is a signal of a big problem.

It seems that IT managers are not only outside environmental issues, but also outside the economic considerations in their companies. The surprisingly high share of “Don’t know” replies from financial directors is noteworthy.

	Yes	No	Don't know
Executive officer, director	88.1 %	10.7 %	1.2 %
Financial director	78.7 %	13.1 %	8.2 %
IT manager	55.2 %	19.4 %	25.4 %

Expected energy consumption

What trends in electricity consumption do you expect in your company in 2007?

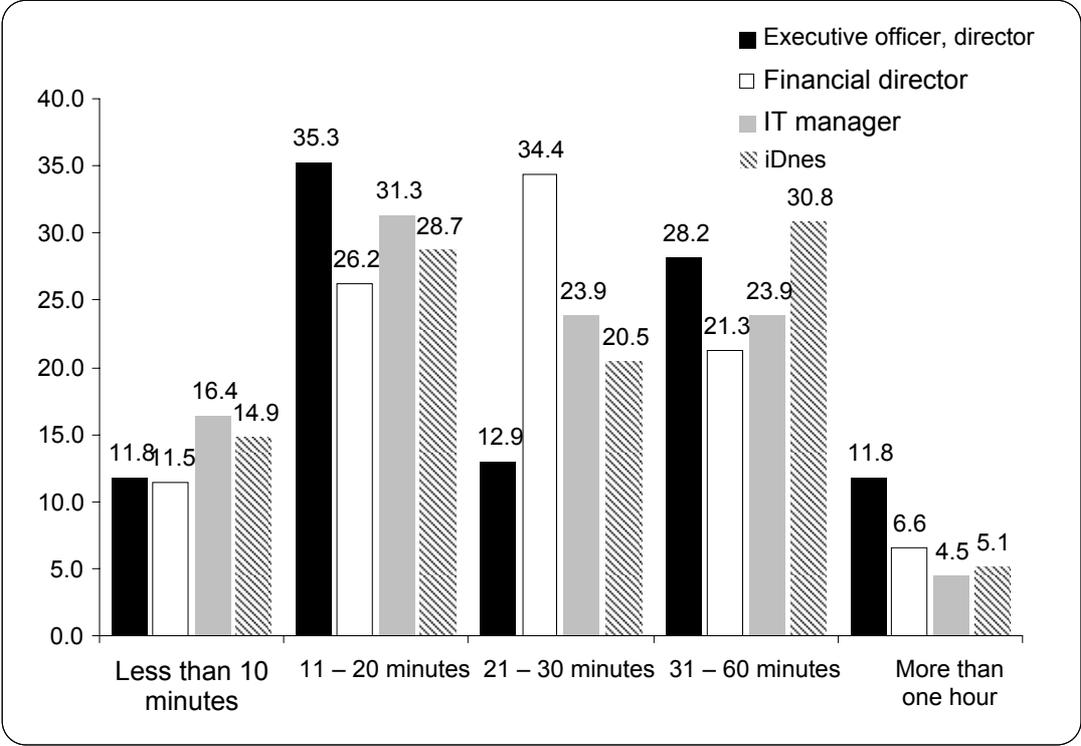


IT managers are the biggest optimists. There is still the question, however, of to what extent their expectations are based on knowledge of a company's operations and to what extent they are only wishes.

	Higher than last year	About the same as last year	Lower than last year	Don't know
Executive officer, director	35.3 %	55.3 %	8.2 %	1.2 %
Financial director	42.6 %	49.2 %	6.6 %	1.6 %
IT manager	40.3 %	41.8 %	10.4 %	7.5 %

Commuting

How long does your commute to work usually last?

