Stay Informed About **Digital Sustainability** and Follow Us on LinkedIn and Instagram

Karma Metrix

@Karmametrix

Karma Metrix
Energy Efficient Website

Test now how e-sustainable is your website?

🎖 1st and only solution patented in Europe for the calculation of CO2e

The 1st
digital sustainability journey

Measure, improve and communicate the environmental impact of a website

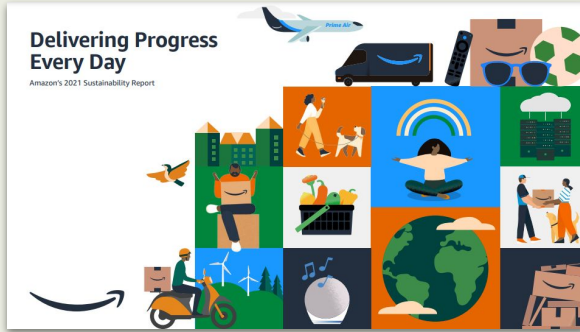enter the address of your web page | ANALYZE

Try it on
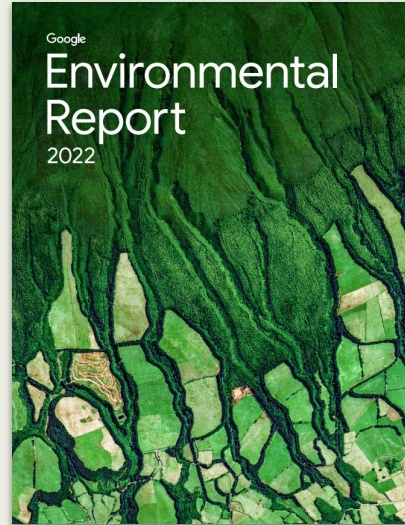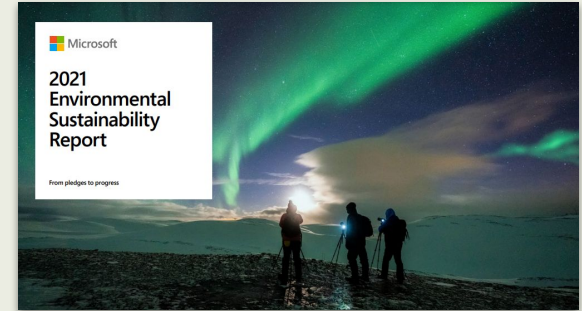**karmametrix.com**

MADE WITH LOVE IN SWITZERLAND

ESG report Apple, Amazon, Google, Microsoft , Meta

Amazon Sustainability Report 2021

Meta Sustainability Report 2021

Google Sustainability Report 2022

Microsoft Sustainability Report 2021

Apple Sustainability Report 2021

How much energy do they use?

How much CO2 do they emit?

Big Tech: **42nd** country by energy consumption (more than CH n. 66)

Bangladesh		**77,7 millions MWh**
Colombia		**76,2 millions MWh**
(Big Tech logos)		**75,6 millions MWh**
Venezuela		**71 millions MWh**
Algeria		**68,6 millions MWh**
Austria		**68,5 millions MWh**

