

Carbon footprint of websites

<https://www.raphide.com/>

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We are all aware of the fact that our use of digital media does have a carbon footprint. We can split this footprint in three elements. The carbon footprint of:

1. The laptop or mobile phone used to connect to a website,
2. The transportation of digital information through the transmission networks, and,
3. The hosting in the data centres.

Raphide keeps track of its carbon impact and looks for reduction of its footprint. In our calculations we cover all three of the above elements. Part of our policy is to share the carbon footprint data with our clients. The idea is that awareness might help guiding future decisions.

Our calculations are simple. Through our hosting providers we keep track of the monthly server traffic in megabyte or MB. We transfer this to kilowatt hours or kWh. The last step is to calculate the carbon impact for the electricity consumption. You can make the emissions data more tangible: you could transfer the CO₂ emission in kilometres driven with an average European car.

Can I make the web more energy efficient?

Yes, you can. Reducing images and videos and selecting the right fonts all have an impact. Less obvious but important is search engine optimisation. Also, writing clear texts, and having well-organised websites avoid needless searches.