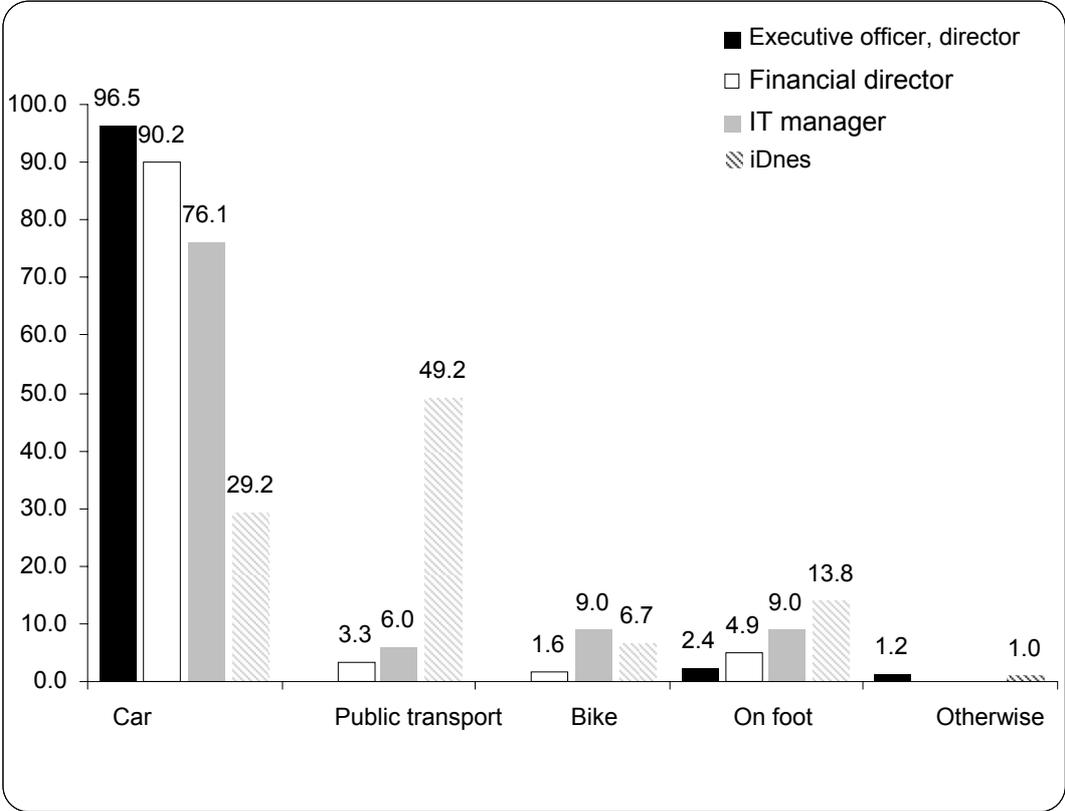


Based on the comparison of replies between the managers and visitors to the iDnes server, it can be seen that the managers’ journeys to work are longer on average. However, IT managers are an exception here, as well: Their journey to work is not only shorter than their colleagues’, but also iDnes visitors’.

	Less than 10 minutes	11-20 minutes	21-30 minutes	31-60 minutes	More than one hour
Executive officer, director	11.8 %	35.3 %	12.9 %	28.2 %	11.8 %
Financial director	11.5 %	26.2 %	34.4 %	21.3 %	6.6 %
IT manager	16.4 %	31.3 %	23.9 %	23.9 %	4.5 %
iDnes	14.9 %	28.7 %	20.5 %	30.8 %	5.1 %

Method of transport

How do you most frequently get to work?

