Karma Metrix®
Energy Efficient Website

How sustainable is your website?

Ale Agostini - Founder Karma Metrix

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**.

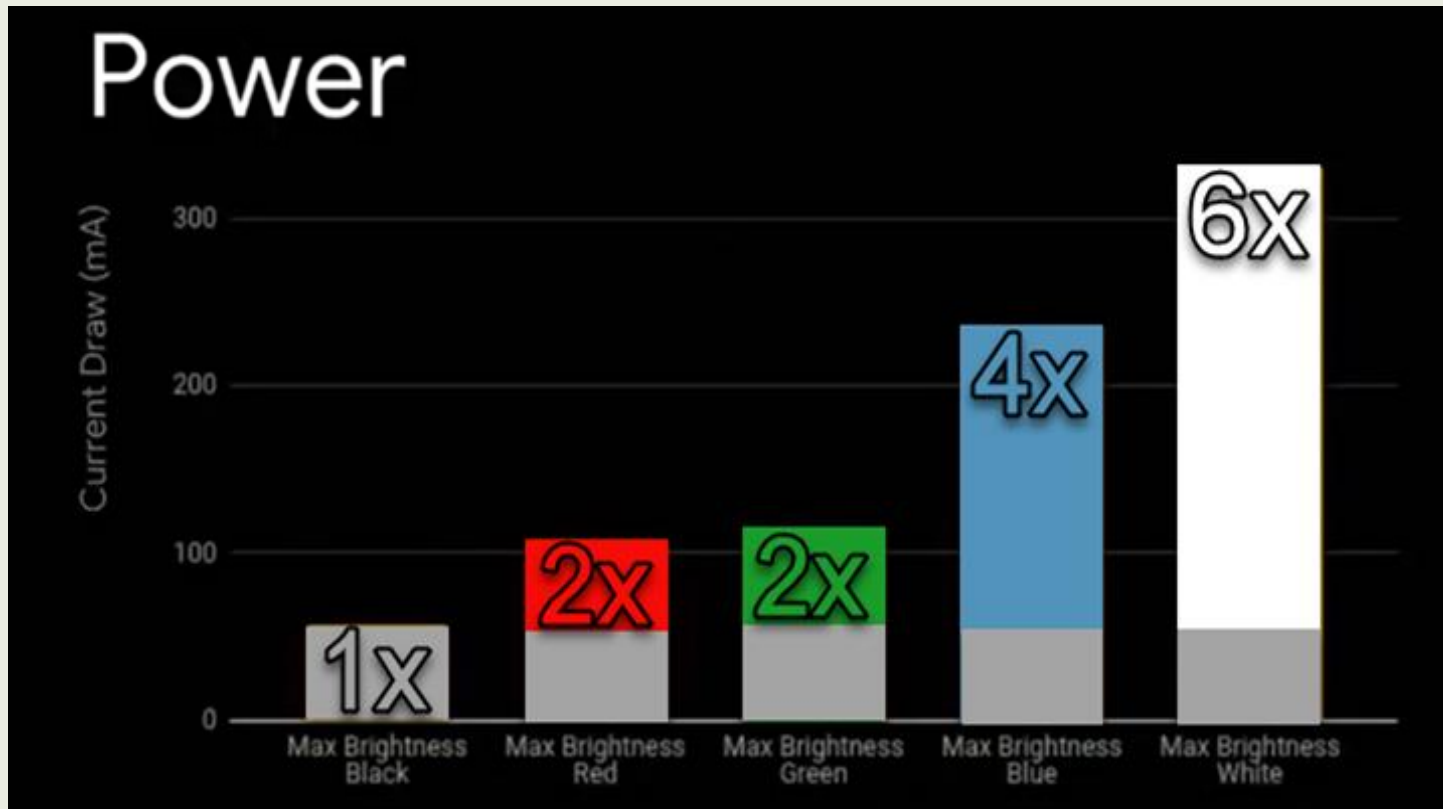# Which color consumes more energy on your smartphone?
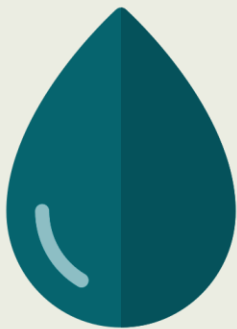
Green