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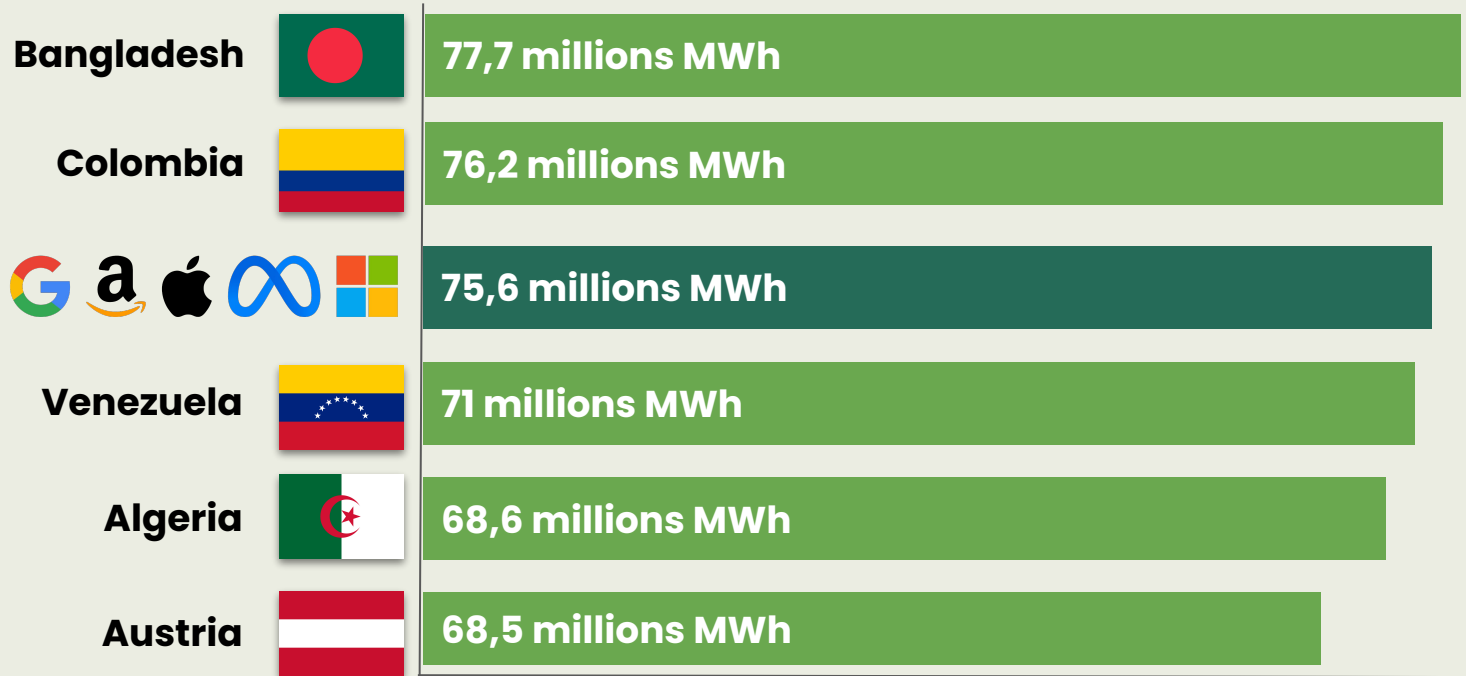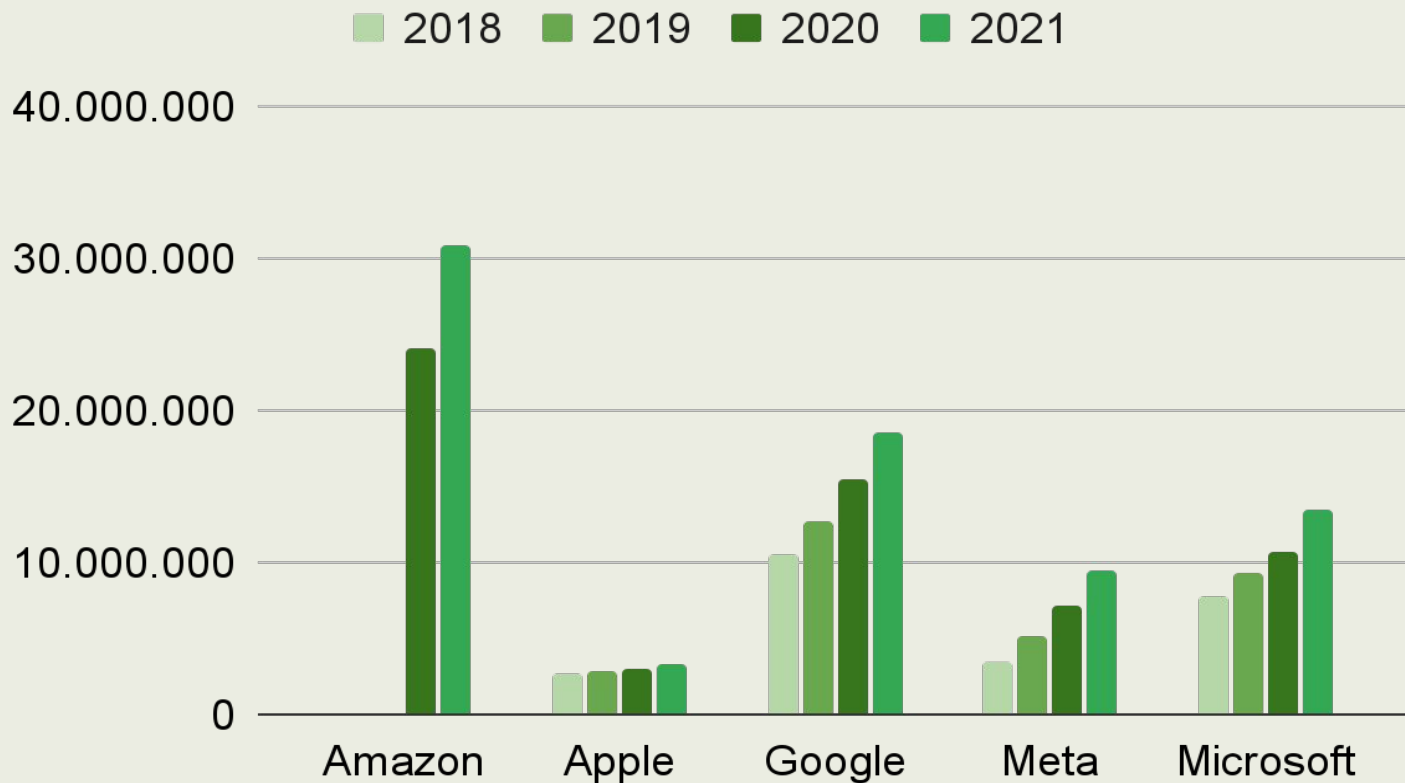
Energy consumption increase 2020 vs 2021

