ADVICE A/S

MARCH 2022

SUSTAINABLE WEB DEVELOPMENT

advice

CONSULTING / **AGENCY** / **SPECIALIST**

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advice
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CONCEPT & DESIGN
PUBLIC RELATION
MARKETING & AUTOMATION
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SOCIAL & DIGITAL MEDIA BUYING
CUSTOMER EXPERIENCE
CONTENT PRODUCTION
DIGITAL PLATFORMS & SERVICES


120

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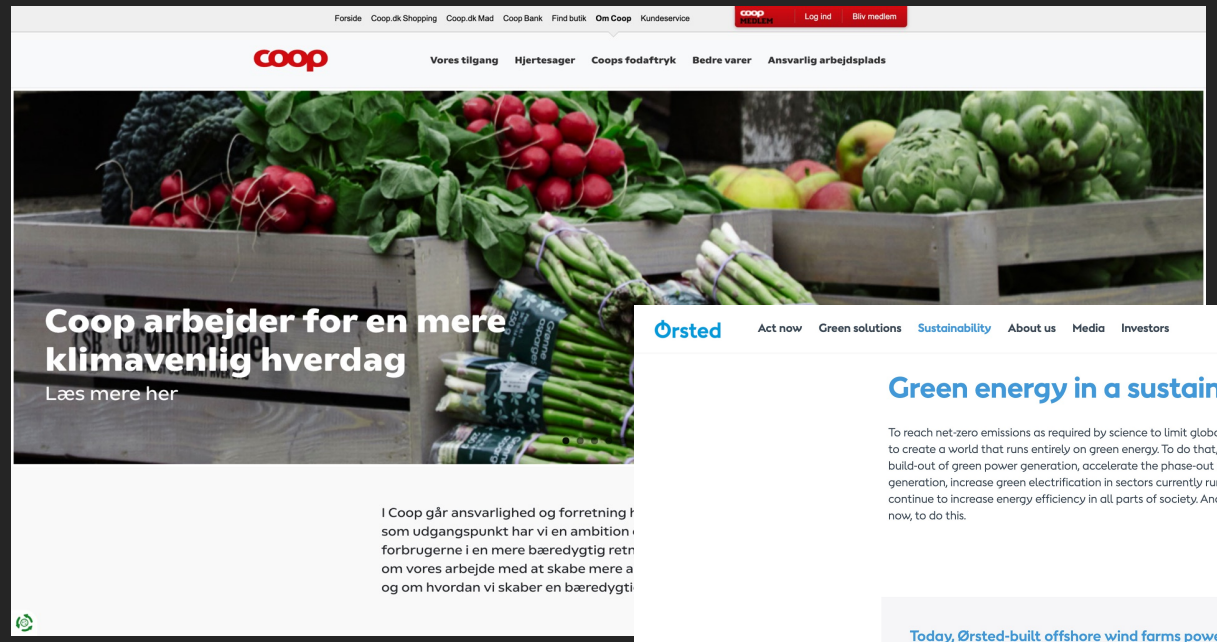
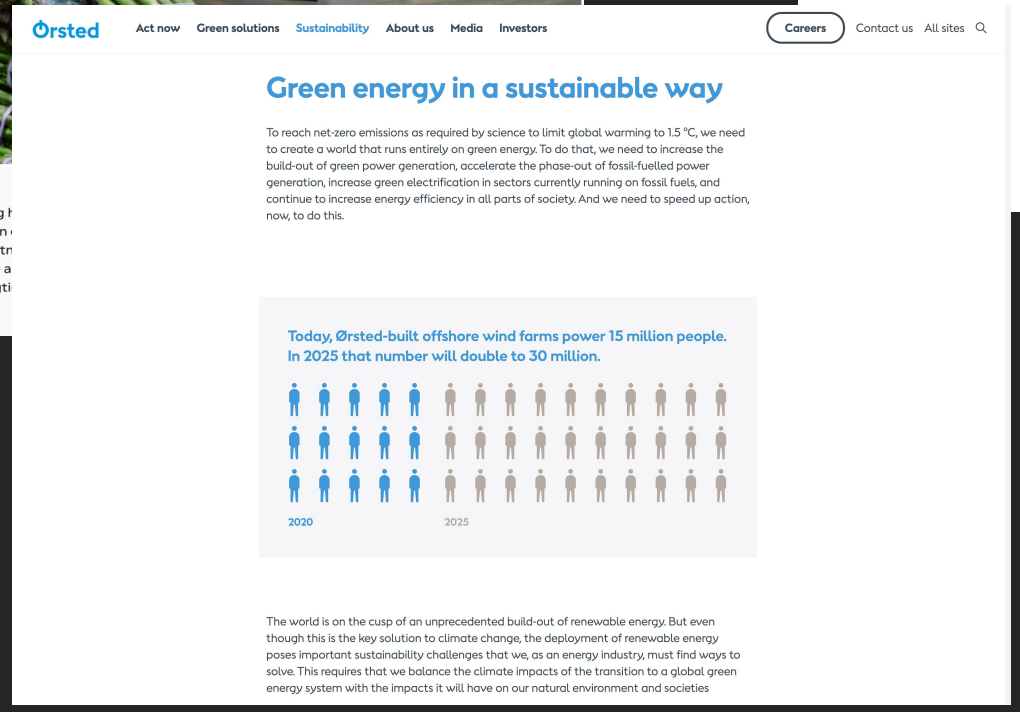
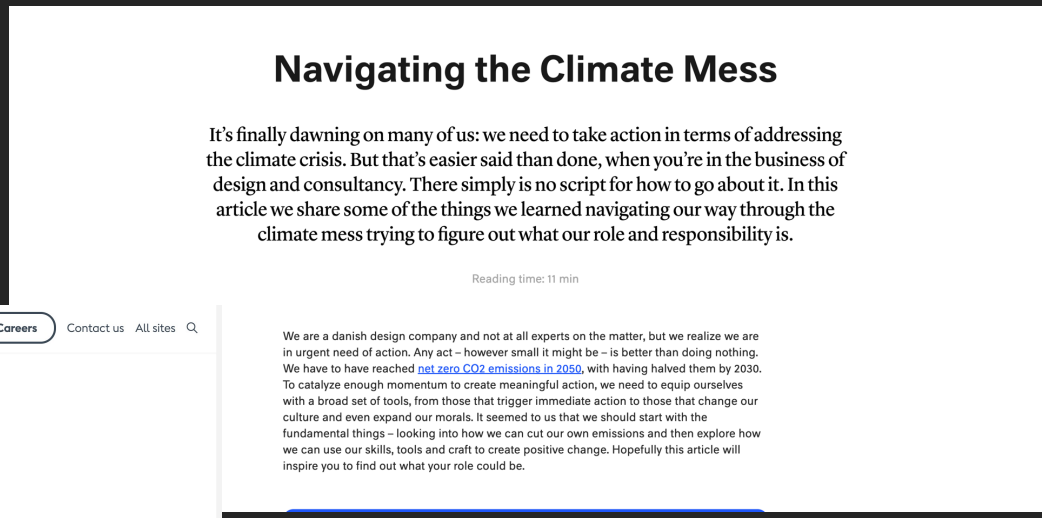
SUSTAINABILITY
SUSTAINABILITY
SUSTAINABILITY

