

# Innovate in the digital economy

*Or how can the web be more environmentally friendly ?*



# Digital technology and ecology

## Objectives

- Significantly reduce the impact of digital technologies on the environment
- Find a solution to develop digital technologies and to answer the urge for environmentally friendly solutions



# Digital technology and ecology

## Digital technologies multiple benefits

- Communication is mainly online
- Tendances towards full digital solutions
- Networks federate and inform
- Flexibility in the work environnement
- Working from home is common



# Digital technology and ecology

## Ecology multiple benefits

- CO2 reduction : electric cars, new consumption habits...
- Better awareness on waste management
- Organic farming



# Digital technology and ecology

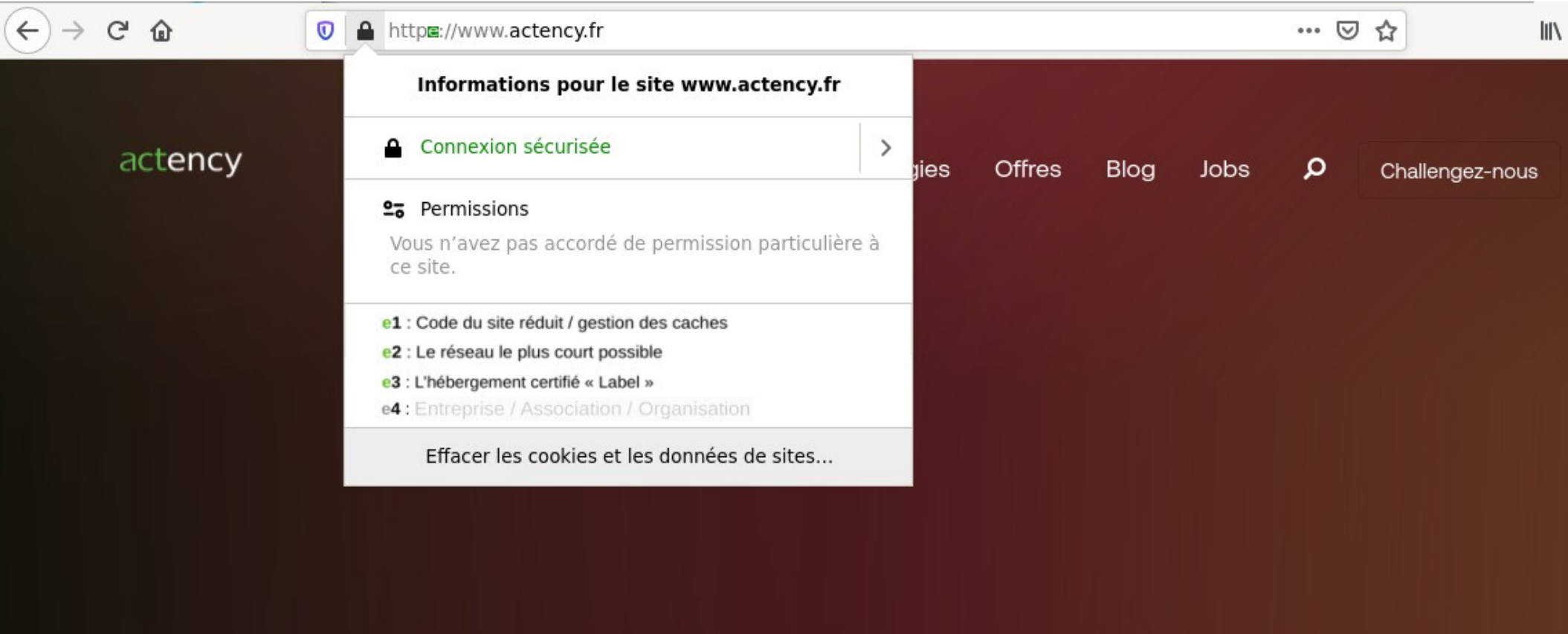
## Digital technologies' issues

- Growing digital pollution : devices, networks, servers, hosting....
- On a political level : no synergies between Ministry of environment and Ministry of digital economy
- Efforts to reduce CO2 pollution are often too isolated without a global and concrete impact