Blue

Black

White

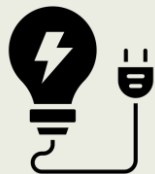# White uses up to 6 times more energy than black

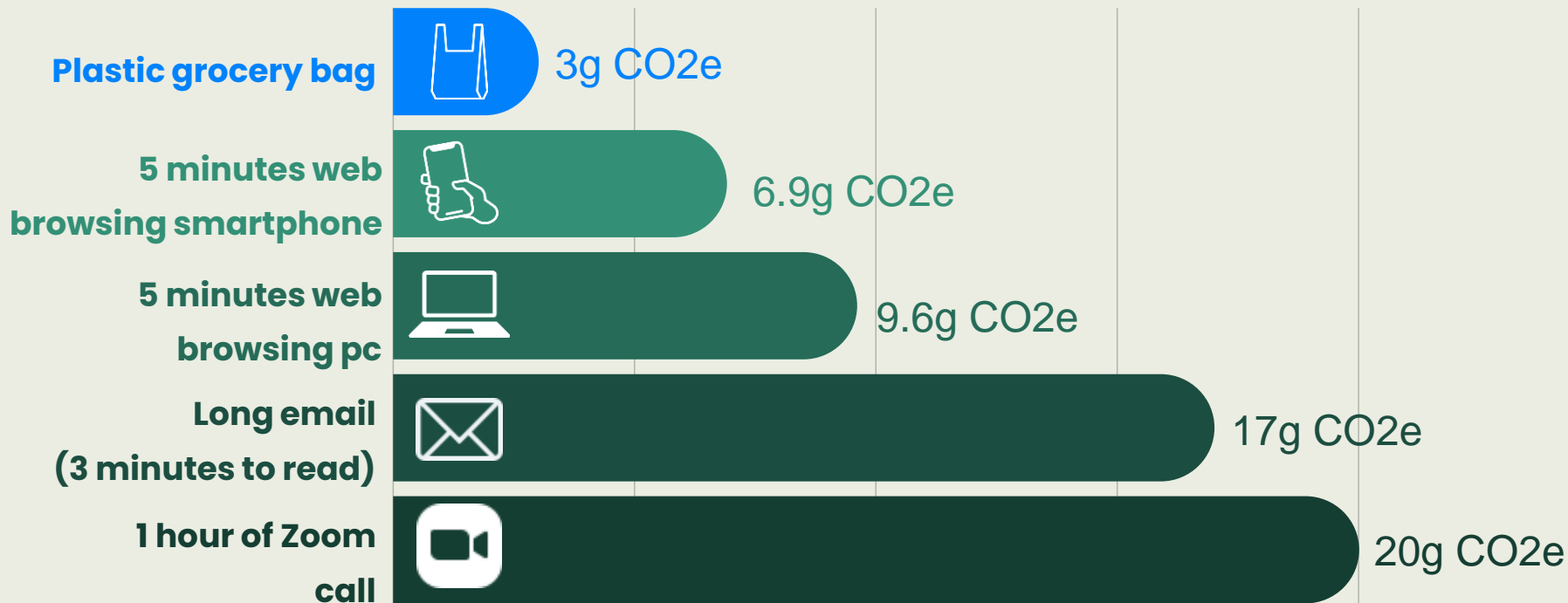# How much does digital pollutes?