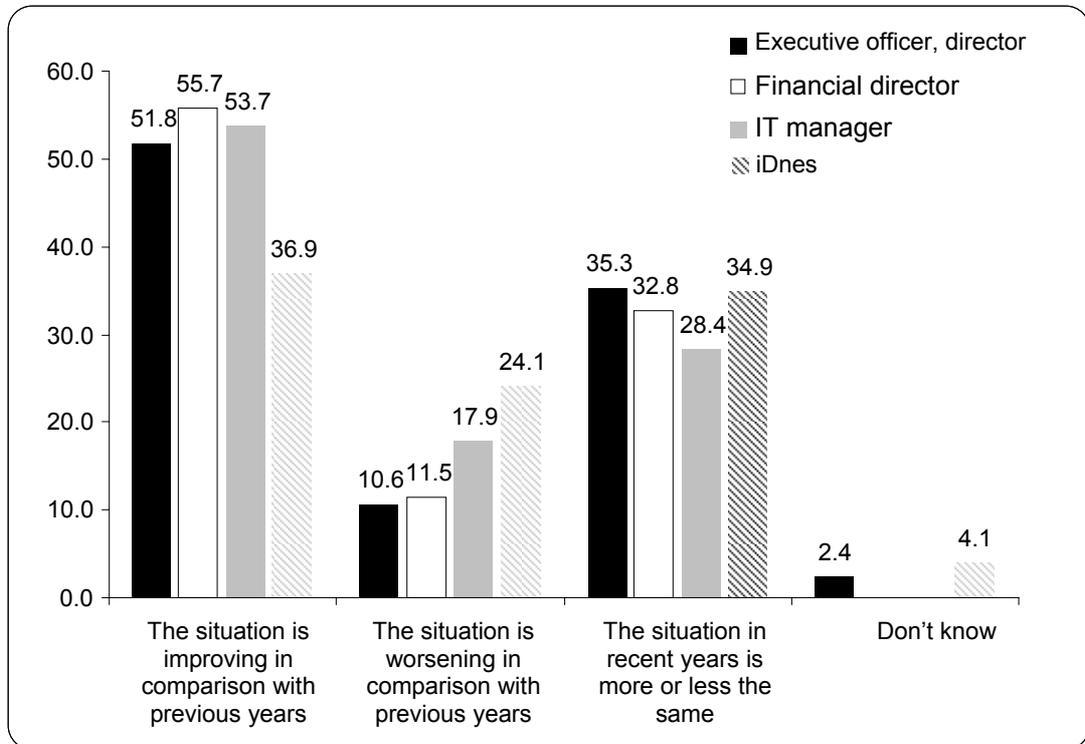


Managers mostly – directors and executive officers practically exclusively – travel to work by car. It is interesting that when companies’ top representatives do not go by car, they go on foot or "Otherwise" (evidently including by motorcycle). Nobody admitted to using public transport or going by bike. IT managers are exceptions even concerning the method of transport to work, but three-quarters of them still travel by car.

	Car	Public transport	Bike	On foot	Otherwise
Executive officer, director	96.5 %	0.0 %	0.0 %	2.4 %	1.2 %
Financial director	90.2 %	3.3 %	1.6 %	4.9 %	0.0 %
IT manager	76.1 %	6.0 %	9.0 %	9.0 %	0.0 %
iDnes	29.2 %	49.2 %	6.7 %	13.8 %	1.0 %

Evaluation of the environment

What is your opinion of the state of the environment in the Czech Republic?

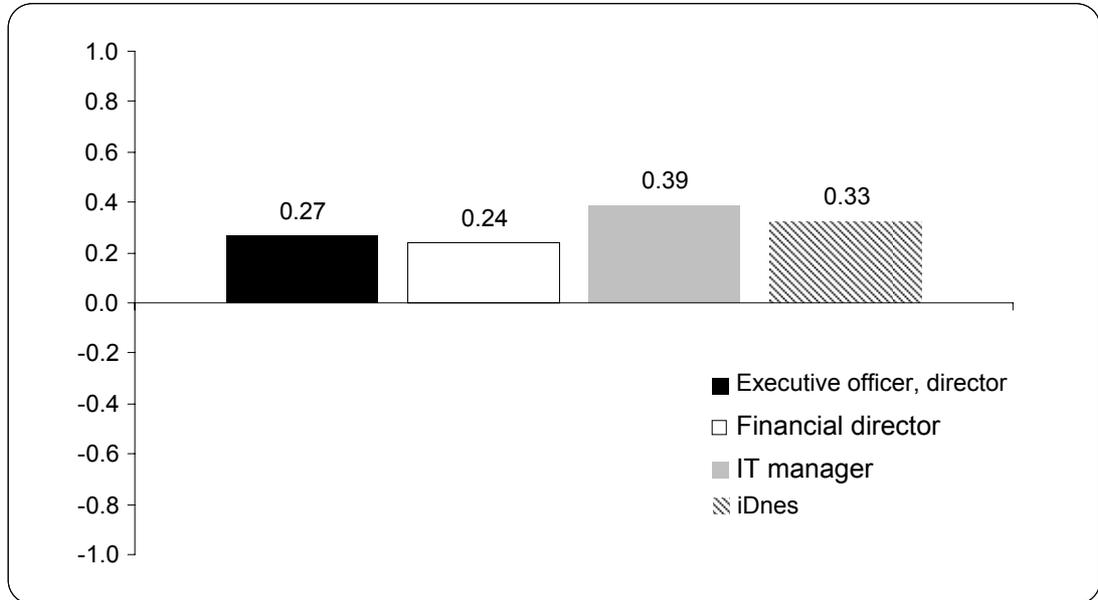


The opinions of managers in all three groups on the state of the environment in the Czech Republic are remarkably equal – and in conflict with the opinions of iDnes visitors. The very low frequency of the “Don’t know” attitude on this matter is worth mentioning. Probably only a few of the respondents have the relevant source documents to form an opinion on trends in the quality of the environment, but no financial directors or IT managers said “Don’t know” at all.

	The situation is improving in comparison with previous years	The situation is worsening in comparison with previous years	The situation in recent years is more or less the same	Don't know
Executive officer, director	51.8 %	10.6 %	35.3 %	2.4 %
Financial director	55.7 %	11.5 %	32.8 %	0.0 %
IT manager	53.7 %	17.9 %	28.4 %	0.0 %
iDnes	36.9 %	24.1 %	34.9 %	4.1 %

Opinion on global warming

In your opinion, is the global warming of the planet a serious problem for our near future?



