Decalogue for a more sustainable use of the web

10 insights to reduce impact on the Web

Karma Metrix®
Energy Efficient Website

GW

Stop wishing. Start acting.

"The secret of change is to focus all of your Energy, not on fighting the old, but on building the new"

— Socrate

10 insights to reduce impact on the Web

1 Delete the photos you don't use

2 Keep fewer tabs open in the browser

3 Heavy files? Use exchange platforms

4 Streaming yes! But not too much

5 Clean up the email inbox

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7 Web meetings without video

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1. Delete the photos you don't use

Deleting photos from the smartphone can reduce energy because these photos can take up a lot of storage space on the device's memory drive.

When the storage space is full, the device has to work harder to find and access the data, which leads to higher power consumption.

Deleting unnecessary photos frees up storage space and reduces the work of the device, which can help save energy.

Use your smartphone more consciously:

- Don't take so many photos when you don't need to

- Periodically delete unnecessary photos on your phone's gallery
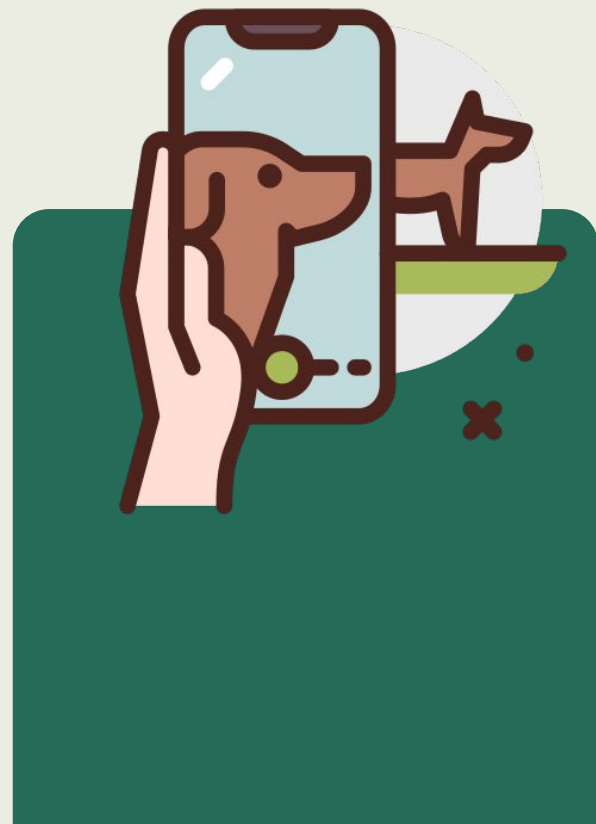
2. Keep fewer tabs open in the browser

It is estimated that the average knowledge worker spends 40.1 % of his or her productive time per day bouncing from one board to another, from one platform to another. In addition to making us more inefficient, having many inputs also makes us unsustainable.

- Ask yourself if you really need all the apps and browser tabs that are left open on your device and that, in addition to slowing it down, affect power consumption

- Save useful links that you will need for later reference, without keeping them open

- Force yourself to close each program when you finish using it. Might you need it in half an hour? Not relevant. It will take you the time of one click to reopen it
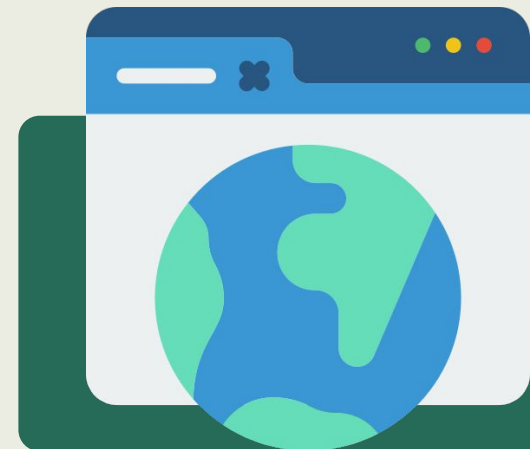
3. Heavy files? Use exchange platform

Users often send mega-files via chat and e-mail.

This consumes valuable energy, both in terms of storing and moving data.

Using a cloud or data exchange platform can be more energy efficient for file transfer because it allows large files to be transferred without the need for physical storage devices.

In addition, many platforms automatically delete files sent after a certain period of time, reducing the need to manually delete files and the energy used to store them.