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**

The Shift Project, Lean ICT: Towards Digital Sobriety 2019

Big Tech sustainability reports
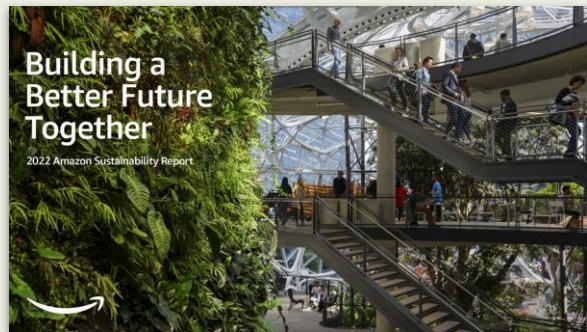
Amazon Sustainability Report 2022
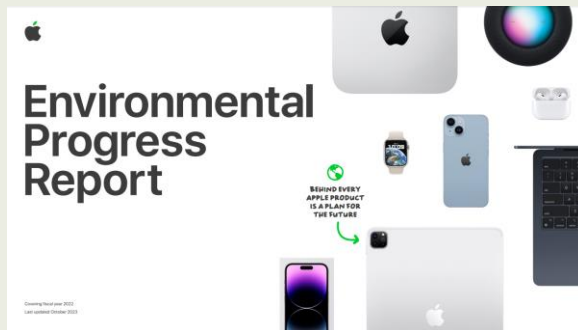
Apple Sustainability Report 2023

Microsoft Sustainability Report 2022

Meta Sustainability Report 2022

Google Sustainability Report 2023

Nvidia Sustainability Report 2023

Big Tech: 50th country for CO_2e emissions

Oman	**137,2 million tons of CO_2e**
Chile	**137,0 million tons of CO_2e**
(Amazon, Apple, Google, Meta, Microsoft, NVIDIA)	**130,1 million tons of CO_2e**
Turkmenistan	**128,9 million tons of CO_2e**
