



Press Kit

DIGITAL SUSTAINABILITY CHOSEN BY TOP BRANDS – 2024

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 %** of global emissions (source: The Shift Project). Almost twice as many emissions as air traffic.
- If the Internet were a Country, 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** chosen by top brands that measures, improves and communicates the environmental impact of a website.

Mission

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

Vision

Making digital more sustainable and responsible.

The journey of digital sustainability

1. Measure

Monitor the CO2e emissions of your site's pages with our patented algorithm.



2. Certificate

Get the Karma Metrix seal, which certifies your company's measurement result and commitment.

3. Improve

Reduce the impact of your website: we support you in identifying areas of website energy efficiency.

4. Communicate

Inspire the market and becomes a reference of digital sustainability.

Origin of the project



The idea is born

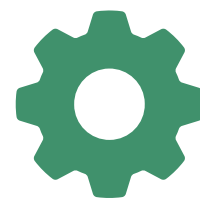
2019



**First Service
Karma Metrix**

2020

**First demo
Karma Metrix**



**Media
coverage**

2021

**Development
of the project**



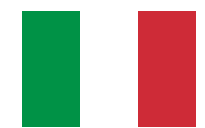
**Team dedicated to
the project**



**Obtaining
Patent**

2022 – 2023

**Launch of
Karma Metrix
Italy**



Main releases and media

Forbes

ANSA^{it}

*CORRIERE
DELLA SERA*

Rai

Il Sole
24 ORE



Main releases and media

2023

- **Forbes** – Il costo ambientale del web: le cinque big tech americane
- **Corriere** – Big Tech: quanto consumano le 5 aziende Big Tech in numeri?
- **Millionaire** – Internet inquina, lo spiega la 2° edizione dell'Osservatorio ESG Big Tech
- **Ansa** – Big tech emettono più Co2 del Belgio e triplicano i consumi
- **Il Sole 24ore** – Le aziende puntano sul digitale: ma quanto inquina?
- **RAI** – Big tech, inquinanti quanto Belgio e Venezuela
- **PRNewswire** – 5 Tech companies emit more CO2e than Belgium or Romania

2022

- **Ansa.it** – Big Tech, le 'Faang' consumano più di Portogallo e Grecia
- **MFFashion** – Valentino, deal con Karma Metrix per ridurre le emissioni CO2 online
- **Finanza Repubblica** – Banca Ifis prima banca in Italia ad ottenere sigillo Karma Metrix Energy Efficient Website
- **Forbes** – Valentino And Karma Metrix Come Together To Tackle Internet Pollution With An Energy Efficient Website

Main releases and media

2021

- **SkyTG24** – Karma Metrix, ecco quanto inquinano le pagine web
- **Sole24Ore** – Uno dei Paesi più inquinanti al mondo è Internet
- **Corriere della Sera** – Internet è il quarto Paese al mondo per CO2 prodotta
- **La Repubblica** – Streaming e ricerche online: anche il web inquina
- **Vanity Fair** – 10 modi di usare il Web che aiutano l'ambiente
- **TG2** – Inquinamento digitale
- **Tuttojuve.com** – Calcio e sostenibilità digitale: Verona Campione d'Italia, Juve in Serie B
- **AdnKronos** – Regioni e città sul web, Marche e Verona inquinano di più

Communication Kit

LOGOS AND USE



Logos and use



Download our corporate logos

How to use the Karma Metrix logo

- The 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 to use the logo in color over white;
- Do not include the Karma Metrix logo in association with other logos without prior consent.



How to write Karma Metrix

How to write it?



Karma Metrix



Karma Metrics



Karma Matrix

Website



karmametrix.com



karmametrics.com



karmamatrix.com

Clients and main case studies



Successful case studies

Unipol is the leading Italian company in the insurance sector embraces digital sustainability.

Trenord chooses Karma Metrix project for digital sustainability.

Elanco is the first Animal Health group with a journey towards digital sustainability.

Intuendi, the supply chain automation software, brings sustainability to its own website

GlassX designed the website with a sustainable perspective from conception.



Try our demo

[Find out how much your website pollutes with our demo](#)

Do you have questions about the project?

[Check out our FAQ section to find the answers you're looking for](#)

Social & Hashtag



[@Karma Metrix](#)



[@KarmaMetrix](#)

[#digitalsustainability](#)

Info press e media

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



Contact



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Energy Efficient Website



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