WeTransfer is a popular data exchange platform. **Use it!**
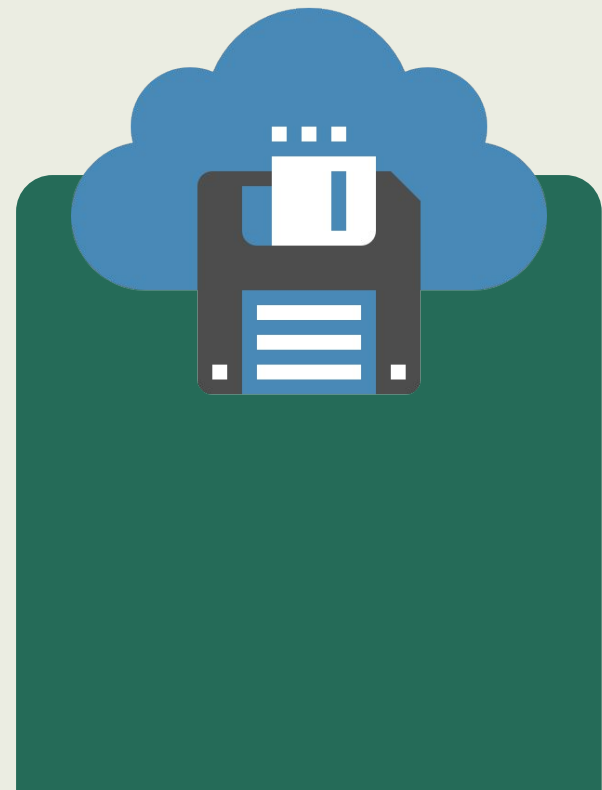
4. Streaming Yes! But not too much

On platforms such as YouTube a text pop-up occasionally asks you if you are still watching, because you have not been interacting with the stream for quite some time, and it is quite likely that you are in fact not watching it. Thirty minutes of YouTube streaming can add up to 59 g of CO_2.

- Avoid keeping videos open in the background that you cannot pay attention to

- Pause whenever you need to step away from the screen-don't let go of the video and then go back to where you left off

- If you listen to music while working or playing sports, preferably choose platforms or apps on which you only listen to audio tracks, without video

5. Clean up the email inbox

Maintaining a clean and organized email inbox can help to conserve energy by reducing the amount of data that needs to be stored on devices and servers. When an inbox becomes cluttered with thousands of emails, it can take up a significant amount of storage space on both the device and the servers that replicate that data to the cloud.

One way to conserve energy is to save only the important emails and try to have the cleanest inbox possible.

This can be done by regularly deleting or archiving emails that are no longer needed.

Additionally, it is a good practice to unsubscribe from any unwanted email lists and utilize filters to automatically sort emails into designated folders.

6. Delete unused apps on your smartphone

Apps on the phone consume power and exchange data even if they are not being used.

While it is true that we generally use a maximum of about 20 APPs on our phone, check the apps on your smartphone periodically and delete the ones you no longer use.

You might also check the apps open on your phone daily, and keep only the ones you are using at that time to further reduce power consumption.
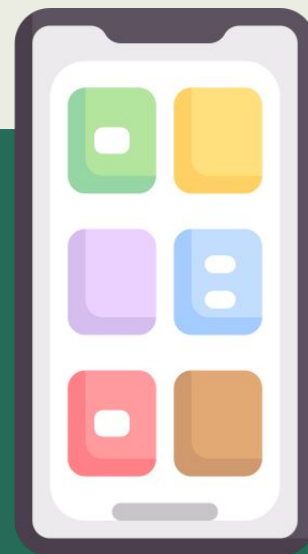
# 7. Web meetings without video

With smart working, web-based meetings with active video have grown exponentially.

Of the new tools that suddenly enter everyday life, one ends up overusing and sometimes misusing them.

Among the negative things about overdoing it with web meetings is the decidedly unsustainable digital impact they generate.

In fact, calls with video consume much more energy than those without.

