


# Meeting notes from the sustainability in the digital world session at TPAC

Slides:  TPAC 2023 - breakout session: Sustainability in the digital world

## Participants

- Alexander Dawson
- Humera Noor Minhas - eyeo
- Timo Kunkel
- Avneesh Singh - Member of board
- Alexander Dawson
- Christos Bacharakis
- Cornelius Witt
- Guy Teller
- Benjamin Feigel

## Meeting minutes

- First went through round of introductions
- Cornelius presented and introduced the session and described the scope1, scop2 and scope3
- Christos gave examples of what forms can sustainability take
- Humera: Just offsetting things is not a sustainable way to move forward
- Alexander: that's why we build the websustainability guidelines , code optimization etc
- Timo: I'm coming from image and display side - and everything should have a meaning behind that, e.g. if you're showing an explosion in a movie, it has to be bright. But does everything has to be bright as well? In short, we need to be conscious about what decisions we're making. E.g. flying from US to Germany to meet parents is not wasteful, but imagine flying for the sake of fun. That's different. And we need to be conscious. Green washing is not the solution
- Cornelius: How is it perceived in the media sector? Timo: It is becoming one of the pillars of business decision making.
- Dark / Bright background makes a difference only for OLED/LCD technology. For LEDs it doesn't make a difference.
- Christos: what is missing - are the solutions not there, or is it more about awareness?
- Timo: Sustainability is pushed on companies by regulators, and companies do it grudgingly. That's where greenwashing comes in.
- Alexander: Regulatory guidance is going to be there anyways
- Avneesh: Looking from w3c's context, we declare specifications. how can we ensure that e.g when a new version of a language or framework is proposed, it includes sustainability.

- Humera: at eyeo we did a lot of research around sustainability in training our ML models. Is this something that can go into a specification?
- Avneesh:
- Humera: when we are talking about the web sustainability guidelines, do we cover frameworks/languages or solutions like ML?
- Alexander: when something is created, consumed there are going to be gas emissions. At last year TPAC there was a mention about variables that can have a significant impact into carbon emissions like training AI etc. W3C produces recommendations and how specifications can be more carbon friendly. It's really up to relevant bodies who represent the internet, not only the W3C, like domain regulator, bodies that represent language, infrastructure builders encourage solutions. There is such little research when it comes carbons emitted coming from programming languages. There is a lot of research around calculating carbon. Here is a report that was created last year:  
<https://websitesustainability.com/cache/files/variables.pdf>  
<https://websitesustainability.com/cache/files/research23.pdf>
- Avneesh: Idea, there is requirement in W3C recommendation to have at least 2 implementation of each feature. We can assess the energy consumption of each implementation and if the carbon emissions are high, we can change the specification
- Alexander: browser vendors are working on a CSS (media query) and JS API solution that can has a significant effect into carbon emissions
- Humera: We'll talk more about this at eyeo's adfiltering dev summit happening on 4th/5th October
- Avneesh: This session was good and gave some good tips on how we can operationalize at w3c as a social value.
- Alexander: Anybody who wants to join the working group for standards development, is most welcome.