

Building a greener web

A web developer's role in climate action

 @MicheBarks

CSS { In Real Life }
css-irl.info

Senior Front End Developer at

 Ada Mode







3.7%
of worldwide CO₂ emissions



2 MB

Average web page size



Renewable energy



Low-energy colour scheme



User journey



Development resources

“

If I was a better programmer, I'd write
a script that shows you the cumulative
CO₂ you've generated every time you
type `npm install` .

Eric Bailey

Budgeting

- **WebPageTest**
- **PageSpeed Insights**
- **GTMetrix**

Core Web Vitals

LCP

Largest Contentful Paint

FID

First Input Delay

CLS

Cumulative Layout Shift

How do we measure?

Website Carbon Calculator

[websitecarbon.com](https://www.websitecarbon.com)

Website Carbon Calculator

[Get the badge!](#) [How does it work?](#) [FAQ](#)

How is your website impacting the planet?

Estimate your web page carbon footprint:

Your web page address

Calculate

By using this carbon calculator, you agree to the information that you submit being stored and published in our public database.

css-irl.info produces



7.28kg of CO2 equivalent.

The same weight as 0.05
sumo wrestlers and as much
CO2 as boiling water for 987
cups of tea



8 billion bubbles

Woah, that's a lot of bubbles!

Ecoping

ecoping.earth

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Get Started - It's Free

Making your website more eco-friendly

Tools to reduce your company's website **carbon emissions** & boost performance

Get Your Free Daily Report



EcoScore
Needs improvement

CO2 grams ⓘ
3.67

Renewables ⓘ
46%

CO2 intensity ⓘ
379.83
gCO₂eq/kWh

Transferred ⓘ
24.49 MB

Load Time ⓘ
3.7s

Requests ⓘ
162

Join more than 350+ companies taking action.

PAN MACMILLAN

de
zeen

Siegel+Gale

วสท

**Why do our individual
actions matter?**



Amplify our voices



Lead by example



Regulation

“

**Shaving off a single kilobyte in a file
that is being loaded on 2 million
websites reduces CO2 emissions by
an estimated 2950 kg per month.**

