# Press KIT - Karma Metrix

**Why digital sustainability?**

When we talk about sustainability, we do not usually hear about digital sustainability. Yet the role of the Internet in global emissions is far from negligible:

The Internet is responsible for 3.7 percent of global emissions (source: The Shift Project), almost twice as many emissions as air traffic.

If the Internet were a nation, it would be third in the world in energy consumption (source: Climate Impact) and fourth in the world in CO2 emissions (source: The Shift Project)

**What is Karma Metrix**

Karma Metrix is the 1st digital sustainability journey of choice for major brands that measures, improves and communicates the environmental impact of a website.

**Mission**

To accompany companies on the path to improving digital sustainability by measuring and certifying their impact.

**Vision**

Making digital more sustainable and responsible.

## **The digital sustainability journey**

* **Measure**: Monitor the CO2e emissions of your site's pages with our patented algorithm.
* **Certify**: Get the Karma Metrix seal, which certifies your company's measurement result and commitment.
* **Improve**: Reduce the impact of your website: we support you in identifying areas of website energy efficiency.
* **Communicate**: Inspire the market and become a digital sustainability benchmark.

## **Main media releases:**

**2023:**

* [**Forbes** -Il costo ambientale del web: le cinque big tech americane](https://forbes.it/2023/05/24/costo-ambientale-web-5-big-tech-americane-inquinano/)
* [**Corriere** - Big Tech: quanto consumano le 5 aziende Big Tech in numeri?](https://www.corriere.it/pianeta2030/23_maggio_24/emettono-piu-belgio-consumano-piu-venezuela-5-aziende-big-tech-numeri-a9e0a5ae-f979-11ed-90a5-dd2651f8f2ee.shtml)
* [**Millionaire** - Internet inquina, lo spiega la 2° edizione dell’Osservatorio ESG Big Tech](https://www.millionaire.it/internet-inquina-lo-spiega-la-2-edizione-dellosservatorio-esg-big-tech/)
* [**Ansa** - Big tech emettono più Co2 del Belgio e triplicano i consumi](https://www.ansa.it/ansa2030/notizie/green_blue/2023/05/23/big-tech-emettono-piu-co2-del-belgio-e-triplicano-i-consumi_d9216c37-d19c-477e-bd44-9c5afa56fca6.html)
* [**Il Sole 24ore** - Le aziende puntano sul digitale: ma quanto inquina?](https://www.econopoly.ilsole24ore.com/2023/03/06/agenda-digitale-trasformazione/)
* [**RAI** - Big tech, inquinanti quanto Belgio e Venezuela](https://www.rainews.it/tgr/lombardia/video/2023/05/consumi-energetici--inqionamento---big-tech--karma-metrix--3aeba0bd-be4d-4347-9d86-6da4d2b9ce9e.html)
* [**PRNewswire** - 5 Tech companies emit more CO2e than Belgium or Romania](https://www.prnewswire.com/news-releases/climate-change-5-tech-companies-emit-more-co2e-than-belgium-or-romania-301838538.html)

**2022:**

* [**Ansa.it** - Big Tech, le 'Faang' consumano più di Portogallo e Grecia](https://www.ansa.it/sito/notizie/tecnologia/tlc/2022/05/26/big-tech-le-faang-consumano-piu-di-portogallo-e-grecia_6a30c355-8989-4711-9be2-d03cf4ec0985.html)
* [**MFFashion** - Valentino, deal con Karma Metrix per ridurre le emissioni CO2 online](https://www.milanofinanza.it/fashion/livestage/valentino-deal-con-karma-metrix-per-ridurre-le-emissioni-co2-online-202209061906096464)
* [**Finanza Repubblica** - Banca Ifis prima banca in Italia ad ottenere sigillo Karma Metrix Energy Efficient Website](https://finanza.repubblica.it/News/2022/08/22/banca_ifis_prima_banca_in_italia_ad_ottenere_sigillo_karma_metrix_energy_efficient_website-71/)
* [**Forbes -** Valentino And Karma Metrix Come Together To Tackle Internet Pollution With An Energy Efficient Website](https://www.forbes.com/sites/allysonportee/2022/09/10/valentino-and-karma-metrix-come-together-to-tackle-internet-pollution-with-an-energy-efficient-website/?sh=1f7321d07c1c)

