



Environmental impact of search engines

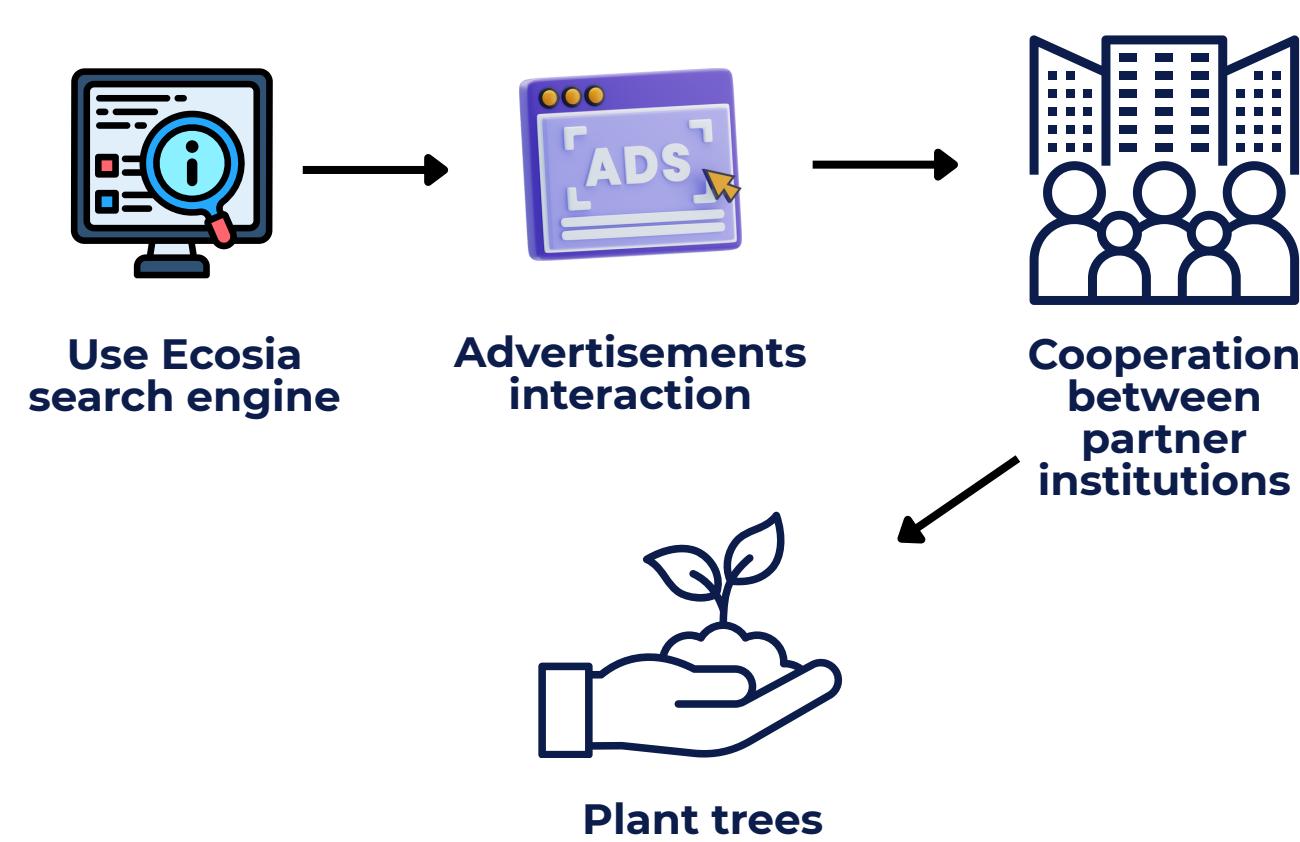
According to Klasan (2024), a single search using search engines such as Google can emit around 0.2 g of carbon dioxide, but since it can reach over 3.5 billion searches per day, it is estimated that 700,000 kg of carbon dioxide is being emitted each day.

Proposed Solution: Use Ecosia

What is Ecosia?

Ecosia is a search engine that dedicates most of its profit to reforestation. 80% of its advertising profits are donated to World Wide Fund for Nature (Palos-Sánchez & Saura).