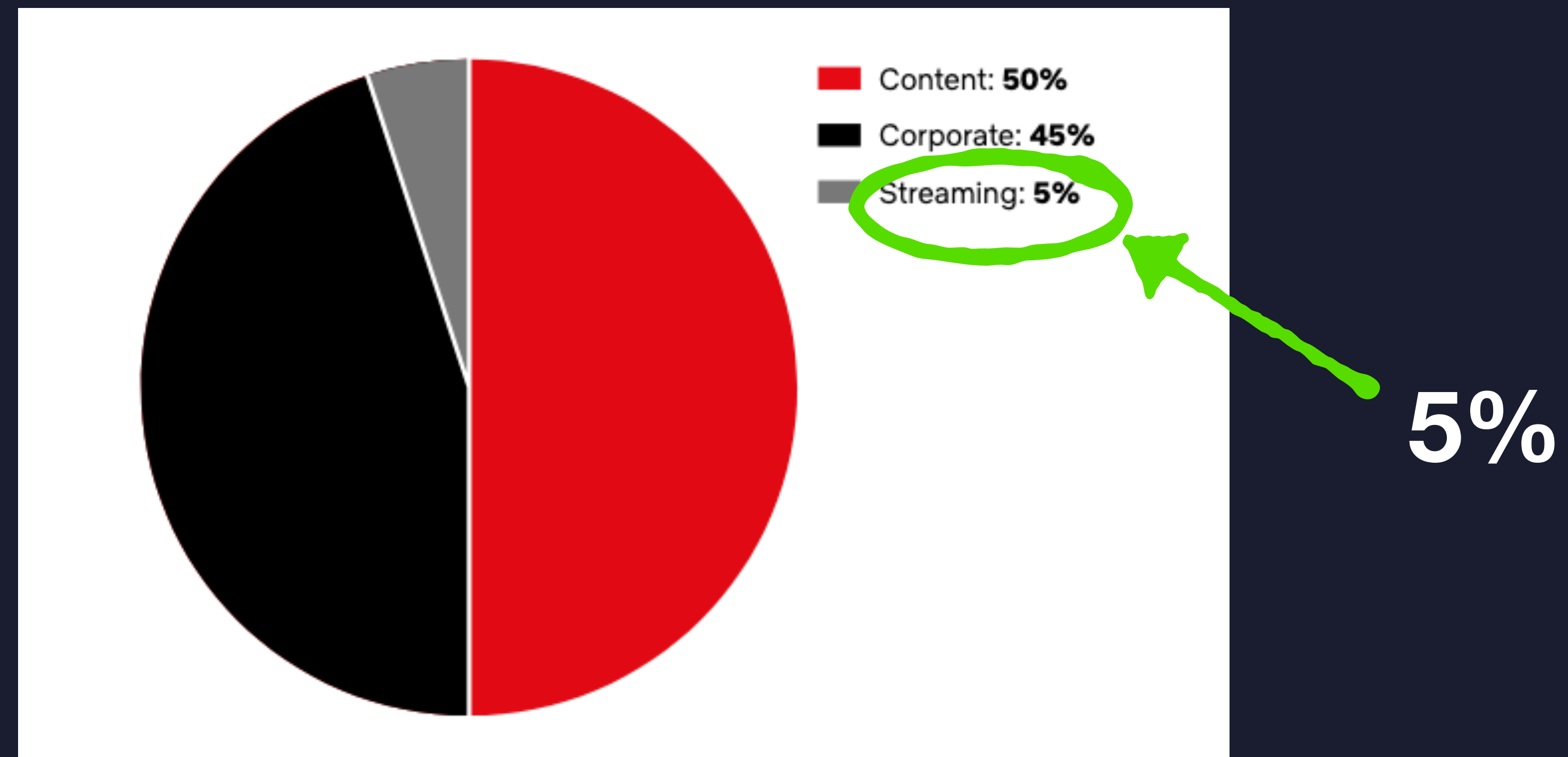
Danny van Kooten

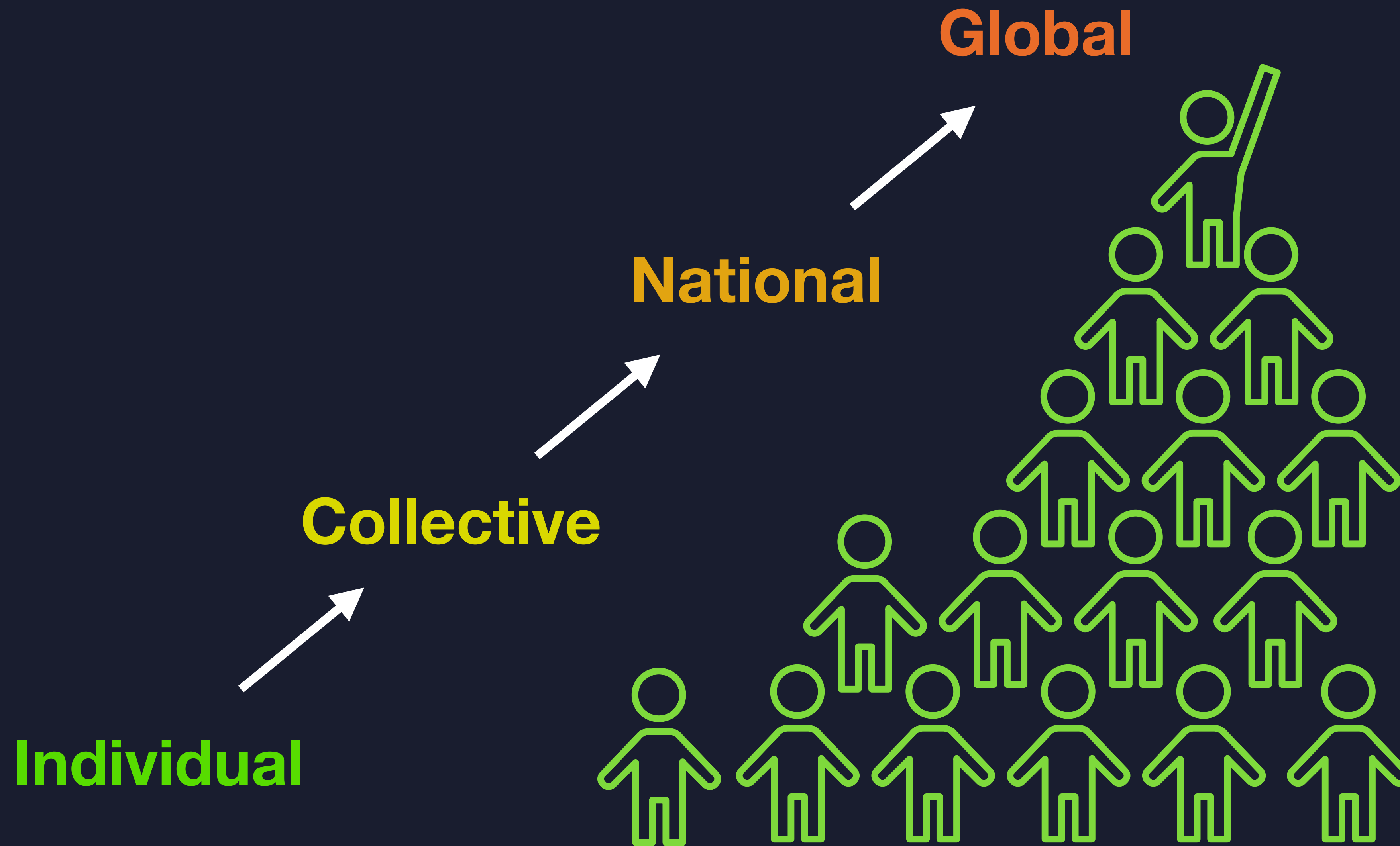


You will save more by not watching a season of a tv show on Netflix than optimising your website. If you really care – how about that?