World
+5,7%

Big tech
+25%

Big Tech: **51st country for CO2e emissions** (more than CH n. 67)

Oman	**132,6 million tons of CO2e**
Chile	**125,9 million tons of CO2e**
Big Tech	**125,9 million tons of CO2e**
Belgium	**125,4 million tons of CO2e**
Romania	**120,7 million tons of CO2e**
Czech Rep.	**120,5 million tons of CO2e**
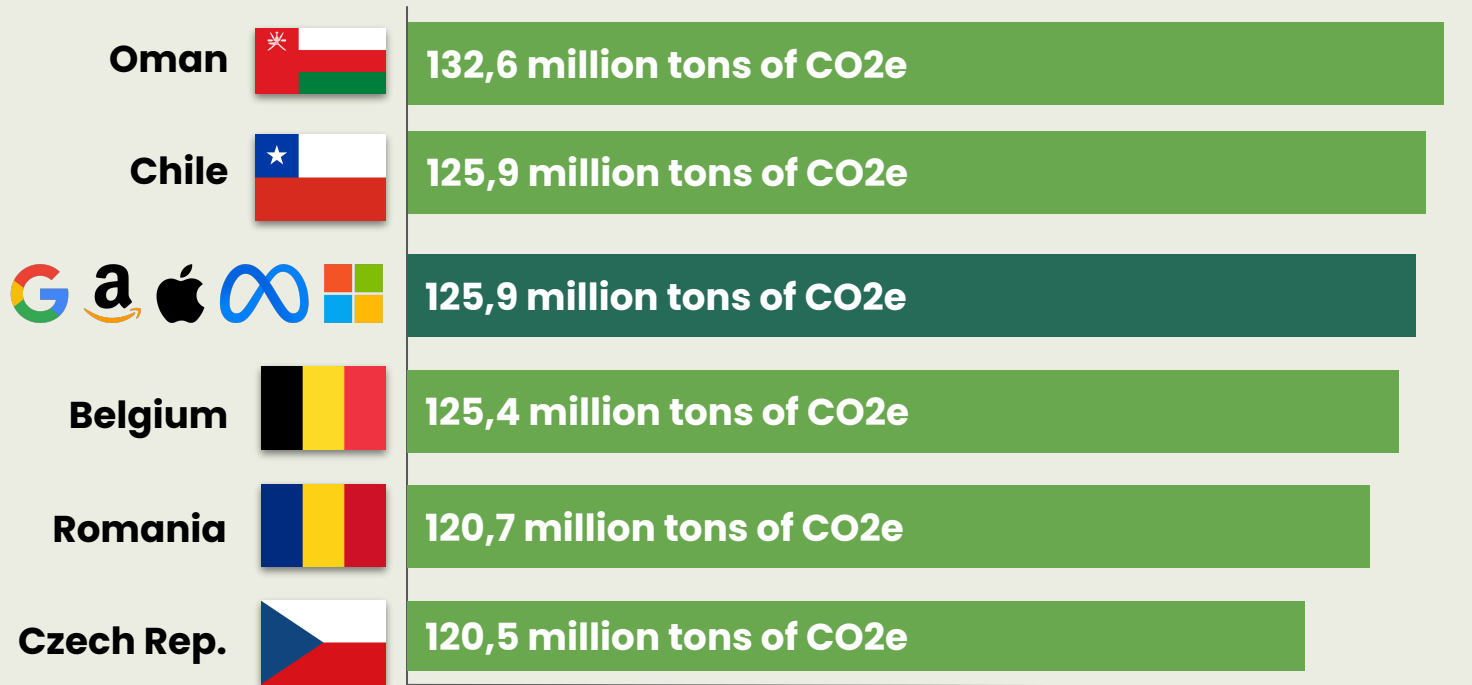
Data Source Think tank "Big Tech 2023"

The research examines the **sustainability reports** of the major tech companies in the American market, aiming to answer these questions:

- **How much energy** do the large digital companies use for their operations?

- **How much do they pollute** in terms of CO2e?

- **How are they acting** to become more sustainable?

Download the report!

Ale Agostini

- **CEO & Founder** of Avantgrade.com (AI Digital Marketing agency) and **Karma Metrix** (measuring the CO2 footprint of websites)

- **Trainer** in digital marketing & AI for Sole 24 Ore, Booking Academy and Bocconi

- **Speaker** for TEDx Switzerland, UN's PRECOP 26.

