



CATEGORY: INTERNATIONAL, SUSTAINABILITY BEST PRACTICE
AWARD - AGENCY

FOOTSPRINT - DIGITAL SUSTAINABILITY AGENCY



Execution

- Contribute to research through open-source methodologies, promoting a unified vision of digital and environmental expertise to enable effective emission reduction.
- Operationalize credible methodologies to enhance digital efficiency while reducing carbon intensity, making sustainability a competitive advantage in the digital landscape.

Challenge

While there is an increasing emergence of credible methodologies and consensus for measuring the climate impact of digital activities, the current main issue is that we cannot yet operationalize it efficiently to drive action.

Brief

Reconcile the gap between business' awareness and willingness to act on reducing environmental digital performance, and structure the ability to start doing so.

Solution

Offer a comprehensive approach that combines measurement and consulting services across the entire digital value chain- recognising the interconnectedness of every aspect of our operations and their environmental impact and prioritising a life cycle perspective.

- Developed integrated indicators for media and sustainability, and tools based on open-source methodologies that empower digital teams to take everyday optimization decisions.
- Reconciled environmental performance data with traditional media indicators, deploying real-time carbon tracking, and focusing on decoupling carbon emissions from investment growth.

Results



261 tons of CO2e avoided, equivalent to 145 Paris-New York round trips.



Contributed to building industry standards through transparency and collaboration, including the development of the first web sustainability standards.



Developed a complimentary tool providing tailored recommendations for optimizing the digital footprint of web pages.