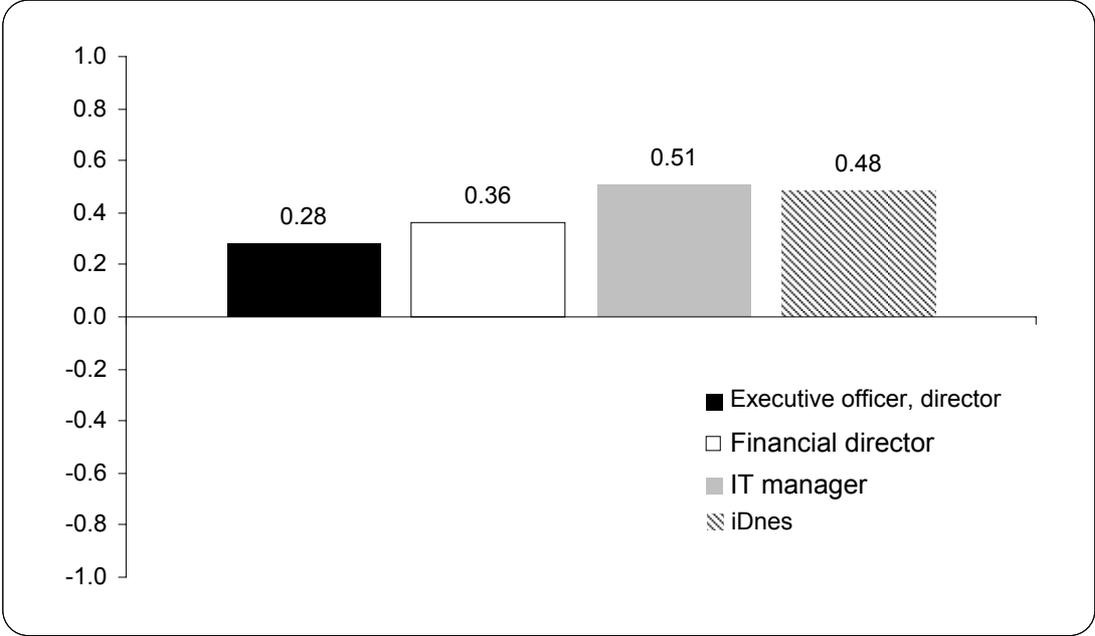
The weighted average was used to calculate the score for the various groups - the reply “Definitely” is worth 1, “Probably” 0.5, “Probably Not” -0.5 and “No” -1. If all the respondents answered “Definitely,” the resulting value would be 1.

Opinions on the threat of global warming are remarkably equal between both managers and iDnes visitors. IT managers are the biggest pessimists, but financial directors are even more extreme – but in the opposite direction. A surprisingly high share of “Definitely” replies, however, is compensated for by the highest frequency of “Probably” replies – so overall the financial directors are close to the average.

	Definitely	Probably	Probably not	Definitely not	Don't know
Executive officer, director	24.7 %	42.4 %	23.5 %	7.1 %	2.4 %
Financial director	14.8 %	54.1 %	26.2 %	4.9 %	0.0 %
IT manager	30.3 %	42.4 %	22.7 %	1.5 %	3.0 %
iDnes	32.6 %	35.2 %	19.7 %	7.8 %	4.7 %

Human influence on global warming

Do you agree with the opinion that global warming is occurring primarily as a consequence of human activity?



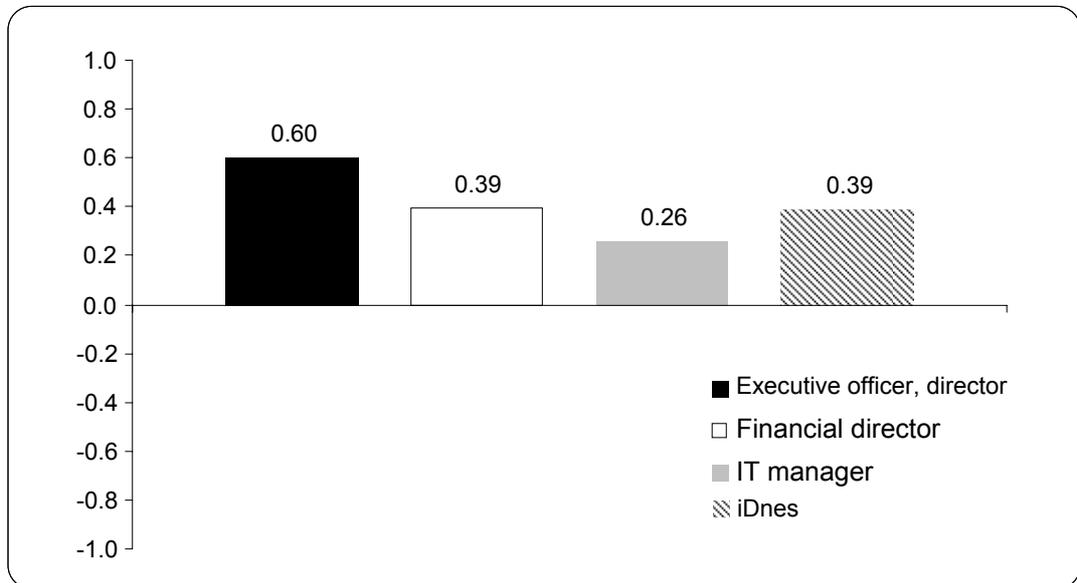
The weighted average was used to calculate the score for the various groups - the reply “Definitely” is worth 1, “Probably” 0.5, “Probably not” -0.5 and “No” -1. If all the respondents answered “Definitely,” the resulting value would be 1.