- **Author** of 9 books on digital with Hoepli.

- Formerly in marketing at **Ferrero**, **Campari**, and **Bolton Manitoba**.

How much does digital pollutes?

For The Shift Project, internet:
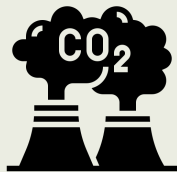
Is the **4th country in the world for CO2 emissions**
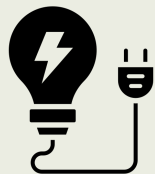
Is the **3rd country in the world for energy consumption**

Digital pollution surpasses air traffic pollution

Digital contributes to the global CO2 emissions for about the 3,7% of the total*.

(*air traffic contributes "only" for about 2%*)

| 1-5 tons of CO2 | Yearly emissions of one server |

| 1% of the global request | Data center energy consumption |

How does the Web impact on climate change

5-15%*
(of CO2e emissions)

2%*
(of CO2e emissions)

83-93%*
(of CO2e emissions)
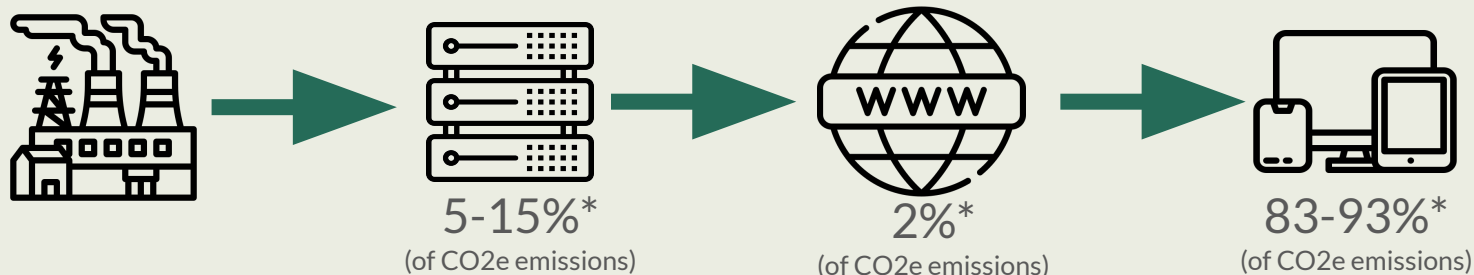
Internet causes CO2 emissions, both for the inefficient way websites are created and for the fossil fuels used to produce energy. Energy is mainly used to feed:

- Server machines and network infrastructures
- Cooling systems in data centers
- The devices used by users

CO₂

* Average distribution calculated on the total emitted CO2e.
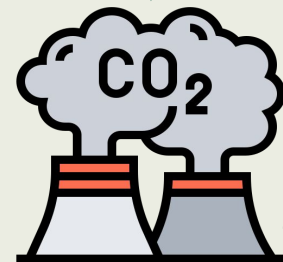
Compensation + Saving CO2e

In 2021 **51 billion tons of CO_2 were emitted**; to compensate them all, we should plant about 2.4 trillion trees only in 1 year

It is equivalent to an area of approximately 42.5 million km2. **2.5 times the size of Russia.**

Compensation is not enough

What do consumers expect from companies?

55% believe that brands have a more significant role than governments in creating a better future.

Apple: ESG Report is a KEY communication asset

How will you communicate your sustainability report next year ?
Have you included Website Emissions?

https://www.youtube.com/watch?v=QNv9PRDIhes
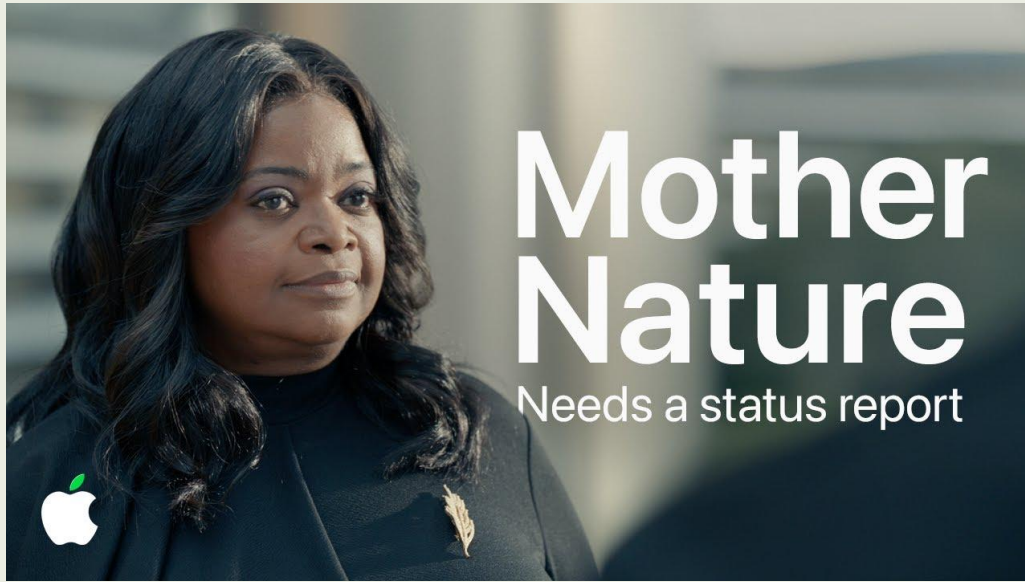
Fighting digital pollution is still "a blu ocean"