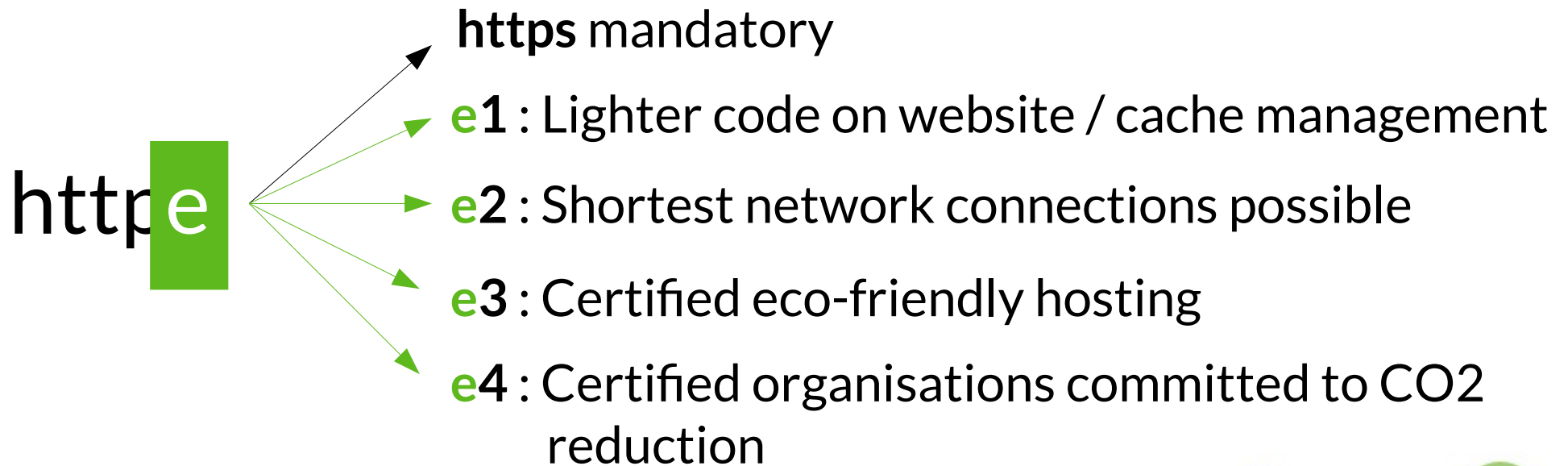
# Digital technology and ecology

The solution : **https**



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## The solution : 4 functions in 1



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## Details

### e1: Website

- Code reduction following norms (**GreenIT**)

### e2: Network

- Have the shortest connection between the computer and the hosting servers

### e3: Hosting

- Be a member of **httpe** label for CO2 reduction

### e4: Organization

- Be up to date in terms of certifications for CO2 reduction





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## Propositions [functions]

### e1

- Browser automation for website
- Criterias fixed by an independant international group
- Regulte criterias

### e3

- Independantly certified Label for hosts
- Criterias fixed by an independant international group

### e2

- Browser automation for website
- Geographical zone

### e4

- Optional
- Progressive
- Dependance on the independant international group
- Recommandations on a local level, by country



# Digital technology and ecology

## Propositions [global]

- Have at least 2 or 3 functions validated to get **http****e**
- If I have at least 2 features validated, the color of **http****e** would vary from lighter to darker depending on the number of features validated (2, 3 ou 4)
- Features are dependant on network : **http****e** would not appear if function **e2** is too far for example and therefore only 1 validated function. A classical **https** would then show



# Digital technology and ecology

## Benefits

- The digital economy would then align with climate urgencies
- International vision and unity
- Website optimisation on technical criterias in order to protect the environment
- Trust label for people concerned with climate change
- Innovation and launch in France (successful project, integration and tests) with an international perspective



# Digital technology and ecology

## Vision / Boosting factors

- Step 1 : install a single function to launch the project (**e1** or **e2**)
- Step 2 : Once **http****e** in place : priority in SEO for **http****e**, then **https** and **http** last
- Step 3 : **http****e** can evolve over time with more functions for example



# Thank you !

It's now up to you to move forward.