EVERYBODY IS (TRYING TO BE) DOING SOMETHING







advice

”Ultimately the energy used in our digital consumption collectively emits the equivalent amount of carbon as the entire airline industry”

Vaughan Lindsay, ClimateCare CEO

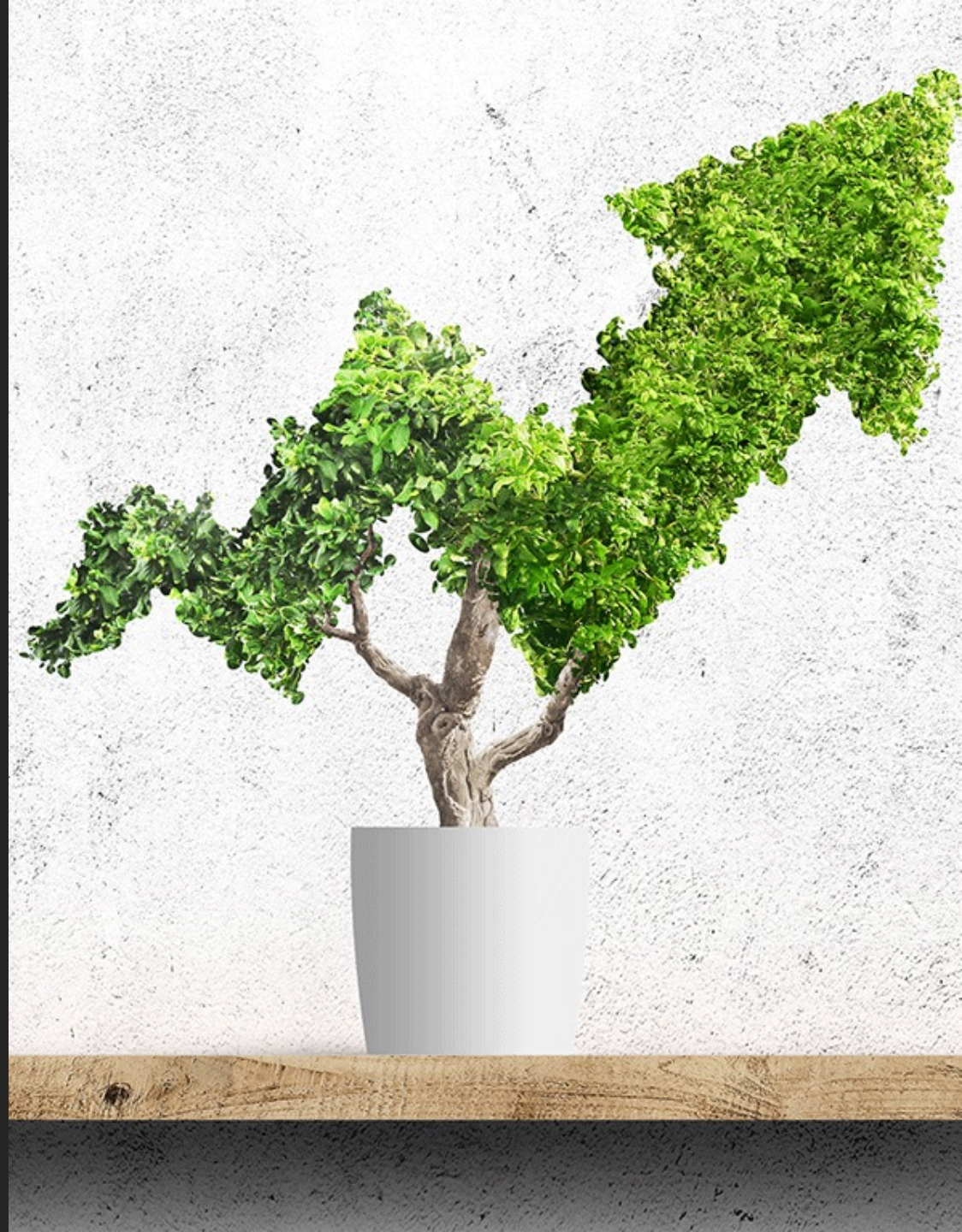
This is equivalent to about 3.7% of global greenhouse emissions. And is expected to double by 2025.

ClimateCare, https://www.climatecare.org/resources/news/infographic-carbon-footprint-internet/

WHAT IS OUR RESPONSIBILITY AS AN AGENCY?

INITIATIVES AT ADVICE

- In progress with development of our own application for measurement of CO2 emission from web use
- Management focus
- ”Education” of colleagues
- Implementation of sustainability focus
- Adaptations in our hosting services.
- (pro) active dialogue with our clients – get the topic top of mind and create awareness.



WHAT IS YOUR RESPONSIBILITY AS DEVELOPERS?

”

In order to build more sustainable websites and apps, we first need to measure the energy they use, and the carbon emissions for which they are responsible.

FROM ”MEASURING THE WEB” HTTPS://WWW.THE-PUBLIC-GOOD.COM/WEB-DEVELOPMENT/MEASURING-THE-WEB

Ecograder

How green is your website?

Enter your web address below to find out now!

Your Website URL Required

http://

Your Email Address Optional

example@email.com

Send me occasional tips on web sustainability, UX & more.

