Eco-friendly websites
*(doing better with less)*

Cathy LEE / Frank CAUMES / Jef VAISSETTES
Agence Sésame
www.agence-sesame.fr
Please support our valuable sponsors
Content of this session

• The concept of **responsible digital economy**
• What is **Eco-conception**?
• The ADFINE website **case study**
• The **measuring tools and results** achieved
• Green **hosting**
• What **now**?
The concept of responsible digital economy

The digital sector emits 4% of greenhouse gases, more than civil aviation...

Nowadays for a company (or an institution) digital sobriety is a strategic approach, a way to achieve efficient business activity.

It becomes a responsible, innovative company that is ahead of the competition

- Eco-responsible digital approach is now, it’s the future!
- A particularly light CMS with DNN Software
- When technology influences design and ergonomic to create sobriety
What is ecoconception?

Before going into more technical explanations and in a few words -

✓ Optimized paths to simplify the visitors’ experience, limited number of files on the pages, compressed images and optimized code reducing the weight of the pages, requests to the server therefore reduced.

✓ Responsible hosting partner that uses renewable energy, cools its data centers with natural outside air, extends the life of its servers and has a green approach certified by recognized standards.
Bad-habits-to-ban

NOW INCLUDING:

COMPATIBLE
BOOTSTRAP V1
2, 3, 4, 5
SUPER GIGA
MEGA MENU
3000 COLORS
PICKER
1 TON OF ICONS
177 DIFFERENT
HOME SLIDERS
The context of the project launch -

• ADFINE offers...

• A matching sensitivity to the digital impact of our everyday actions
• A will to help each other and works through this challenging project together

To accompany you in the ecological transition to a sober and cooperative world

ADFINE, a consulting and training company, specializing in energy and environmental transition, helps you integrate operational solutions into your strategy and organization to improve your economic and environmental performance, your attractiveness and your resilience.
Guided tour of the website –
Our priorities in making DNN fits our needs –

- Remove JQuery and JQuery-UI (disable DNN popups)
- Load default.css only for administrators (using StyleHelper)
- Reinject .min version of Jquery, if needed
- Use of flexible template driven modules
  Use of our home-made “NB-Mod”: minimizes the number of queries to the database, thanks to the caching system
- Create bespoke skin
  Careful with pre-designed themes, such as WordPress ones...
The measuring tools / Results

Measuring results –

Google PageSpeed Insights

Analyze with PageSpeed Insights:

Get your PageSpeed score and use PageSpeed suggestions to make the website faster through this online tool.

https://pagespeed.web.dev/
GreenIT Analysis plugin (using EcoIndex)

Install GreenIT - Analysis sur Firefox (F12)
https://addons.mozilla.org/fr/firefox/addon/greenit-analysis/

Calculates the EcoIndex of the website
The measuring tools / Results

Measuring results –

Yellow Lab Tools

https://yellowlab.tools/
Tests page speed by analysing:

Page weight, Request, DOM complexity, JS complexity, Bad JS, jQuery, CSS complexity, Bad CSS, Web fonts (careful: one font used with different formating adds up!), Server config
The measuring tools / Results

Measuring results –

Website Carbon Calculator

https://www.websitecarbon.com

Calculates the carbon emissions of a website by analysing:

Data transfer over the wire / Energy intensity of web data / Energy source used by the data centre / Carbon intensity of electricity / Website traffic
Real eco-friendly results!

**Before**
- Performances: 73
- EcoIndex: B
- Global score: F

**After**
- Performances: 93
- EcoIndex: A
- Global score: A
Real eco-friendly results!

Before

Uh oh! This web page is dirtier than 95% of web pages tested.

Oh my, 5.92g of CO2 is produced every time someone visits this web page.

1.649kWh of energy
That's enough electricity to drive an electric car 10,556km.

33 trees
This web page emits the amount of carbon that 33 trees absorb in a year.

710.05kg of CO2 equivalent.
The same weight as 4.73 sumo wrestlers and as much CO2 as boiling water for 90,273 cups of tea.

Over a year, with ≤10,000 monthly page views, adfine.fr produces
759 billion bubbles
Wow, that's a lot of bubbles!

After

Hurrah! This web page is cleaner than 75% of web pages tested.

Only 0.40g of CO2 is produced every time someone visits this web page.

47.98kg of CO2 equivalent.
The same weight as 5.02 sumo wrestlers and as much CO2 as boiling water for 6,501 cups of tea.

51 billion bubbles
Wow, that's a lot of bubbles!

3 trees
This web page emits the amount of carbon that 3 trees absorb in a year.

111kWh of energy
That's enough electricity to drive an electric car 713km.

Over a year, with ≤10,000 monthly page views, adfine.fr/fr-fr produces
3 trees

111kWh of energy
Wow, that's a lot of bubbles!
The choice of a French host offering an **eco-responsible approach** and **low environmental impact** is another aspect of our eco-responsible approach within our hosting policy: we have chosen **OVH Cloud**, which is **part of the European CISPE approach for climate neutral data centers**.

- [https://us.ovhcloud.com/about/company/green-tech](https://us.ovhcloud.com/about/company/green-tech)
- [https://www.climateneutraldatacentre.net/](https://www.climateneutraldatacentre.net/)
What now?

Spread the word!
It’s good for the planet.
Questions?
What to share good practice or discuss eco-conception?

Get in touch! 😊

Agence Sésame
www.agence-sesame.fr