**2021:**

* [**SkyTG24** - Karma Metrix, ecco quanto inquinano le pagine web](https://video.sky.it/news/tecnologia/video/now-karma-metrix-inquinamento-pagine-web-663716)
* [**Sole24Ore** - Uno dei Paesi più inquinanti al mondo è Internet](https://www.ilsole24ore.com/art/uno-paesi-piu-inquinanti-mondo-e-internet-ADOjXD5)
* [**Corriere della Sera** - Internet è il quarto Paese al mondo per CO2 prodotta](https://corriereinnovazione.corriere.it/cards/internet-quarto-paese-mondo-co2-prodotta-ecco-regole-tutelare-pianeta/quanto-inquinano-ricerche-web_mobile.shtml)
* [**La Repubblica** - Streaming e ricerche online: anche il web inquina](https://www.repubblica.it/economia/rapporti/energitalia/sostenibilita/2021/11/05/news/web_inquina-325171705/)
* [**Vanity Fair** - 10 mondi di usare il Web che aiutano l'ambiente](https://www.vanityfair.it/lifestyle/hi-tech/2021/04/22/10-modi-di-usare-il-web-che-aiutano-lambiente)
* [**TG2** - Inquinamento digitale](https://www.rainews.it/notiziari/tg2#p)
* [**Tuttojuve.com** - Calcio e sostenibilità digitale: Verona Campione d'Italia, Juve in Serie B](https://www.tuttojuve.com/altre-notizie/calcio-e-sostenibilita-digitale-verona-campione-d-italia-juve-in-serie-b-566976)
* [**AdnKronos** - Regioni e città sul web, Marche e Verona inquinano di più](https://www.adnkronos.com/Archivio/sostenibilita/regioni-e-citta-sul-web-marche-e-verona-inquinano-di-piu_3numEI2hAgbVuxnvI2EEKn)

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## **Communication Kit**

**👉**[**Download our logos**](https://karmametrix.com/app/uploads/2022/09/loghi-karma-metrix.zip)

**How to use the Karma Metrix logo:**

* Use of the Karma Metrix logo must be approved by the Karma Metrix team for any communication;
* It is prohibited to use the logo by changing its color, format and proportions;
* Prefer the use of the color logo over the white logo;
* Do not include the Karma Metrix logo in association with other logos without prior consent.

**How to write Karma Metrix:**

✔ **Karma Metrix**  ❌Karma Metrics ❌Karma Matrix

**Sito web:**

✔ **karmametrix.com**  ❌Karmametrics.com ❌karmamatrix.com

## **Clients and Main Case Studies**

* [**Unipol** is the leading Italian company in the insurance sector embraces digital sustainability.](https://karmametrix.com/case-studies/unipol/)
* [**Trenord** chooses Karma Metrix project for digital sustainability**.**](https://karmametrix.com/case-studies/trenord/)
* [**Elanco** is the first Animal Health group with a journey towards digital sustainability.](https://karmametrix.com/case-studies/elanco/)
* [**Intuendi**](https://karmametrix.com/case-studies/intuendi/)**,** the supply chain automation software, brings sustainability to its own website
* [**GlassX** designed the website with a sustainable perspective from conception.](https://karmametrix.com/case-studies/glassx/)

## **Press e Media**

Try our demo: [Find out how much your website pollutes with our demo.](https://karmametrix.com/it/demo-karma-test/)

Have questions about the project? [Check out our FAQ section to find the answers you're looking for.](https://karmametrix.com/it/faq/)

**Social & Hashtag:**

**Linkedin:** [@Karma Metrix](https://www.linkedin.com/company/karma-metrix/)

**Instagram:** [@KarmaMetrix](https://www.instagram.com/karmametrix/)

#digitalsustainability

Write to email **meca@karmametrix.com** for more media and press information.