Plastic grocery bag — 3g CO2e

5 minutes web browsing smartphone — 6.9g CO2e

5 minutes web browsing pc — 9.6g CO2e

Long email (3 minutes to read) — 17g CO2e

1 hour of Zoom call — 20g CO2e

Mike Berners-Lee, The Carbon Footprint of Everything, 2020

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Energy Efficient Website

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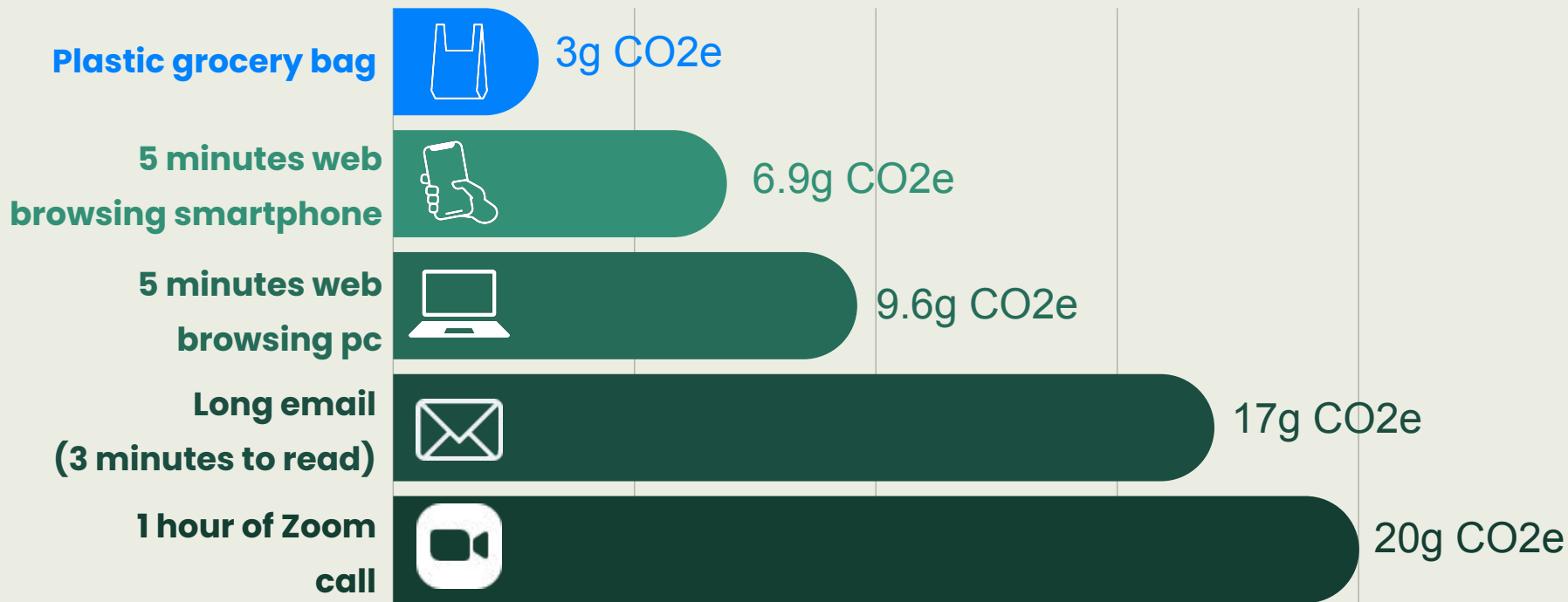
Karma Metrix Explained

What is Karma Metrix

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

100% patent made in Switzerland

Our digital sustainability journey

1. Measure

Monitor your website pages' CO2e emissions using our patented algorithm

2. Certify

Obtain the Karma Metrix seal, certifying the measurement results and commitment of your company

4. Communicate

Inspire the market and become a reference in digital sustainability

3. Improve

Reduce your website's impact: we assist you in identifying areas of energy efficiency for your website

Top brands have chosen Karma Metrix

SAN BENEDETTO

Allianz | Allianz Trade

VALENTINO

ID InfoCamere

TRENORD

Pampers.