The positions of managers and iDnes visitors on this key environmental question are different, but to a lesser extent than it could seem when looking at the frequency of “Definitely” replies. The total of “Definitely” and “Probably” replies only differs by one-tenth of a percentage point for these groups.

	Definitely	Probably	Probably not	Definitely not	Don't know
Executive officer, director	12.9 %	41.2 %	31.8 %	3.5 %	10.6 %
Financial director	11.5 %	52.5 %	23.0 %	8.2 %	4.9 %
IT manager	22.4 %	41.8 %	23.9 %	6.0 %	6.0 %
iDnes	29.4 %	34.0 %	20.6 %	11.9 %	4.1 %

Need for another nuclear power plant

Do you think the Czech Republic needs a new nuclear power plant?



The weighted average was used to calculate the score for the various groups - the reply “Definitely” is worth 1, “Probably” 0.5, “Probably not” -0.5 and “No” -1. If all the respondents answered “Definitely,” the resulting value would be 1.

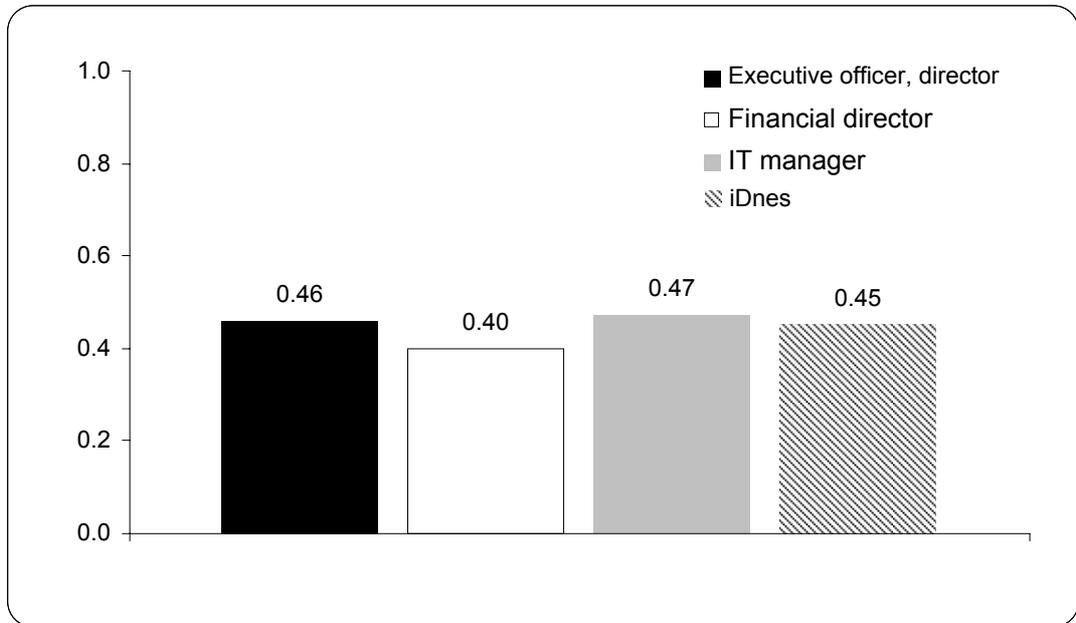
The research indicates that the group of executive officers and directors are clear supporters of nuclear energy, whereas the most people who reject new nuclear reactors can be found among IT managers.

The question of the use of nuclear energy is regarded as very polarizing. The high percentage of “Probably” or “Probably not” replies, however, indicates that the respondents do not see the world in black-and-white terms. This is shown by the fact that in all the groups there is a relatively high frequency of “Don’t know” replies.