GRADE ME

FAST COMPANY CHICAGO SUN-TIMES SB SUSTAINABLE BRANDS The Bridge to Better Brands

Built by the folks at Mightybytes

How is your website impacting the planet?

Estimate your web page carbon footprint:

Your web page address

Web page URL

Calculate

By using this carbon calculator, you agree to the information that you submit being stored and published in our public database.

Making your website more eco-friendly

Tools to reduce your company's website carbon emissions & boost performance

Get Your Free Daily Report

GET STARTED WITH THE CLIMATE IMPACT OF YOUR WEBSITE

Analyse, optimise and compensate the CO_2 emissions of your website.

Data traffic to and from the server of your website costs energy. Even if you use a green server. Simply place one line of code on your website and Zifera automatically analyses and compensates the CO_2 emissions of your website.

Start 14 day free trial

Media

Beacon

Calculate the environmental impact of a web page, see the breakdown and learn what measures can be taken to improve it.

GET THE CHROME EXTENSION

GET THE FIREFOX EXTENSION

WEBSITE URL

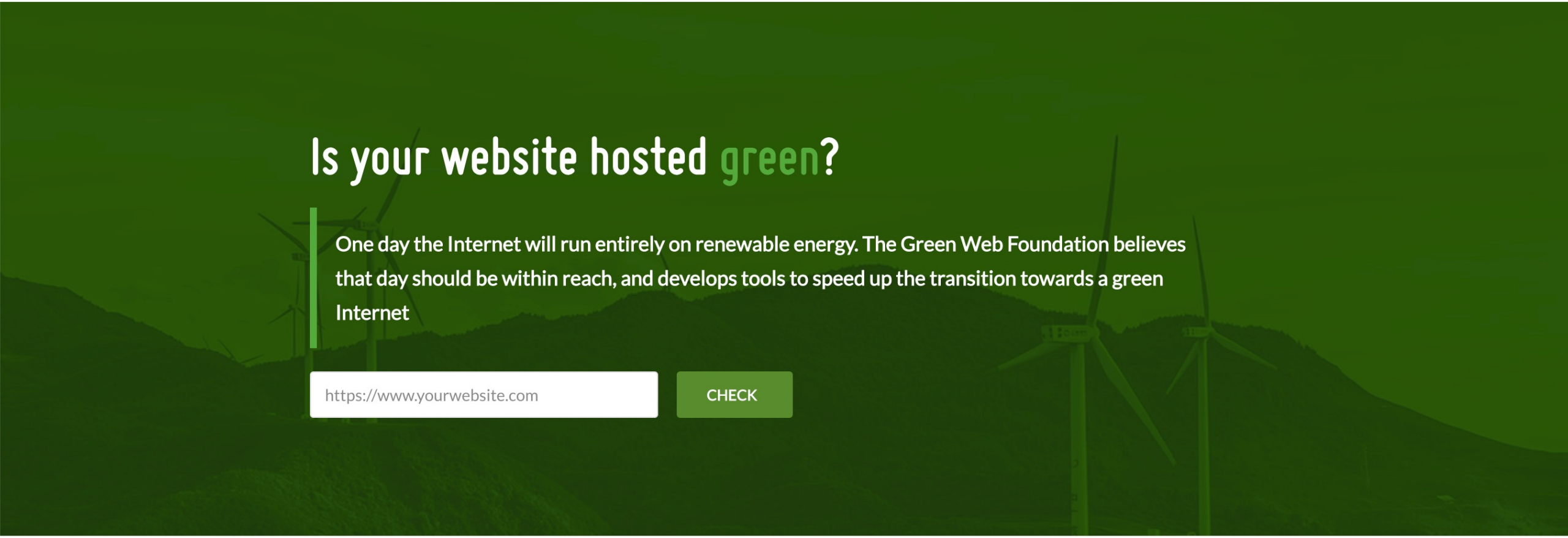
https://

SUBMIT

THE GREEN WEB FOUNDATION

NEWS DATASETS TOOLS SERVICES PARTNER UP ABOUT PROVIDER LOGIN

Towards a Fossil-Free Internet



Is your website hosted green?