Regione Lombardia

Banca Ifis

UnipolSai
ASSICURAZIONI

Elanco

CORRIERE DELLA SERA

verizon connect

Why Karma Metrix

Measurement with an **innovative and patented algorithm**

Certification of CO2e emissions measurement for your website

Independence: we are not affiliated with web development agencies

We refer to the main standards and to internationally credible organizations

13 AGIRE PER IL CLIMA

SUSTAINABLE DEVELOPMENT GOALS

GRI

GREENHOUSE GAS PROTOCOL

Practical benefits for the company

Reduce your website emissions by over 35%

100% compatible with carbon neutrality goals

Reduce your cloud costs by up to 10%

Improve your ESG ratings and account in your sustainability report

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Huge opportunity to innovate sustainability

1. ESG REPORT

Report web emissions and advancements in your sustainability report

2. ADV & PR

Drive innovation, inspire the market, and position yourself as a benchmark and leader in digital sustainability

4. AWARDS- MBO

unlock your potential to win prestigious awards in innovation and sustainability. enhance and refine your Management by Objectives approach
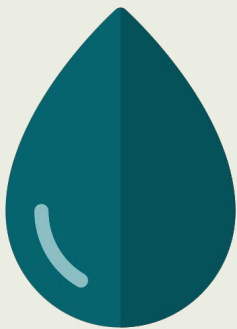
3. Website

Turn your website into a key asset of your commitment to sustainability with our Energy Efficient Website Seal

Karma Metrix @karmametrix
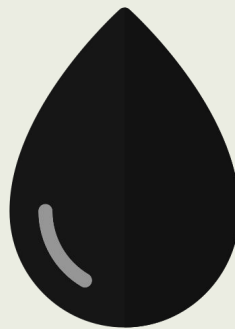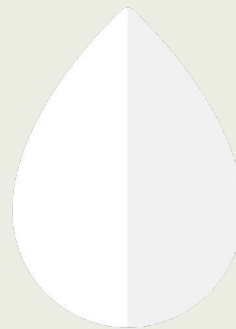
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White uses up to 6 times more energy than black
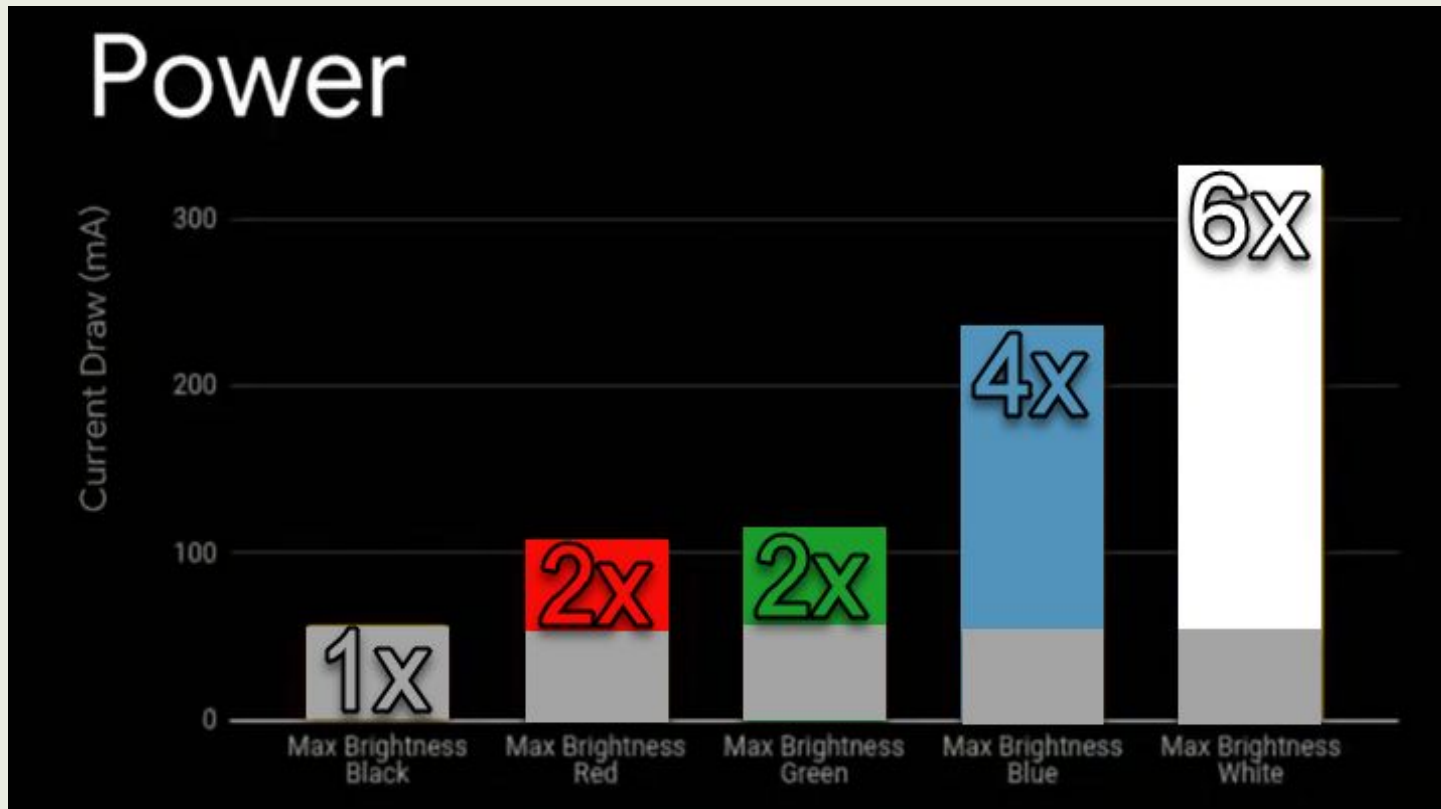
Valentino & Karma Metrix: + 2k mentions online