	Definitely	Probably	Probably not	Definitely not	Don't know
Executive officer, director	47.1 %	38.8 %	5.9 %	3.5 %	4.7 %
Financial director	32.8 %	42.6 %	9.8 %	9.8 %	4.9 %
IT manager	31.3 %	28.4 %	20.9 %	9.0 %	10.4 %
iDnes	45.6 %	23.6 %	11.8 %	12.8 %	6.2 %

Employee views of company

Do you believe that a company acting responsibly toward environmental matters is more attractive than a similar company that does not pay attention to environmental protection?



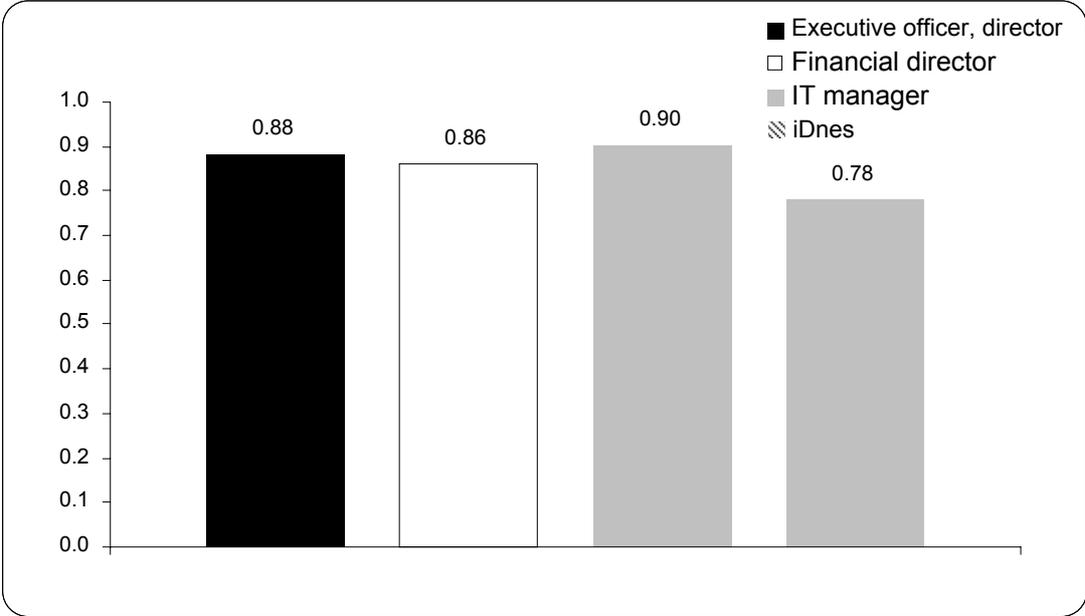
The weighted average was used to calculate the score for the various groups – the reply “Definitely” is worth 1, “Probably” 0.5, “Probably not” 0.25 and “No” 0. If all the respondents answered “Definitely,” the resulting value would be 1.

When interpreting the replies to this question, it is necessary to take into consideration the fact that supporters of the attitude “Probably not” admit that an environmentally responsible company is, or could be, more attractive – to a certain extent. This reply should therefore be regarded as slightly positive. It is worth noticing that the simple sum of “Definitely,” “Probably” and “Probably Not” is around 80 percent for the various groups of respondents.

	Definitely	Probably	Probably not	Definitely not	Don't know
Executive officer, director	16.7 %	48.8 %	19.0 %	4.8 %	10.7 %
Financial director	10.0 %	40.0 %	40.0 %	3.3 %	6.7 %
IT manager	19.4 %	41.8 %	26.9 %	4.5 %	7.5 %
iDnes	22.2 %	35.6 %	20.1 %	8.8 %	13.4 %

Household environment

When purchasing things for your household, do you pay attention to the energy demand of household appliances, lighting, cars, etc.?