One day the Internet will run entirely on renewable energy. The Green Web Foundation believes that day should be within reach, and develops tools to speed up the transition towards a green Internet

https://www.yourwebsite.com CHECK

Analyse your website's ecodesign maturity

http://www.example.com ANALYSE

Browse it

For decision-makers and IT professionals, ECOMETER assesses the environmental impact of your online service on all phases of its life cycle.

Test it green

ECOMETER tests 115 ecodesign best practices from the reference book published by Eyrolles, with contributions by more than 34 business experts.

Improve it

Internationally intended, conducted with ADEME's financial support, ECOMETER is community driven, open-source, free and pedagogically oriented.

ℹ The results given by this tool are for educational and diagnostic purpose only, it is not intended to compare websites.
This tool is in beta version and still in active development, all given informations may change in the future.

Best pratice examples...

From design to hosting, 115 best practices are tested and explained. Here are some examples, but be sure to **check the other ones**:

"CARBONALYSER": THE BROWSER EXTENSION WHICH REVEALS THE CLIMATE IMPACT OF INTERNET NAVIGATION

CARBONALYSER

The add-on "**Carbonalyser**" allows to **visualize the electricity consumption and greenhouse gases (GHG) emissions that your Internet browsing leads to**.

Since october 2019 and thanks to Orange Labs, it is also available as an app: **Mobile Carbonalyser**.

Visualizing it will get you to understand that **impacts of digital technologies on climate change and natural resources are not virtual, although they are hidden behind our screens**.

- Download **"Carbonalyser for Firefox"** in the index of Firefox add-ons: https://addons.mozilla.org/fr/firefox/addon/carbonalyser/
- Download **"Mobile Carbonalyser"** on Google Play: https://play.google.com/store/apps/details?id=com.orange.labs.mobilecarbonalyser
- Download **"Carbonalyser for Google Chrome"** on Chrome Web Store : https://chrome.google.com/webstore/detail/carbonalyser/oblfkaonopplpldppkjdhnlcmkhgbcok

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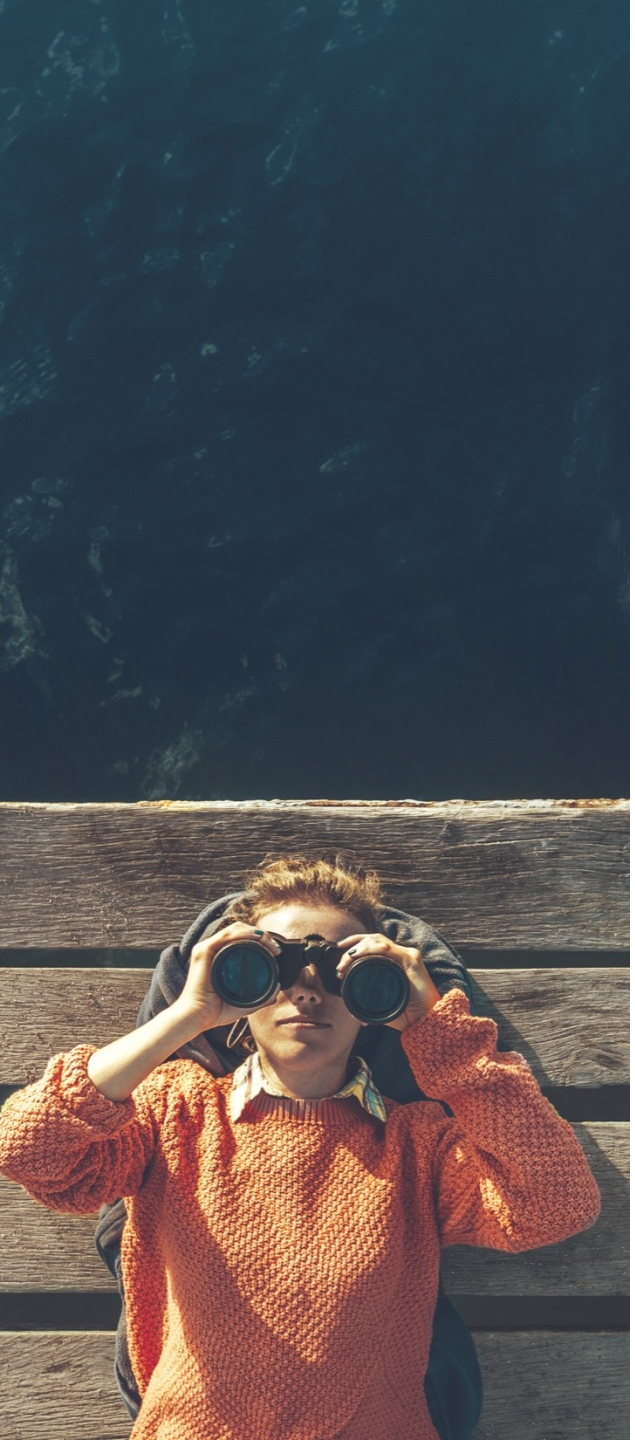
But, there is a flipside to the tools.

