



ADVICE A/S

MARCH 2022

SUSTAINABLE WEB DEVELOPMENT

CONSULTING
SERVICES

AGENCY
SERVICES

SPECIALIST
SERVICES



120

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SUSTAINABILITY

SUSTAINABILITY

SUSTAINABILITY



EVERYBODY IS (TRYING TO BE) DOING SOMETHING

Coop

Vores tilgang Hjertesager Coops fodaftryk Bedre varer Ansvarlig arbejdsplass

Coop arbejder for en mere klimavenlig hverdag

Læs mere her

I Coop går ansvarlighed og forretning i som udgangspunkt har vi en ambition, at forbrugerne i en mere bæredygtig retning om vores arbejde med at skabe mere ansvarlighed og om hvordan vi skaber en bæredygtig

Ørsted

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Green energy in a sustainable way

To reach net-zero emissions as required by science to limit global warming to 1.5 °C, we need to create a world that runs entirely on green energy. To do that, we need to increase the build-out of green power generation, accelerate the phase-out of fossil-fuelled power generation, increase green electrification in sectors currently running on fossil fuels, and continue to increase energy efficiency in all parts of society. And we need to speed up action, now, to do this.

Today, Ørsted-built offshore wind farms power 15 million people. In 2025 that number will double to 30 million.

Year	Number of People
2020	15 million
2025	30 million

The world is on the cusp of an unprecedented build-out of renewable energy. But even though this is the key solution to climate change, the deployment of renewable energy poses important sustainability challenges that we, as an energy industry, must find ways to solve. This requires that we balance the climate impacts of the transition to a global green energy system with the impacts it will have on our natural environment and societies.

Navigating the Climate Mess

It's finally dawning on many of us: we need to take action in terms of addressing the climate crisis. But that's easier said than done, when you're in the business of design and consultancy. There simply is no script for how to go about it. In this article we share some of the things we learned navigating our way through the climate mess trying to figure out what our role and responsibility is.

Reading time: 11 min

We are a danish design company and not at all experts on the matter, but we realize we are in urgent need of action. Any act – however small it might be – is better than doing nothing. We have to have reached [net zero CO2 emissions in 2050](#), with having halved them by 2030. To catalyze enough momentum to create meaningful action, we need to equip ourselves with a broad set of tools, from those that trigger immediate action to those that change our culture and even expand our morals. It seemed to us that we should start with the fundamental things – looking into how we can cut our own emissions and then explore how we can use our skills, tools and craft to create positive change. Hopefully this article will inspire you to find out what your role could be.



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

Vaughan Lindsay, ClimateCare CEO

A photograph of a white commercial airplane captured from a low angle, looking up. The aircraft is shown from the rear, with its tail and two engines visible. The sky in the background is a vibrant, clear blue.

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?

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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](https://www.the-public-good.com/web-development/measuring-the-web)

How green is your website?

Enter your web address below to find out now!

Your Website URL Required

Your Email Address Optional

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

GRADE ME



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](#)

EcoScore

Needs improvement

CO2 grams ⓘ

3.67

Renewables ⓘ

46%

CO2 intensity ⓘ

379.83

gCO₂eq/kWh

Transferred ⓘ

24.49 MB

Load Time ⓘ

3.7s

Requests ⓘ

162

GET STARTED WITH THE CLIMATE IMPACT OF YOUR WEBSITE

Analyse, optimise and compensate the CO₂ 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 CO₂ 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](#)

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 practice examples...

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

THE SHIFT PROJECT

Who are we ? ▾

Publications ▾

Current projects ▾

Our themes ▾

"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/oblfkaonopplpldppkjdhnlcmkhgbck>



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Appel à dons entreprises
Plan de transformation de l'économie française

OUR LATEST VIDEOS :