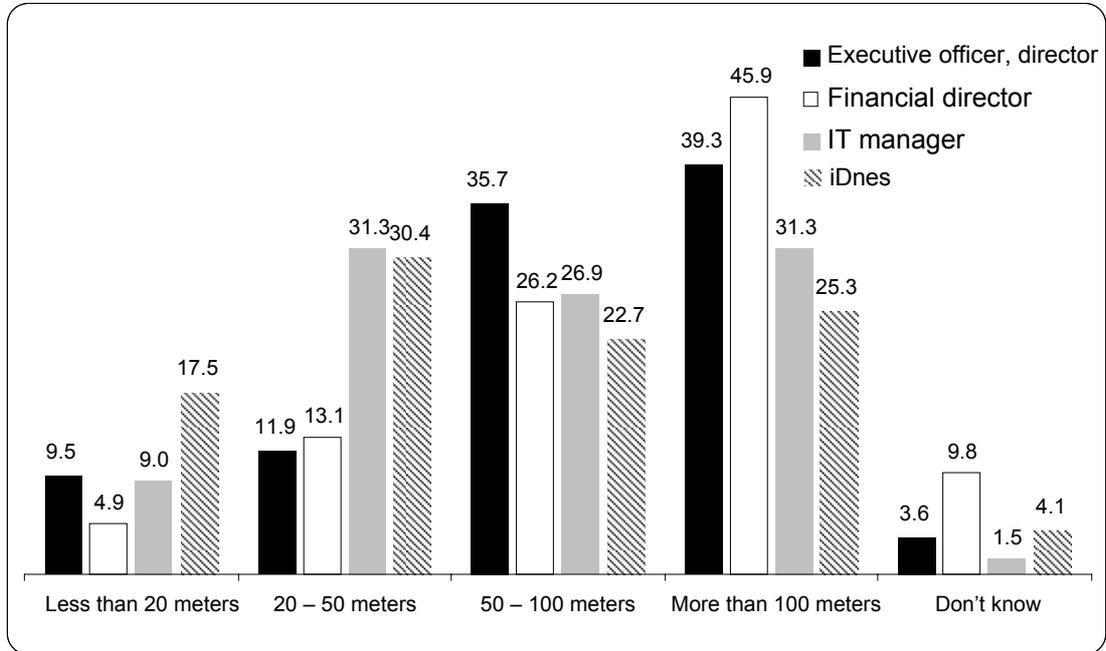
The weighted average was used to calculate the score for the various groups – the reply “Yes” is worth 1, “Yes, occasionally,” 0.5 and “No, never” 0. If all the respondents replied “Yes,” the resulting value would be 1, if they replied “No, never,” the resulting score would be 0.

With regard to rising energy prices, it is surprising that visitors to iDnes are less interested in possible energy savings in the household. The greatest attention is paid to the energy demand of household appliances by IT managers – despite the fact that they are not interested in the energy at their companies.

	Yes, almost always	Yes, occasionally	No, never
Executive officer, director	76.5 %	23.5 %	0.0 %
Financial director	75.4 %	21.3 %	3.3 %
IT manager	82.1 %	16.4 %	1.5 %
iDnes	63.6 %	28.7 %	7.7 %

Waste-sorting options

How far from your home are the nearest waste-sorting containers?

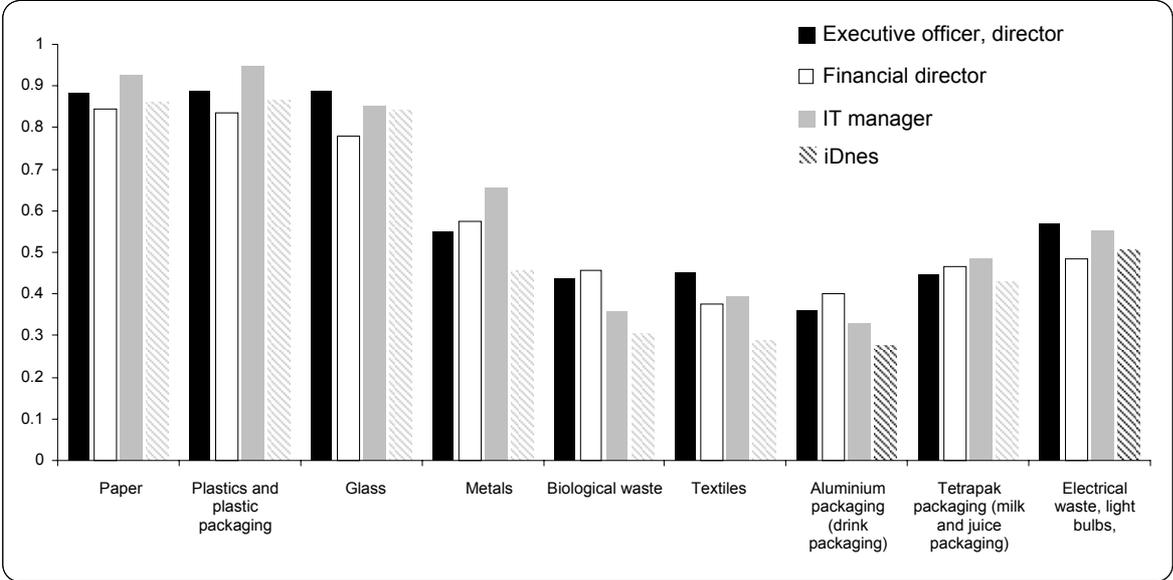


The conditions for sorting household waste are similar for managers and iDnes visitors. Managers have to go further to get to the containers – probably fewer of them live on housing estates or in tenement buildings.

