ONE SEARCH ONE TREE

Recalibration Towards Eco-friendly and Sustainability

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One Search One Tree

Introduction

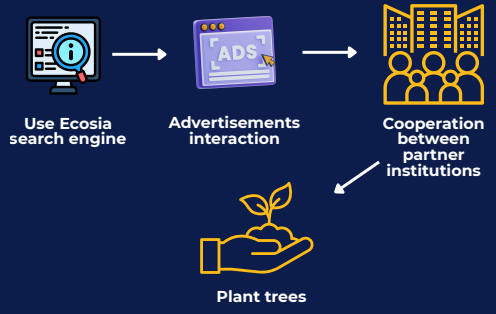
According to Klasan (2024), a single search using search engines such as Google can emit around 0.2 g of carbon dioxide, but since it can reach over 3.5 billion searches per day, it is estimated that 700,000 kg of carbon dioxide is being emitted each day.

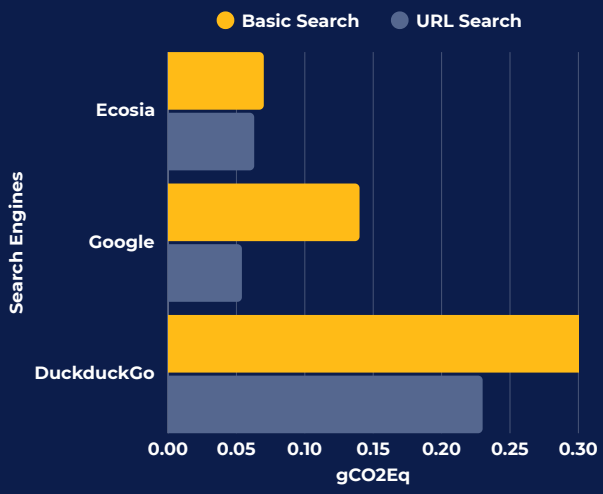
Problem Description

Carbon dioxide is known as one of the greenhouse gases which are known to contribute to the problem of global warming. Trees are good carbon dioxide sequesters. However, deforestation poses a threat to our environment as it cuts down these natural carbon sequesters. The consequences of humanity's recklessness result in drought, endangered wildlife both on land and sea, rising temperatures, and destructive typhoons (NatGeo, n.d.). Additionally, search engines are product of technology that provides information via simply searching through the internet. Some search engines can emit high concentrations of carbon dioxide through their source of electricity power which are often derived from fossil fuels.

Proposed Solution

On the other hand, there are some search engines that have switched from non-renewable energy to a more sustainable source like solar energy. Moreover, they also integrate eco-sustainability and preservation, such as reforestation, in their business. Ecosia is a search engine that gives 80% of its earnings to agencies that are advocating for reforestation. Ecosia utilizes their earnings from advertisements in their website and app, then they collaborate with partner agencies that can push forward their goal of reforestation.





Carbon dioxide Impact

Comparing the carbon dioxide impact of three search engines such as: Ecosia, Google, and Duckduckgo, Ecosia exhibits a lowest carbon dioxide emission (less than 0.1 g equivalent of carbon dioxide) Google and Duckduckgo for basic searches. As for URL searches, it is Google that is much favorable. However, despite this, the carbon dioxide emissions caused by Ecosia is counteracted by its reforestation efforts.

Conclusion

In conclusion, it is wise to reconsider the technology that we are using for it can either help us move forward to a better and sustainable future or it may catalyze our path towards our extinction. Moreover, it is vital that we support environmental advocacies such as reforestation not just with Ecosia but also in all genuine agencies.

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