Time to Shift
Un podcast The Shifters

“

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

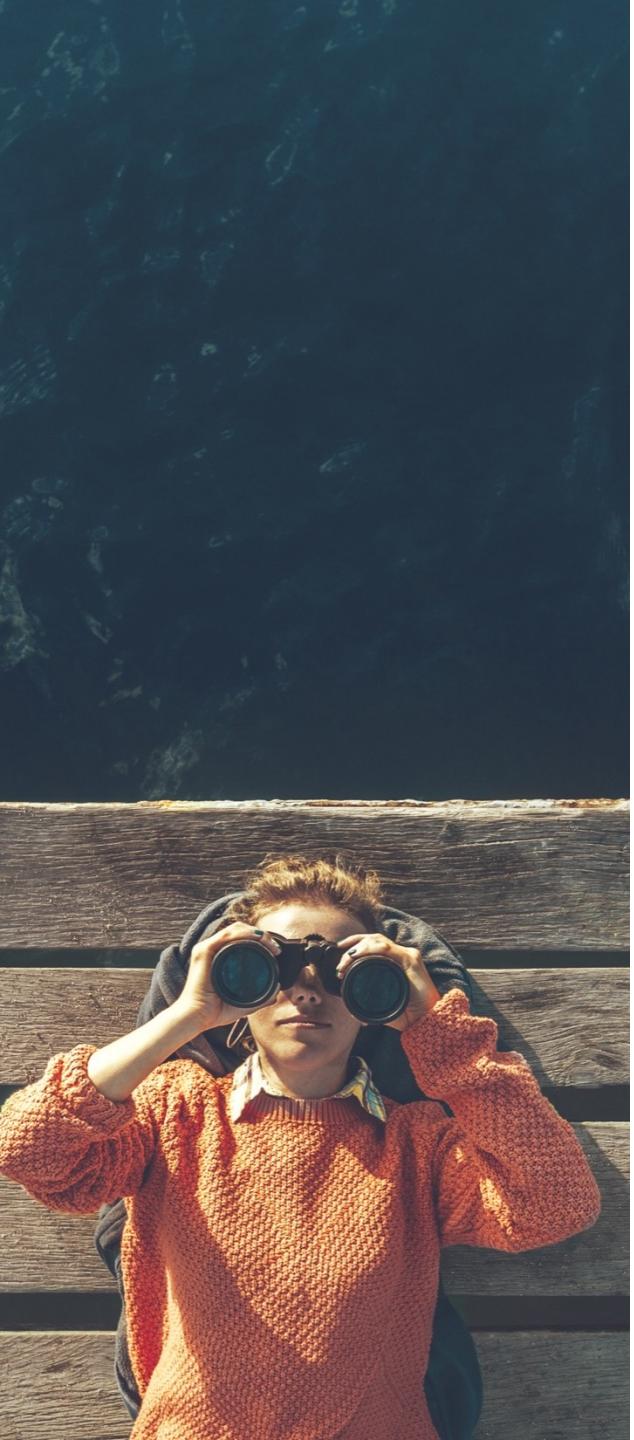
FROM "MEASURING THE WEB" [HTTPS://WWW.THE-PUBLIC-GOOD.COM/WEB-DEVELOPMENT/MEASURING-THE-WEB](https://WWW.THE-PUBLIC-GOOD.COM/WEB-DEVELOPMENT/MEASURING-THE-WEB)

What we would like
your help for....



A photograph of a woman with curly hair, wearing an orange sweater, looking through binoculars while leaning against a wooden railing.

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

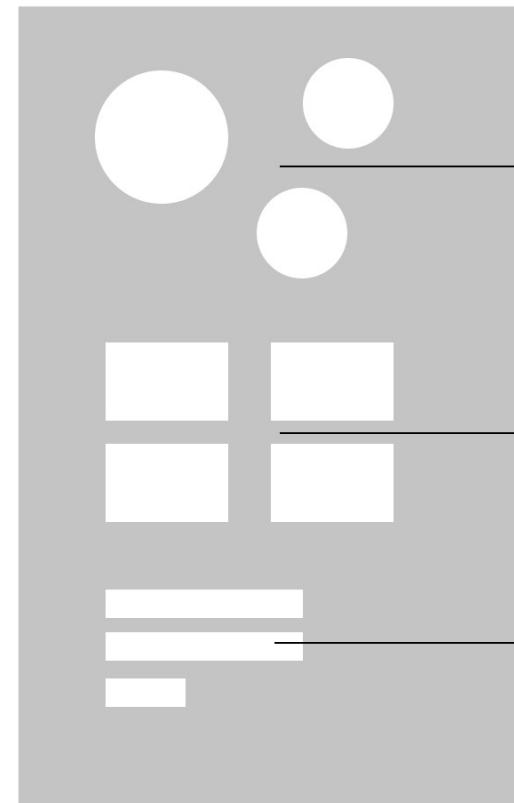
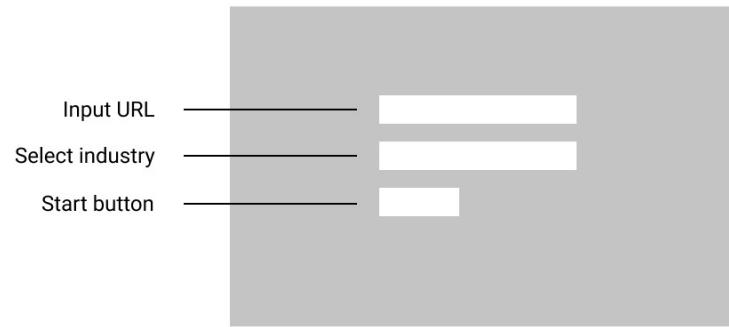


The tool is primarily aimed at managers and other decision makers to help create awareness and facilitate dialogue about the topic.

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.





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?