Forbes

STYLE & BEAUTY

Valentino And Karma Metrix Come Together To Tackle Internet Pollution With An Energy Efficient Website

Allyson Portee Contributor ⓘ
I cover global luxury fashion, beauty and Haute Couture

Follow

Sep 10, 2022, 02:41am EDT

VALENTINO

Karma Metrix
Energy Efficient Website

WWD
WOMEN'S WEAR DAILY

TODAY'S DIGITAL DAILY

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SUSTAINABILITY / ENVIRONMENT

Valentino Wants Its Website to Be Sustainable, Too

The luxury brand's website generates 2.56 grams of carbon dioxide emissions.

By MARTINO CARRERA
SEPTEMBER 7, 2022, 12:01AM

VALENTINO

Karma Metrix
Energy Efficient Website

Valentino has partnered with Karma Metrix to assess its website's carbon dioxide emissions.
COURTESY OF VALENTINO

GREEN SITE: Valentino's commitment to a sustainable business is expanding to some of its digital operations.

The couture house detailed its partnership with Karma Metrix Energy Efficient Website, an Italy-based company that is part of the AvantGrade.com search

Karma Metrix & Valentino: Lyst hottest brands

Lyst is the go-to fashion shopping app for **over 200 million users worldwide**.

Valentino, together with Karma Metrix, has reached the **top 3 of Lyst's 2022 hottest brands,** thanks to its commitment to innovation in sustainability."

Q3 2022 HOTTEST BRANDS

1 Gucci
- Became the first major luxury brand to accept ApeCoin payments
- Sent 68 sets of identical twins down SS23 runway
- Named Ryan Gosling face of the Gucci Valigeria campaign

2 Prada
- Unconfirmed reporting that the company is seeking a $1billion valuation in new Milan listing
- Reported a rebound in first-half revenue
- Announced third limited-edition NFT Timecapsule Collection

3 Valentino
- Unveiled Pink PP campaign
- Partnered with Karma Metrix to assess website's CO_2 emissions
- Dressed Florence Pugh for Don't Worry Darling premiere

https://www.lyst.com/data/the-lyst-index/q322/

UnipolSai (n.1 Insurance in Italy) awarded for ESG innovation by Qorus-Accenture

- **3rd in the "Social, Sustainable & Responsible" category** at the 2023 Innovation in Insurance Awards (**Accenture** prize with 350 participants from 43 nations)

- **1st in the "Best ESG Project" category** at the Italy Insurance Awards, an Italian prize with **over 500 participants**.

https://innovationininsurance.qorusglobal.com/digital-green-index-and-guidelines-create-energy-efficient-digital-channel

Elanco (Formerly Bayer PET division)

-32%

CO$_2$e emissions per page view

-49%

Total CO$_2$e emissions of the analyzed page views

1 — **Initial measurement** on the old website mypetandme.elanco.com

2 — Karma Metrix **guidelines** for website redesign

3 — Website development and **implementation** of guidelines

4 — Karma Metrix **check** on proper implementation

5 — **Measurement** on the new website mypetandme.elanco.com

My Pet and Me

Home | Salute | Parassiti | Addestramento | Nuovo Proprietario | Cuccioli & Gattini | Prodotti - Antiparassitari | Prodotti - Alimentazione e Benessere | Occhio ai falsi

Nuovo Proprietario
ELANCO e GNV (Grandi Navi Veloci) insieme per il benessere degli amici a 4 zampe

Leggi di più

ESG report of Trenord (n.1 Train Company in Ticino & Lombardy region)