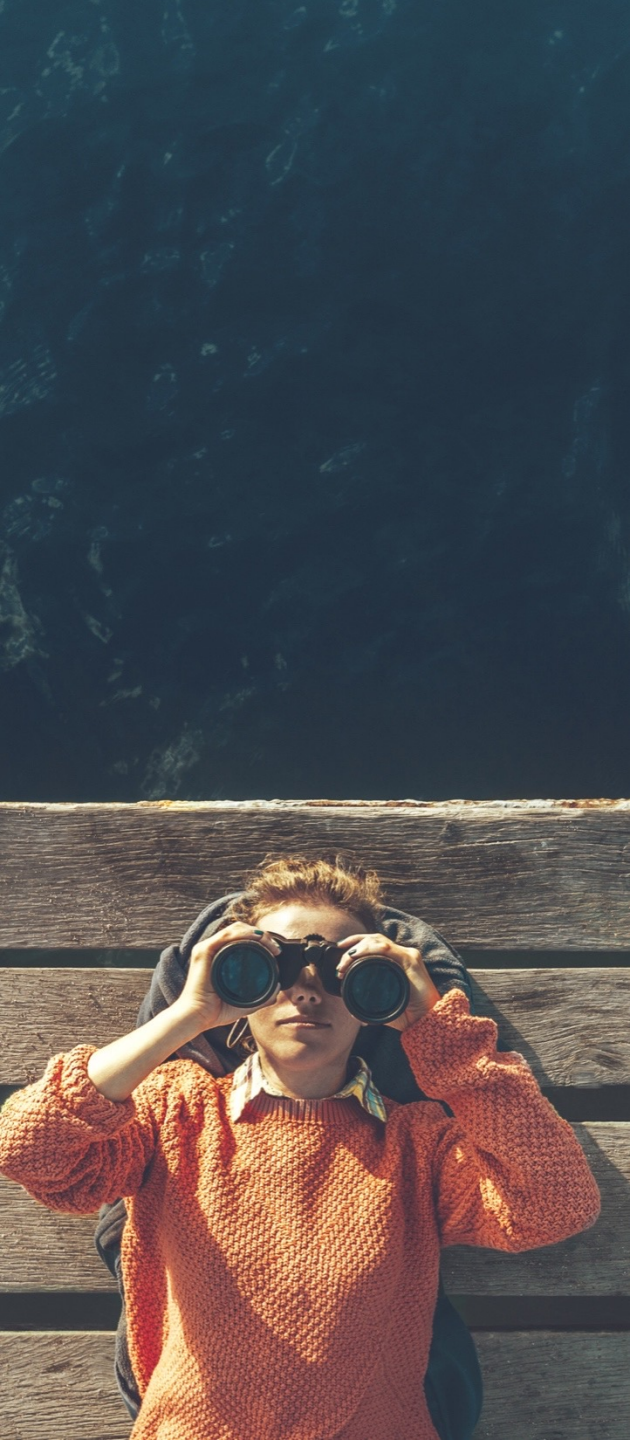
The CO2 cost (measured in energy intensity or carbon dioxide emissions) of downloading a web page, or streaming a video must account for multiple systems and devices. Coming up with a single figure is tricky, and controversial

FROM ”MEASURING THE WEB” HTTPS://WWW.THE-PUBLIC-GOOD.COM/WEB-DEVELOPMENT/MEASURING-THE-WEB

What we would like your help for….