Czech Rep.	**124,5 million tons of CO_2e**
Kenya	**117,9 million tons of CO_2e**

https://edgar.jrc.ec.europa.eu/report_2023#emissions_table
The indicated CO2e refers to the total gross CO2e emissions produced by the companies. Compensated emissions are not considered.

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Big Tech: il 37th country by energy consumption

Bangladesh   99,6 millions MWh

91,0 millions MWh

Chile   86,6 millions MWh

Colombia   80,9 millions MWh

Finland   80,1 millions MWh

Belgium   80,0 millions MWh
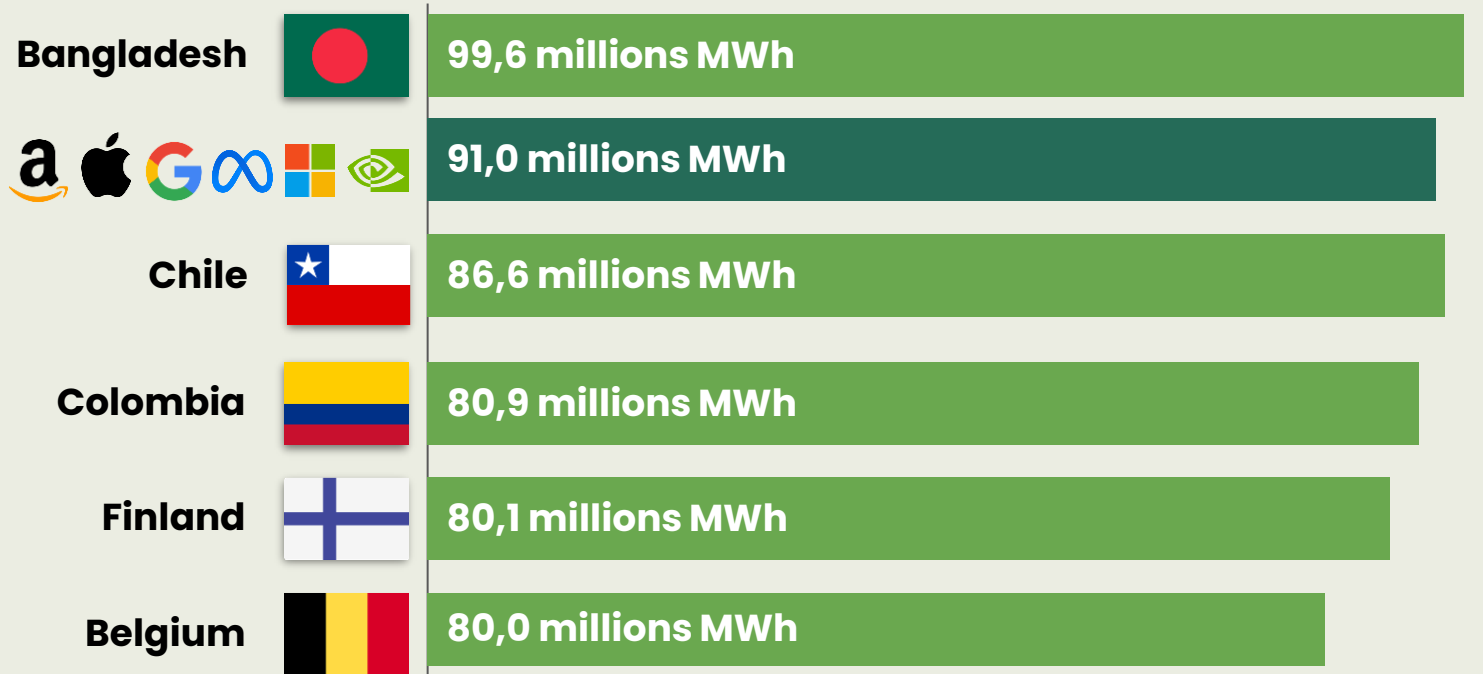
Amazon did not disclose its total energy consumption in 2022. The figures shown are rough estimates based on the available information

