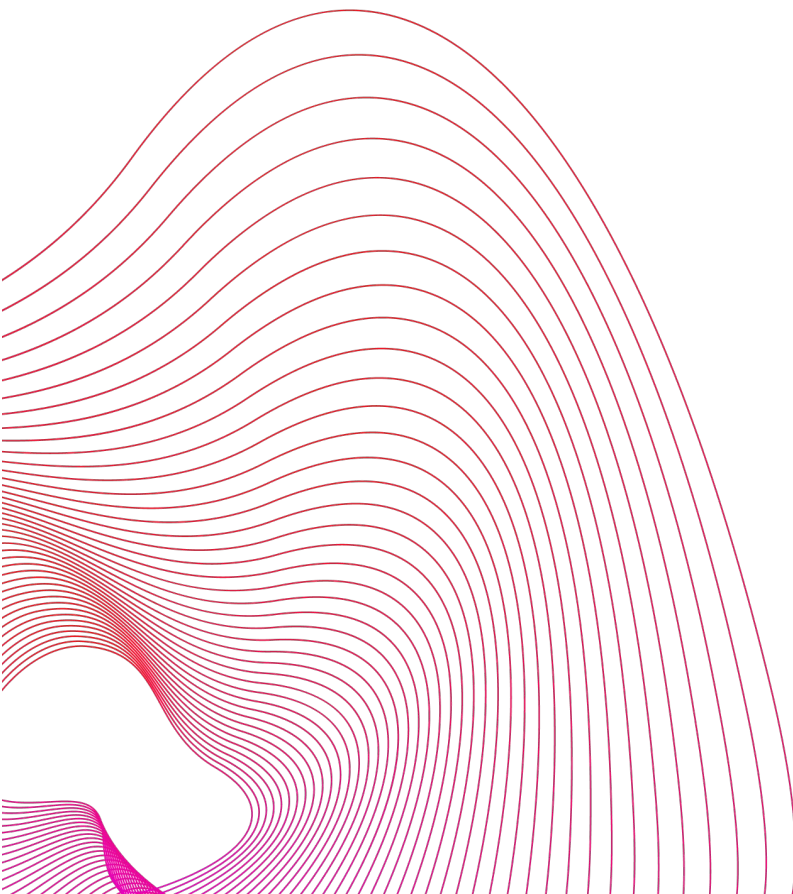# EMPOWERING THROUGH ACCESSIBILITY: DIGITAL SUSTAINABILITY IN ACTION

23 May 2024
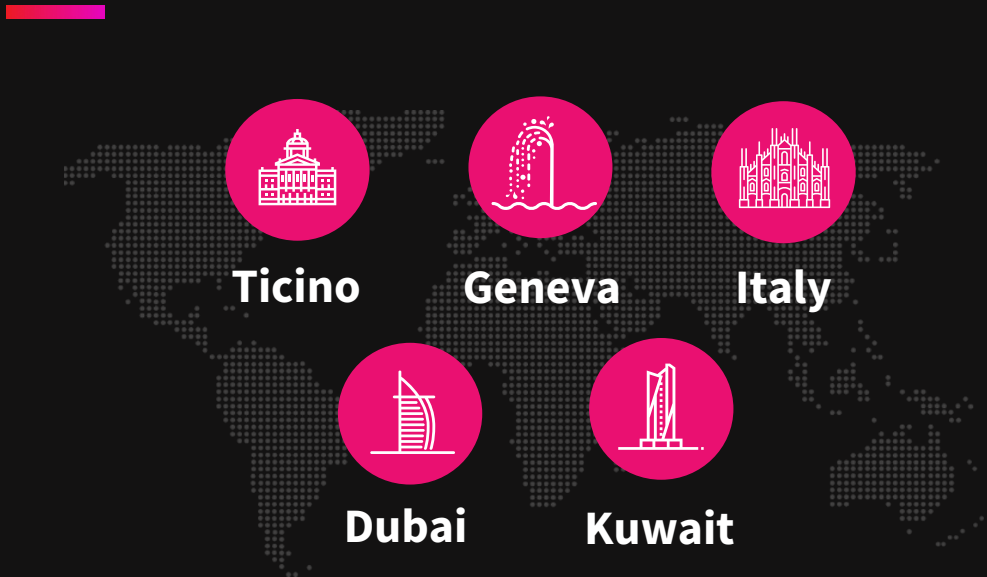
TINEXT

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01. Tinext in a nutshell

Ticino   Geneva   Italy

Dubai   Kuwait

Clients

groupe mutuel   IBSA   SwissSign   GENERALI

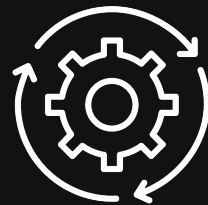EFG   Ville de Lausanne   TICINO   Prométerre

Partners

salesforce   magnolia   Contentsquare   BIGCOMMERCE
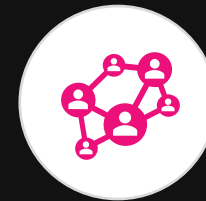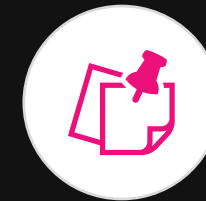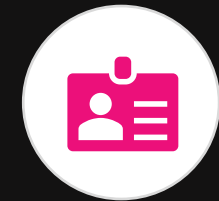
CONSULTING   **DELIVERY**   **OPERATIONS**

+800 Customers   **+1500** Projects   **+100** Employees

WHAT IS DIGITAL SUSTAINABILITY?

02. Digital Sustainability

What is it?