**Turning off the webcam when not taking action saves up to 96% energy.**
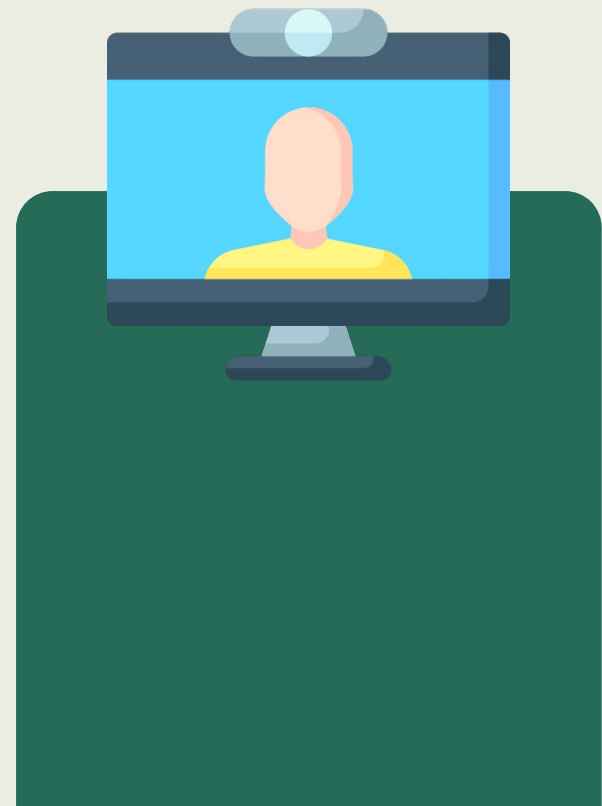
8. More text messages, less photos, videos and voices

We are always chatting, right?

And our messages often include voice elements, pictures and videos.

In terms of eco-sustainability, data transfer consumes a lot; in fact, i**t is better to prefer text chat or good old SMS**, which at 0.014 grams of CO2 per SMS remains the most eco-friendly solution.

Send photos, videos or voice messages only when necessary.
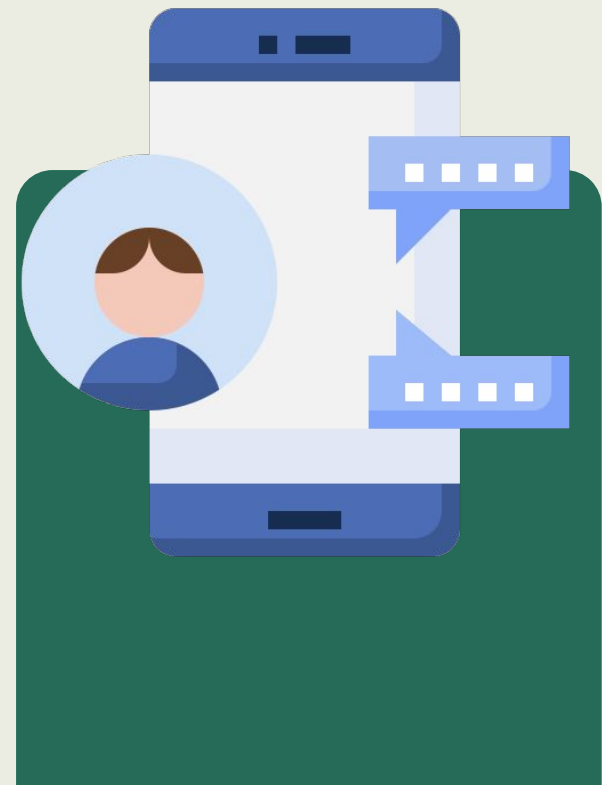
9. Less backup, more energy saved

Where it is not essential, not only is backing up unnecessary, but it doubles the storage space occupied on the Net, consuming unnecessary and disproportionate energy.

- Back up only necessary files: select folders carefully and do not process entire drives