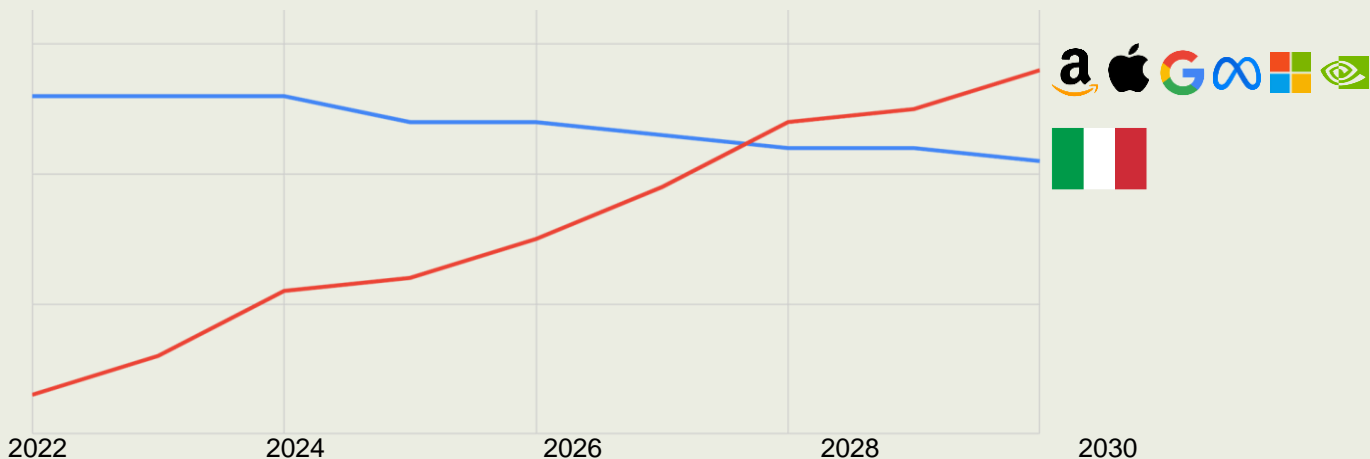Energy consumption increase 2021 vs 2022

World **+3,0%**

Big tech **+18,4%**

2030: Big Tech 12th by energy-consuming in the world
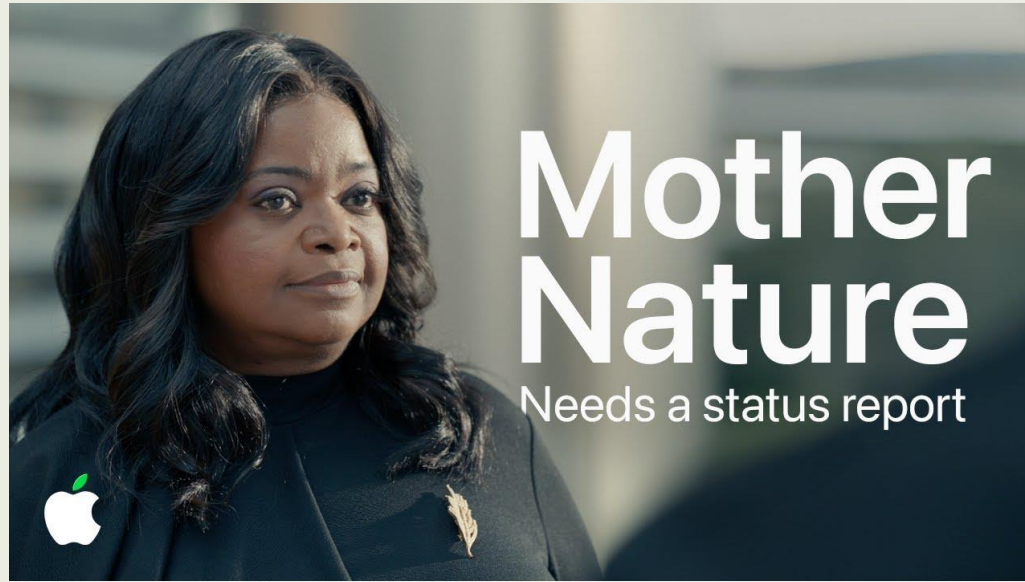
Assuming these growth rates (the effect of AI is unclear...), the six Big Tech companies would become the 12th largest energy consumer in the world by 2030 (surpassing Italy).

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

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

Made in SWITZERLAND

Our digital sustainability journey

1. Measure

Monitor your website pages' CO_2e 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

Example CO2e report – Smartphone devices

Page	Energy efficiency	Page views (1)	Total CO2 emissions KG (2) ▾
1. https://www.valentino.com/en-us	xxxxx		▭
2. https://www.valentino.com/us/OnePageCheckout/Cart		xxx	▪
3. https://www.valentino.com/en-us/women/shoes		xxxx	▪
4. https://www.valentino.com/en-us/women/bags		xxxx	▪
5. https://www.valentino.com/en-us/collections/women/sale		xxxx	▪

Example Website total carbon footprint

2.794 t

(1,20 g/page view) (1)

CALCULATED CO2e
EMISSIONS (2)

27,3 Mio km
made by an airliner (3)

*Equal to 684 round trips
around the world*

25,8 Mio km
made by a car (4)

*Equal to 6.210 round trips
Milan/Stockholm*

(1) Weighted average of the sample's emissions.
(2) The Calculated CO2e refers to the emissions generated by the page views of top 25 Desktop and Smartphone pages during the time range 04/22 - 03/23.
(3) CO2 emitted per passenger. Source: Lufthansa Group Fact Sheet Sustainability 2021 (includes all routes and charter flights from gate to gate).
(4) CO2 emitted per passenger. Source: European Environment Agency (CO2 emissions are calculated as the weighted average emissions of all new passenger cars first registered in the EU in 2020).