	Less than 20 meters	20-50 meters	50-100 meters	More than 100 meters	Don't know
Executive officer, director	9.5 %	11.9 %	35.7 %	39.3 %	3.6 %
Financial director	4.9 %	13.1 %	26.2 %	45.9 %	9.8 %
IT manager	9.0 %	31.3 %	26.9 %	31.3 %	1.5 %
iDnes	17.5 %	30.4 %	22.7 %	25.3 %	4.1 %

Waste Sorting

Do you sort household waste?



The weighted average was used to calculate the score for the various groups – the reply “Regularly” is worth 1, “Occasionally,” 0.5 and “Never” 0. If all the respondents replied “Regularly,” the resulting value would be 1, if they replied “Never,” the resulting score would be 0.

Managers and visitors to iDnes have similar opinions on sorting waste. The differences for generally sorted waste are not large. A possible explanation for the differences for metals and biological waste is that iDnes visitors live mostly in larger municipalities, where the opportunities for sorting such waste are limited.

PERSONAL ATTITUDES

	Regularly	Occasionally	Never
	Paper		
Executive officer, director	81.0 %	14.3 %	4.8 %
Financial director	77.0 %	14.8 %	8.2 %
IT manager	88.1 %	9.0 %	3.0 %
iDnes	79.3 %	13.5 %	7.3 %
	Plastics and plastic packaging		
Executive officer, director	82.4 %	12.9 %	4.7 %
Financial director	80.3 %	6.6 %	13.1 %
IT manager	90.9 %	7.6 %	1.5 %
iDnes	80.3 %	13.0 %	6.7 %
	Glass		
Executive officer, director	83.3 %	10.7 %	6.0 %
Financial director	72.1 %	11.5 %	16.4 %
IT manager	77.6 %	14.9 %	7.5 %
iDnes	77.1 %	14.1 %	8.9 %
	Metals		
Executive officer, director	39.0 %	31.7 %	29.3 %
Financial director	39.3 %	36.1 %	24.6 %
IT manager	47.7 %	35.4 %	16.9 %
iDnes	28.0 %	34.9 %	37.0 %
	Biological waste		
Executive officer, director	28.8 %	30.0 %	41.3 %
Financial director	30.5 %	30.5 %	39.0 %
IT manager	22.4 %	26.9 %	50.7 %
iDnes	19.8 %	21.4 %	58.9 %
	Textiles		
Executive officer, director	23.5 %	43.2 %	33.3 %
Financial director	20.0 %	35.0 %	45.0 %
IT manager	19.4 %	40.3 %	40.3 %
iDnes	17.3 %	23.0 %	59.7 %
	Aluminium packaging (drinks packaging)		
Executive officer, director	25.6 %	20.7 %	53.7 %
Financial director	26.7 %	26.7 %	46.7 %
IT manager	20.9 %	23.9 %	55.2 %
iDnes	16.9 %	21.7 %	61.4 %
	Tetrapak packaging (milk and juice packaging)		
Executive	33.7 %	21.7 %	44.6 %

PERSONAL ATTITUDES

officer, director			
Financial director	38.3 %	16.7 %	45.0 %
IT manager	38.8 %	19.4 %	41.8 %
iDnes	33.7 %	18.4 %	47.9 %
	Electrical waste, light bulbs		
Executive officer, director	46.3 %	20.7 %	32.9 %
Financial director	34.4 %	27.9 %	37.7 %
IT manager	40.9 %	28.8 %	30.3 %
iDnes	31.8 %	37.5 %	30.7 %

Statistical representativeness

The conclusions ascertained concerned a group of 217 respondents, most of which have decision-making powers in the field of planning and investments in information technology at the largest companies active in the Czech Republic. For methodological reasons, this is not a representative sample of the population with a similar profile. The questioning took place in the form of a poll, and each of the respondents received a personal request that he participate. Data gathering took place with the help of an Internet questionnaire, and duplicates were removed from the data file before assessment. Systems based on an SQL platform, as well as MS Access and SPSS software, were used to gather and process data.

Declaration on free distribution

This study is for free distribution. In the event that it is quoted, please list the source as © 2007 Fujitsu-Siemens Computers. The study was created in co-operation with Donath-Burson-Marsteller (www.dbm.cz). The expert statistical guarantor of the study was Factum Invenio (www.factum.cz).

Information about the authors

Fujitsu-Siemens Computers

Fujitsu-Siemens Computers is a leading European computer company that offers a wide-ranging product and service portfolio in the field of computing. More information in Czech is displayed at www.fujitsu-siemens.cz.

Contact details

If you are interested in more information about this research, or about the range of services offered by Fujitsu-Siemens, please contact:

Tomáš Rutrle, Fujitsu-Siemens Computers,
+420 233 034 000, tomas.rutrle@fujitsu-siemens.com