



**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Wednesday, 10<sup>th</sup> June 2015 at 14 p.m.** in room **P-110** at the  
**Faculty of Economics, University of Ljubljana**

Author: **Prof. Dr. Ray Hackney, Brunel University London,**  
**Business School, UK**

will present the article:

**"Greening ICT: a mechanism-based approach to  
institutional change"**

“Across the developed world, public sector information and communication technologies (ICT) are responsible for approximately 35% of total ICT-related Greenhouse Gas (GHG) emissions. The United Kingdom (UK) government is widely perceived as leading the way in applying Green ICT to make the organizational field of the UK public sector environmentally sustainable. Taking the Greening Government ICT Strategy as our unit of analysis, we conducted a qualitative case study of the transformative impact of Green ICT in this organizational field in order to identify and elaborate the institutional and organizational mechanisms responsible for delivering direct, enabling, and systemic effects. The study is therefore unique in its application of Institutional Theory, scope and impact, as indicated by its critical implications for research and practice. Most significantly, our findings provide valuable insights into how government-led Green ICT-based initiatives can successfully bring about institutional and organizational change towards environmental sustainability and, in particular, reducing ICT-related GHG emissions across both public and private sectors.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Tuesday, 9<sup>th</sup> June 2015.

**We look forward to seeing you!**