Online platform with **digital sustainability KPIs**

- Digital sustainability data and insights of your site on a single platform;

- Full access to the history of your measurements;

- Comparison features between different measurements.
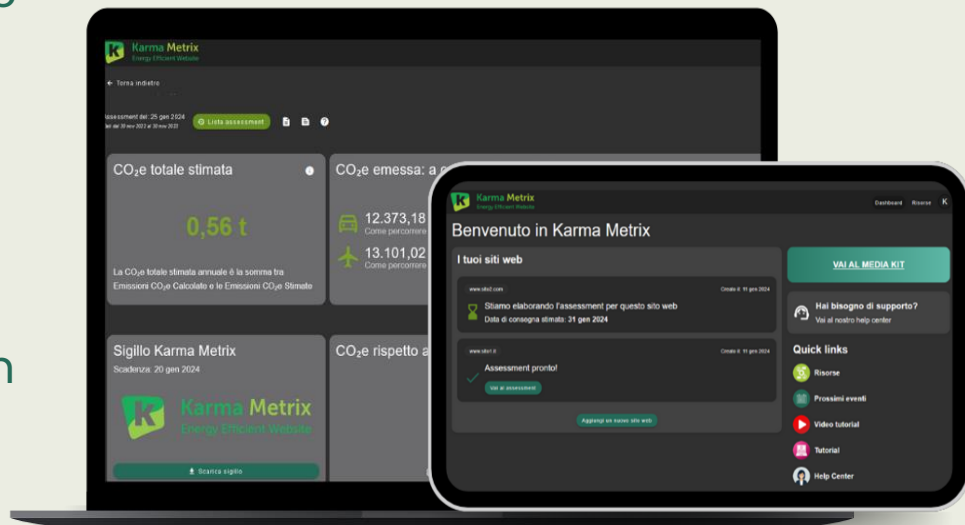
Practical benefits for the company

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

Average reduction on our clients. Results are not guaranteed and depend on several factors.

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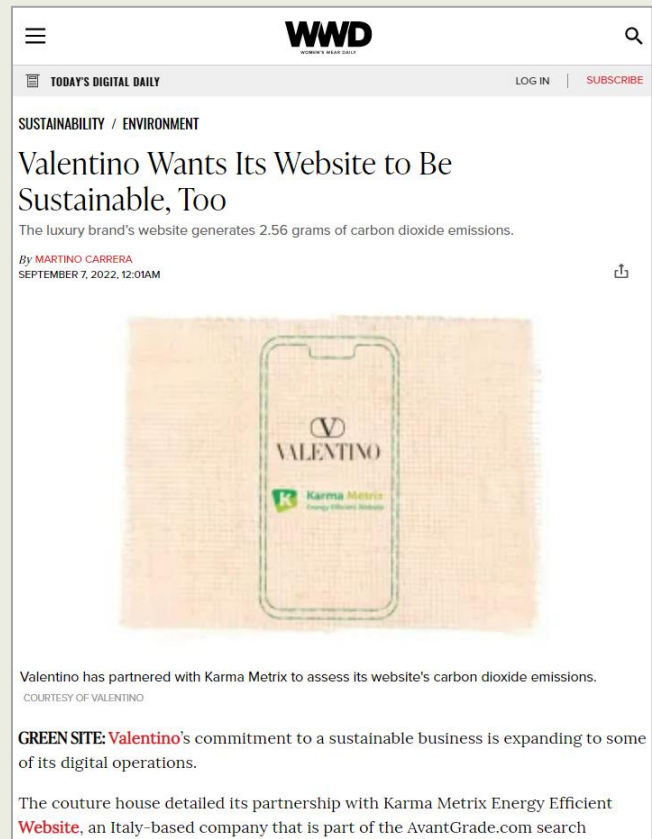- Unconfirmed reporting that the company is seeking a $1billion valuation in new Milan listing
- Reported a rebound in first-half revenue
- Announced third limited-edition NFT Timecapsule Collection

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/

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

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WWD
WOMEN'S WEAR DAILY

TODAY'S DIGITAL DAILY   LOG IN   SUBSCRIBE

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 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