- On many phones, there are backup systems that process a copy of all photos also on the cloud. It often happens that you take more than one photo of the same context: consider whether it is worth archiving only one, the best one, cleaning up the gallery of bad copies, at least once a month
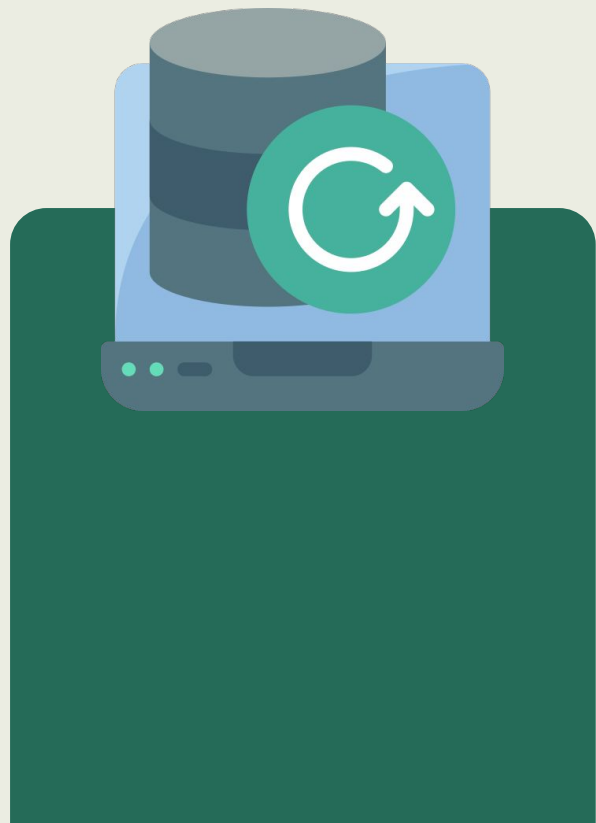
10. Dark Mode for less impact

Tests have shown that at a brightness level of 30%-50%, the energy saved in dark mode is 3%-9%, but savings can be as high as 20% (particularly on OLED screens) if you approach 100% brightness.

- Always turn on dark mode on those websites that include the switch

- Set dark mode from your mobile device's settings

- Also choose a strong dark operating system theme for your computer. Also choose a wallpaper image tending toward black
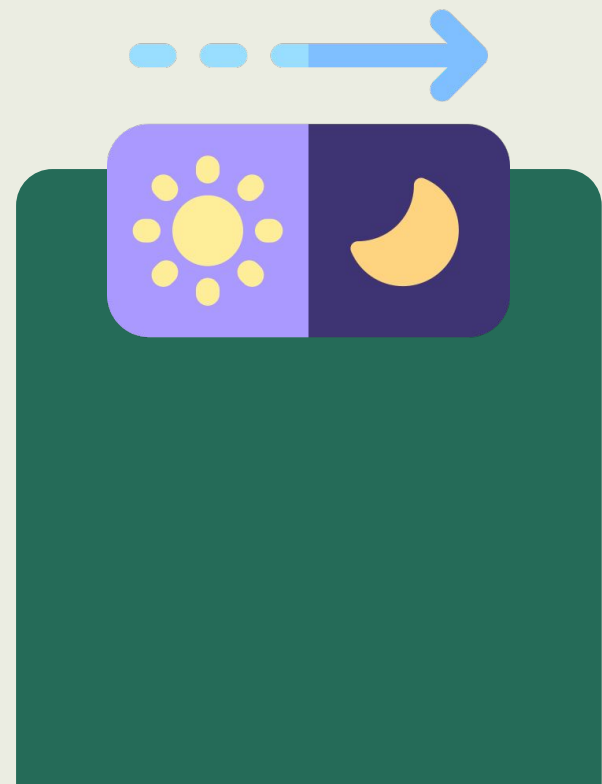
About Karma Metrix

The web also pollutes

Karma Metrix is the 1st digital sustainability journey, chosen by top brands, that measures, compares and improves the environmental impact of a website.

The measurement is done through an innovative algorithm (patent pending) that takes into account multiple "on-page" elements of the web page that impact energy efficiency.

Each analysed page is compared with a benchmark.

Finally, improvement takes place through the identification of energy efficiency areas at page and site level.

Try our demo.

About Greenwishing.ch

The term **'greenwishing'** was coined in 2019 by investment consultant Duncan Austin and reflects the fact that when it comes to tackling climate change, despite good intentions, not all actions have an impact. 'Greenwishing' is less judgmental than **'greenwashing'** and at the same time applicable to many sustainable initiatives.

The **Greenwishing** association was founded in Zurich in 2022 by two motivated women with the aim of promoting dialogue between consumers and companies and counteracting the phenomenon of greenwashing.

We are convinced that greenwashing practices slow down progress towards a truly sustainable world or even represent real obstacles.

Read more in our manifesto.

Contatti

Karma Metrix®
Energy Efficient Website

Via San Gottardo, 61
6828 Balerna (Ticino) – Svizzera

https://karmametrix.com

+39 0287366901
+41 (0) 916829583

LinkedIn: Karma Metrix
Instagram: @karmametrix

Contatti

www.greenwishing.ch

LinkedIn: Greenwishing.ch
Instagram: @karmametrix

+41(0) 78 900 5346