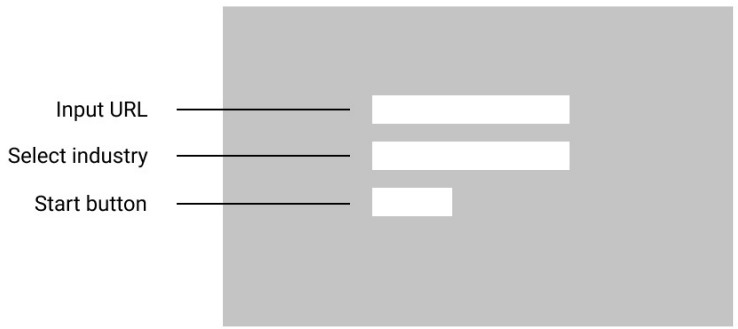
…is to create a prototype for an online calculation tool for web CO2 emission.

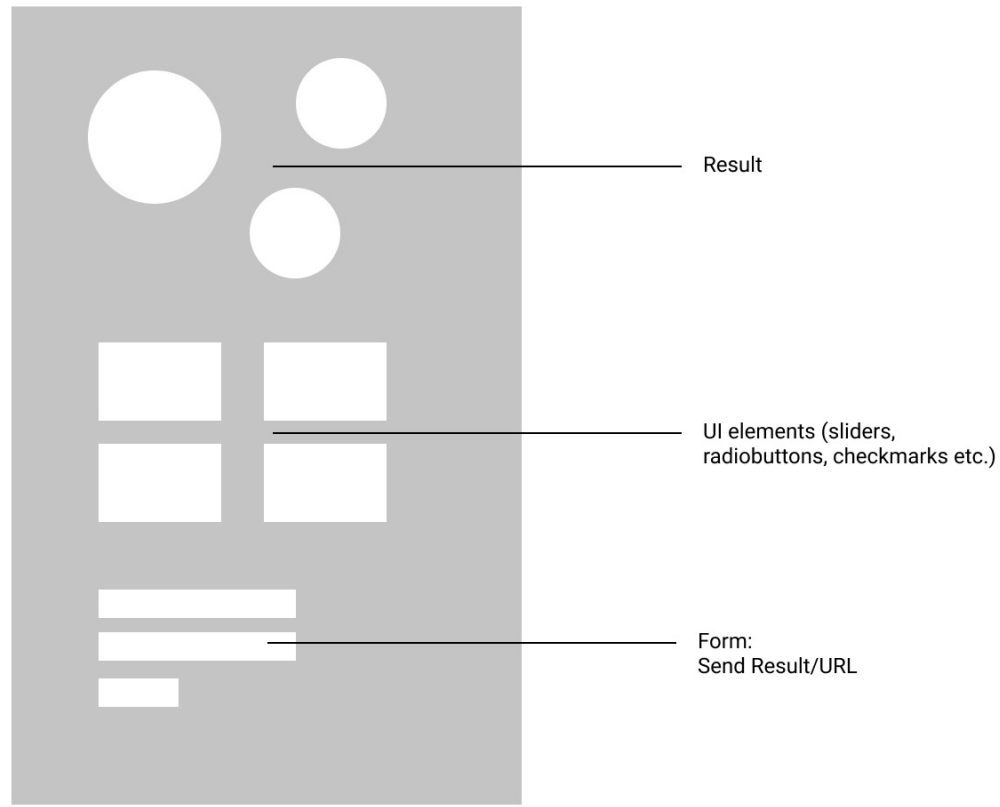


The tool is primarily aimed at managers and other decision makers to help create awareness and facilitate dialogue about the topic.

AS A USER I NEED…

- … to make parameter changes so I can see how that effects my score
- …to insert an URL so I can test if my website is considered green or not.
- …to select my industry so,potentially, I can make benchmark with other industries
- … to have a unique URL so I can share my result with a colleague.


Input URL
Select industry
Start button


Result
UI elements (sliders,
radiobuttons, checkmarks etc.)
Form:
Send Result/URL

API'S

Web Carbon API

Two endpoints: /site and /data
Documentation; https://api.websitecarbon.com/

Pagespeed API

Documentation: https://developers.google.com/speed/docs/insights/v5/get-started

QUESTIONS?