A person on the internet

NETFLIX





“

In any society, individuals drive social norms that make up the collective culture. For instance, cultural revolutions don't happen because of systems change; they happen when a group of people voice a compelling story that propagates across society and becomes a social norm.





Form a workplace action group

- **Support each other to take climate action**
- **Push the climate agenda and greener practices within your organisation**

Share your learning

- **Write**
- **Speak at events**
- **Share on social media**



**Climate
Action
.tech**

Recognising our power
+ privilege

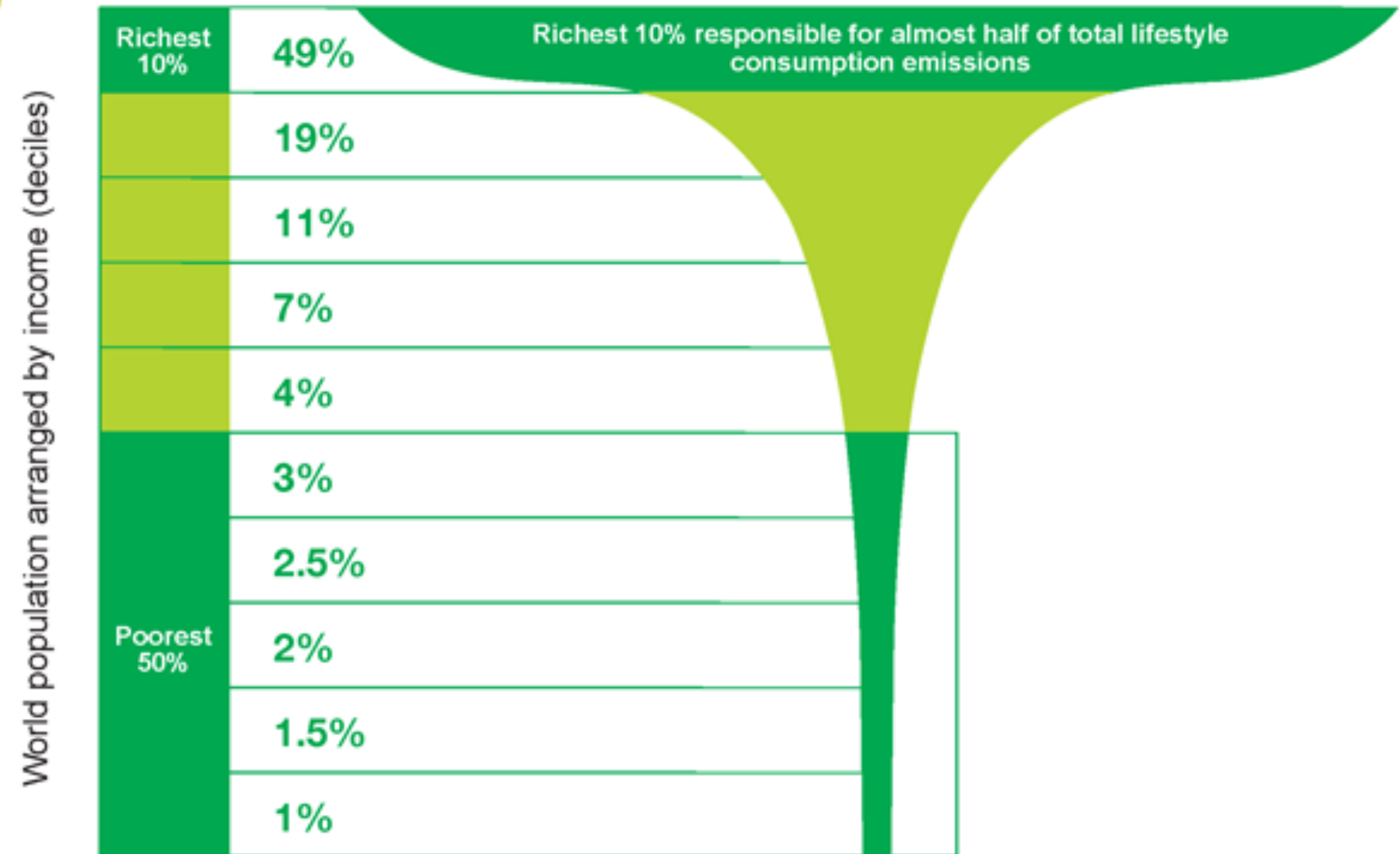


OXFAM

The poorest **50%** is only responsible for around **10%** of total lifestyle consumption emissions.

**OXFAM MEDIA BRIEFING:
EXTREME CARBON INEQUALITY**

Percentage of CO₂ emissions by world population



“

**If you want strong healthy
plants, you pay attention to the
care of the roots.**

Hannah Smith

1in5 for 1point5

1in5for1point5.org



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[Sign the Petition](#)

Urge Tech To Lobby For Climate

Ask Alphabet, Amazon, Apple, Facebook and Microsoft to spend 1 in 5 lobbying dollars for climate policy that keeps global warming below 1.5°C.

[Sign the Petition](#)

1in5^{\$}
FOR
1.5[°]

Sometimes less is more



**No one is too small to
make a difference**

Greta Thunberg