The Digital Sustainability refers to the practice of **developing, using, and managing digital technologies in a sustainable way**, with the aim of reducing environmental impact while maintaining the well-being and stability of communities and the ecosystem.

This approach aims at integrating the technology in a harmonious way with global sustainability objectives such as the **Sustainable Development Goals** (SDGs) by United Nations.

Moreover:

- it creates a balance between innovation and the technological development to safeguard the environment;
- it raises awareness about the fair and efficient responsible use of technologies;
- it promotes economically sustainable business models in the long term.

WHY IS IT ADOPTED?

Energy Efficiency

It aims at reducing energy consumption, through the measurement and the reduction of CO_2 consumption, put into practice by adopting more efficient solutions and encouraging the use of renewable energy.

Digital Accessibility

It contributes to reduce the digital gap and promote inclusion. It guides in the design and implementation of digital technologies to be accessible and usable by all people, regardless of their physical or cognitive capabilities.

Circular Economy

The digital sustainability promotes the adoption of models of circular economy and the targeted production of quality content relevant to audiences following a user-centered approach.

Sustainable Development of applications and services

It encourages to design software and services with a particular focus on resource efficiency, security, and privacy.

A Business Trend

Digital sustainability has gained popularity for various reasons, reflected in socioeconomic, technological and environmental changes. Rising expectations have led **companies to make greater efforts to meet**:

Increased environmental awareness by society

Increased awareness **regarding climate change and environmental challenges** has driven the focus on sustainability in all aspects of life, including the digital infrastructure.

Regulatory Compliance

Government authorities are introducing **stricter laws and regulations** to promote sustainability in various sectors, including digital. Businesses are increasingly encouraged to comply with regulations that aim **to reduce their carbon footprint and promote sustainable practices and include informative elements in sustainability reports.**

Consumer Demands

Consumers are more **likely to support companies that demonstrate a commitment to sustainability.** This preference has led companies to integrate digital sustainability into their operational strategies to meet growing customer expectations.

Digital sustainability enters the parameters of sustainability reports and helps reflect the organization's commitment to responsible management of digital resources. Measuring and communicating the environmental and social impacts of digital activities can contribute to greater transparency and accountability. This, in turn, can positively affect the company's reputation and position in the marketplace.

HIGHLIGHTS

03. Highlights

INTERNET IS THE 4°
COUNTRY IN THE WORLD

*

for CO_2 emissions

COMPANIES &
SUSTAINABILITY TREND

**

The most interested sectors in following a **digital sustainability path** are:

INSURANCE & BANKING

MULTIUTILITY
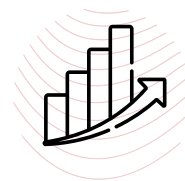
FASHION

ON GOOGLE

***

6 million

SEARCHES PER MONTH
About sustainability topic

using over **370,000 keywords**.
Among these keywords the most searched is "climate change," with **450,000 searches** per month

A website optimized to be accessible and with a low energy impact

INCREASES THE NUMBER OF USERS
AND IMPROVES SEO

According to Google's algorithm

*https://www.globalcarbonproject.org/   **'Karma Metrix'   ***Karma Metrix Research: Sostenibilità: cosa cercano gli Italiani su Google?

03. Highlights

95%

*

OF CONSUMERS

in the last two years said they prefer brands that **follow active sustainability policies**

60%

**

OF GENERATION Z

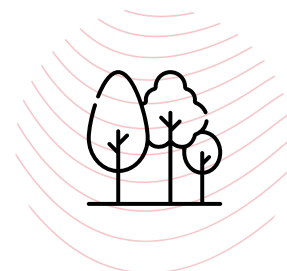in the last two years said they prefer brands that **follow active sustainability policies**

***

CONSUMERS ARE WILLING TO CHANGE THEIR ONLINE HABITS

to minimize their carbon footprint

****

4 out of 10

users are aware that navigating

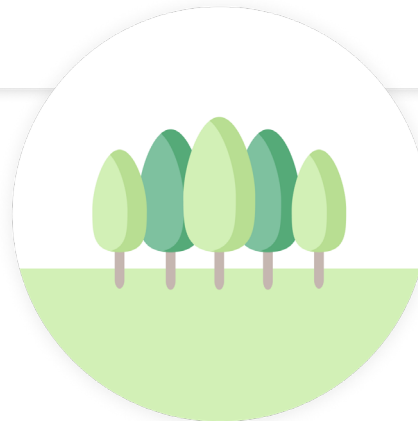**INTERNET GENERATE CARBON EMISSIONS**

FOUNDING ELEMENTS

04. Founding Elements

In the digital sustainability journey, there are **3 founding elements** that - if mutually connected – are able to influence results and quickly lead to valuable impacts, thereby helping to improve reputation and visibility.

ACCESSIBILITY

ECO-SUSTAINABILITY OF DIGITAL PLATFORMS

SEO & CONTENTS

KPI & BENEFITS

05. KPIs

Quantitative KPIs

Carbon Footprint Reduction

Accessibility & Usability Rate

SEO Audit

Page Speed

Pageviews

Qualitative KPIs

Awards

Certifications

Sustainability report parameters

Expected benefits

The Digital Sustainability project will enable:

○ Contribute to **mitigating the environmental impact** of digital technologies

○ Contribute to the **Strategy** with a consistent approach about sustainability values

○ Adopt an **innovative and aware approach** to Digital

○ Improve **communication and inclusion**

○ Enhance the **sustainability report** with the results achieved on the path taken

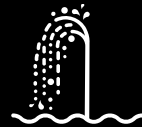○ Achieve **recognition**: certifications and awards

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