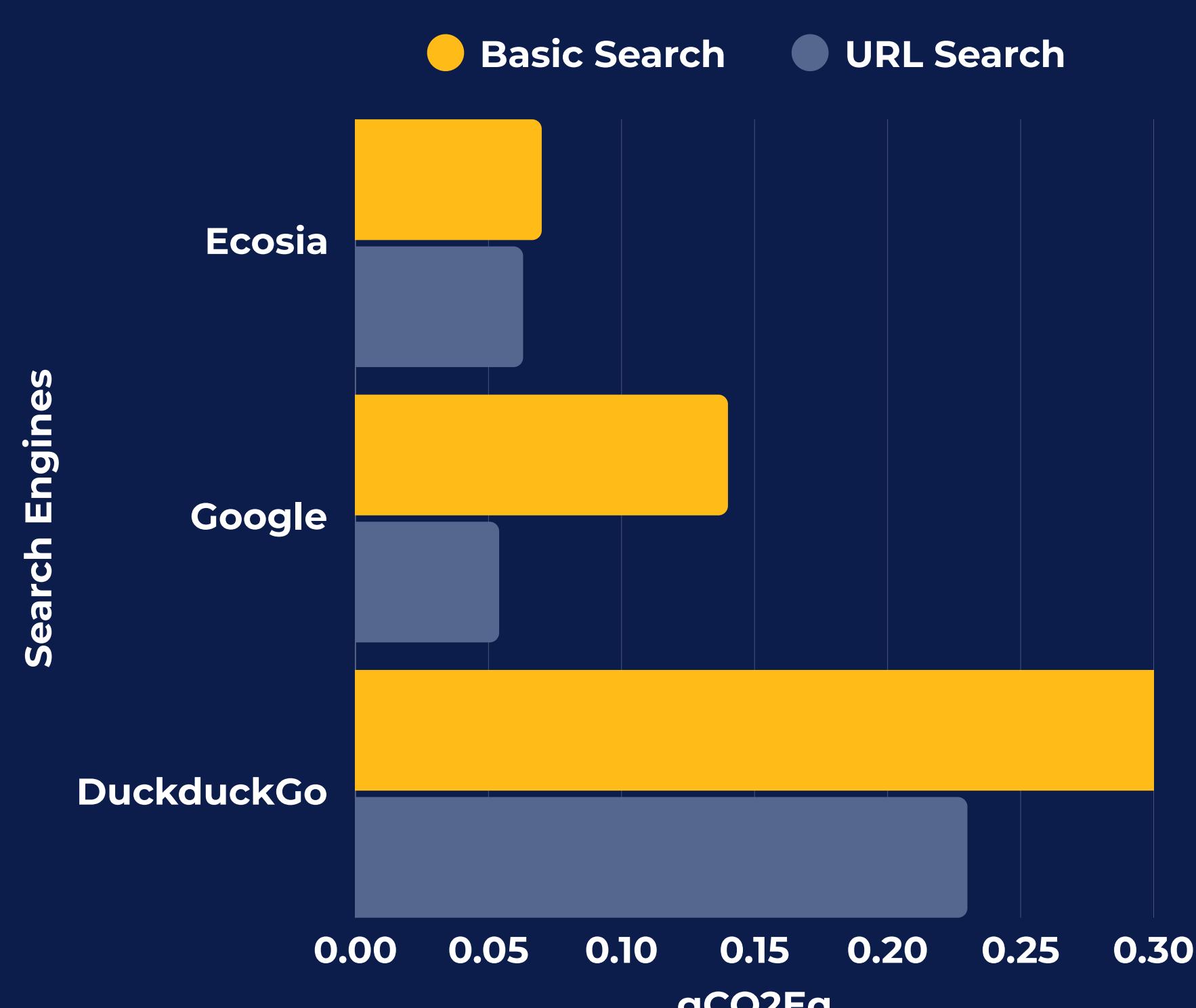
How does Ecosia obtain funds?



Partners of Ecosia

Ecosia have various partners worldwide such as Jane Goodall institute, Green ethiopia, Trees 4 Humanity, etc., that help them in their reforestation advocacy (Burchard-Levine, 2023).

Carbon Impact of Basic Search vs URL Search



Projects of Ecosia



References:

Burchard-Levine, A. (2023, November 29). Your trees in Thailand. The Ecosia Blog. <https://blog.ecosia.org/thailand/>

Palos-Sánchez, P., & Saura, J. (2018). The effect of internet searches on afforestation: The case of a green search engine. *Forests*, 9(2), 51. <https://doi.org/10.3390/f9020051>

Klasan, N. (2024, December 5). The carbon footprint of a click. Inchoo.net. <https://inchoo.net/ecommerce/the-carbon-footprint-of-a-click/#:~:text=On%20average%2C%20a%20single%20Google%20search%20emits%20roughly%200.2%20grams%20of%20CO2>