



OUR MISSION STATEMENT

**Bridging digital and green transformation is more urgent and critical than ever.
It is time to redesign the digital services ecosystem with a green mindset.
We need to take collaborative action, and we need to do it now!**

This is why we are creating the DigitalGoes.Green Foundation.

If the Internet were a country, it would be one of the world's largest polluters. Overall CO₂, greenhouse gas emissions and energy consumption of the Internet are higher than the airline industry.

The demand for data and digital services is expected to continue its exponential growth over the coming years. This has accelerated during the pandemic, where global Internet traffic increased by almost 40% at the beginning of the lockdown.

In particular, video streaming, video conferencing, online gaming, and social networking will continue to grow, causing global Internet traffic to at least double every year.

We want digital services to be green by design

In order to achieve this urgent goal, we need to adopt the right perspective, with the right tools and develop adequate remedies. Unfortunately, this has not been the case so far.

First of all, the existing methods to measure and address the environmental impact of digital services are either designed for traditional industries of the last century, or they do not cover the digital ecosystem as a whole.

Furthermore, Environmental Impact Assessment (EIA) and reporting requirements mostly focus on the equipment that is used to provide digital services (i.e., data centers, servers, end user terminals), while leaving services themselves out of scope. This prevents accurate EIAs and although businesses are seemingly compliant, the impact is not correctly measured. Similarly, impact of usage is measured based on end user devices and equipment.

The most critical and relevant environmental impact of digital services lies in the services themselves, and particularly in the way digital services are designed, deployed and delivered. However, as this part is not covered by the current assessment methods, all legitimate efforts so far towards sustainable digital services have missed the target.

This is where DigitalGoes.Green comes in: Putting digital services themselves at the core of the solutions will enable us to create a comprehensive framework that addresses the whole ecosystem and incentivise new, environment friendly digital services. People will keep using the Internet and fully reap its benefits in a sustainable manner.

Digital and green transformations are both urgent and their objectives are critical for our future. The way DigitalGoes.Green is addressing this challenge will allow us to fulfil both goals in a unique and balanced manner.

WE HEREBY COMMIT TO A 3-FOLD PROMISE:

INSPIRE

We are a **unique hub** where public and private decision-makers, civil society, academics and experts from green and technical communities gather, exchange information and knowledge, talk and listen around a shared vision towards a sustainable digital future.

Recognising that the digital economy is **circular**, we work with every stakeholder involved in the financing, design, development and deployment of digital services. We create the momentum for key stakeholders to adopt **consensus-based** solutions to lower the environmental impact of both current and emerging digital services for the benefit of all parties.

INNOVATE

We initiate new frameworks by focusing on the most **exponential** and the most impactful part of the digital services ecosystem: the digital services themselves. We launch more effective processes for long term, future proof and sustainable digital services. We create value for every stakeholder in the digital ecosystem.

We become a living reference for accurate assessment of the environmental impact of digital services through a common and coherent methodology. With a holistic and forward looking approach, we make sure current and emerging digital services are **green by design**.

IMPLEMENT

Together with our partners and experts from the green and technical communities, we identify the most relevant and critical digital services to address. Once approved, we launch and coordinate **independent** working groups with a view to deliver concrete principles, best practices and standards which will significantly lower the environmental impact of these specific services.

Members of the working groups have a **shared responsibility** for the implementation of these concrete consensus based solutions. Also, each working group will agree on the way forward to give those results the broadest recognition and **adoption** at global level, including the adoption of voluntary labels or official standards for sustainable digital services.

Our Mission

Our mission is to provide solutions to one of the most urgent and critical challenges of our time: **Bridging digital and green transformations of our societies.**

And we do this through the sector which currently (and for the years to come) shows the highest level of development, investment and growth at local and global level: The Digital Services Industry.

We use the very same tools, spirit and mindset which explain the extraordinary success and fast adoption of the Internet around the world.

We are determined to implement innovative, inclusive and sustainable processes towards the whole digital services ecosystem, aiming at guaranteed long term effects.

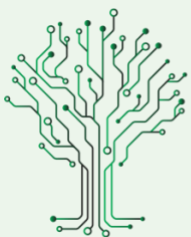
Who are we?

We are an international foundation, based in Brussels, committed to creating eco-responsible digital services and to putting technologies and protocols at the heart of solutions with a green mindset.

We come from the Internet! Almost literally.

We have spent our careers working with those who invented the Internet, who expanded it, who simply use it, who are making business out of it, and those who regulate it. We rely on a strong global network of experts from technical and green communities, businesses, policymakers and NGOs.

We are driven by the conviction that digital technologies, including the Internet itself, are able to contribute to the numerous environmental, economic, social and technological issues which the world is facing today.



DIGITAL GOES
GREEN

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