

## What We Do

### Training and Certification

GCI has a variety of training courses that educate ICT professionals and users on sustainable computing. We are committed to promoting free community education, hence we have made available free training content for some courses.

GCI as a pioneering accreditation and certification body in green computing offers certifications for ICT professionals and users through a network of global test centers. We also award organizations for green computing facilities through the Certified Green Computing Facility certification.

### Consultancy

We offer businesses and governments consultancy services which include research, strategic papers, maturity models, environmental impact assessments, carbon footprint determination, energy efficiency strategies and low carbon economy programs.

### Carbon Credits

GCI certifies Green of ICT and Green by ICT projects against the Green Computing Carbon Standard (GCCS) and issues VER which stands for Voluntary Emissions Reductions or Verified Emissions Reductions. Both refer to the emerging market for carbon credits outside the Kyoto Protocol compliance regime.

### Innovation

GCI is committed towards Research, Development, Innovation and Commercialization (RDIC) programs for Green of ICT and Green by ICT and in particular we are focused on value innovation. Value Innovation is the cornerstone of blue ocean strategy. Value innovation is the simultaneous pursuit of differentiation and low cost. Value innovation focuses on making the competition irrelevant by creating a leap of value for buyers and for the company, thereby opening up new and uncontested market space. Because value to buyers comes from the offering's utility minus its price, and because value to the company is generated from the offering's price minus its cost, value innovation is achieved only when the whole system of utility, price and cost is aligned.