San Benedetto, a sustainable website

Thanks to the journey with Karma Metrix, San Benedetto owns a highly efficient website, emitting 0.71g of CO2e per pageview, totaling 0.2 metric tons of CO2 in a year.
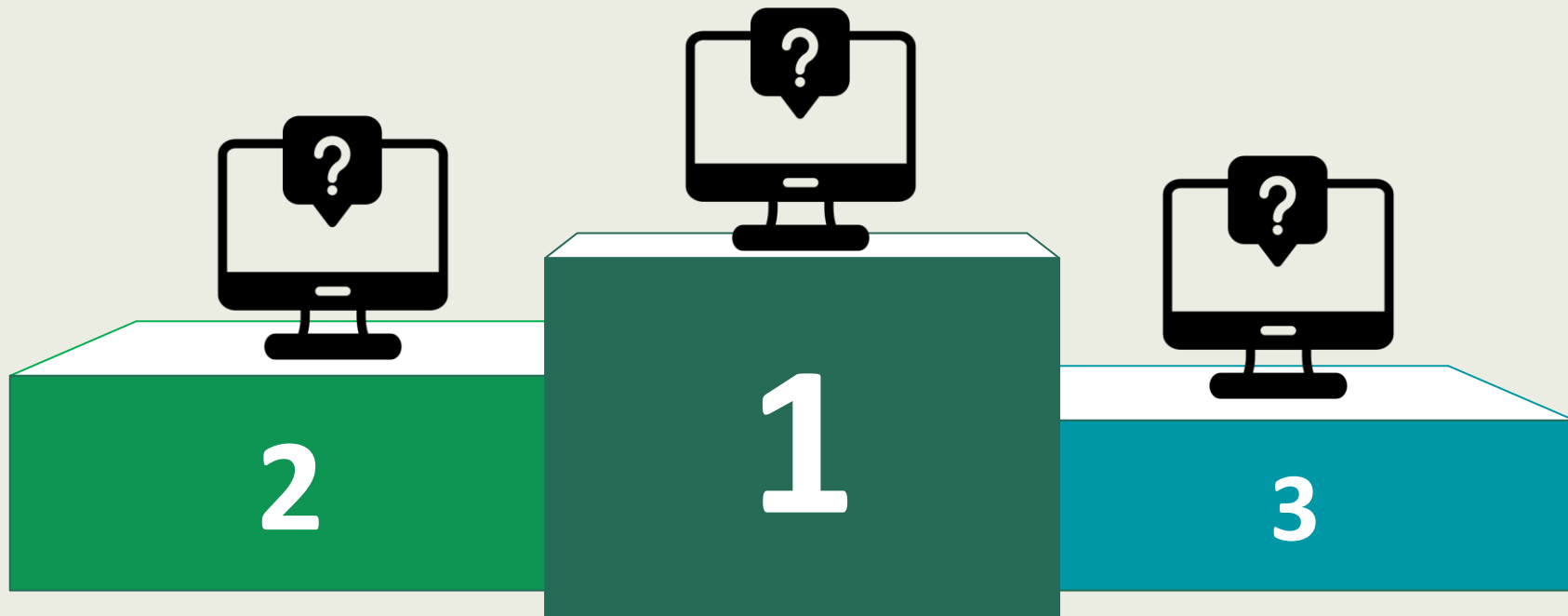
Brands at E-SUSTAINABILITY 2023

Which brand has the Most E-Sustainable homepage? Ask us!

2

1

3

Karma Metrix @karmametrix

The measurement is based on a traffic estimates of the homepage of 120.000/year pageviews. The demo measurement assumes several factors that are only specified and detailed in a complete analysis.

Karma Metrix
Energy Efficient Website

⚠️ Expires TOMORROW

Free demo Karma Metrix for managers attending eSustainability

🎗️ 1st and only solution patented in Europe for the calculation of CO_2e

The 1st
digital sustainability journey

Measure, improve and communicate the environmental impact of a website

enter the address of your web page   ANALYZE

Code: Give me your Biz card
or WRITE to meca@karmametrix.com

Karma Metrix -Contacts

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Energy Efficient Website

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Made in
SWITZERLAND