Il Bilancio di Sostenibilità

2022

TRENORD

Karma Metrix per il monitoraggio dei consumi energetici connessi al sito internet di Trenord

Trenord è consapevole che il funzionamento degli strumenti digitali è caratterizzato da un fabbisogno energetico rilevante che può indirettamente contribuire a generare emissioni climalteranti e contribuire al cambiamento climatico. In tal senso, prosegue l'innovativa collaborazione con Karma Metrix, programma che misura l'efficienza energetica e l'impatto ambientale delle pagine web. Attraverso un algoritmo proprietario, che analizza 23 fattori di efficienza web e compara i risultati del sito con un benchmark mondiale, viene rilasciato un rating da "A+" a "E", relativo proprio al livello di efficienza energetica delle pagine web. Trenord, nel 2022 ha ottenuto un rating "B" per il sito aziendale

E-Sustainability & ESG Annual Report

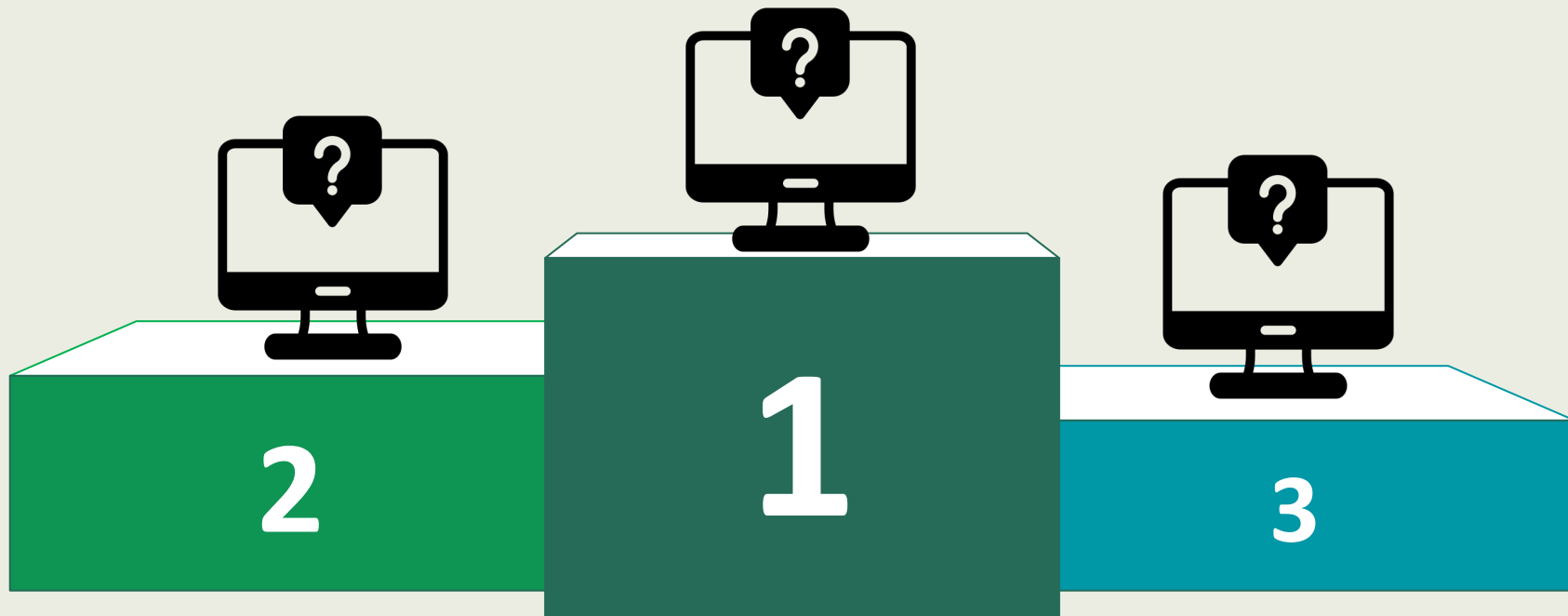Many companies are including Karma Metrix in their company's sustainability report. You can:

- **Communicate your commitment** to the digital sustainability journey

- **Report CO2e emissions** using data aligned with the most used standards

- **Track your results** year after year

- **Improve your total carbon footprint** and need for CO2 carbon credits

Brands at E-SUSTAINABILITY 2023

Which brand has the Most E-Sustainable homepage?

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The measurement is based on Semrush traffic estimates of the homepage over the last 12 months. The demo measurement assumes several factors that are only specified and detailed in a complete analysis.

And the Chinese Big Tech? Find out on November 28

腾讯
Tencent

mi XIAOMI

Alibaba

Baidu 百度

This time we will examine the **sustainability reports of the Chinese Big Tech** companies, to see how the new digital giants are making their moves.

Register for the event!

Karma Metrix -Contacts

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Energy Efficient Website

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