Environmental Impact Tools

Commented Link List

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This commented link list is a curated collection of resources and tools that can help to reduce the environmental impact of media productions. It comprises tools for improving and restructuring the sustainability of your business model. It offers various solutions for the design of your website and reduced energy consumption. It presents successful sustainable models and examples of green production in various media and film productions. Finally, it showcases policies and institutions dedicated to the greener future.

Improving your business model

1. https://circulardesign.tools/
   The platform offers the organizational tools for reimagining business models along the principles of circular economy. Reforming the production process, as well as reorienting toward sustainability in all fields of business organization is made easier with available options.

2. https://medium.com/ipg-media-lab/how-to-reach-sustainability-minded-consumers-with-media-innovation-713bf8238b7e
   By using innovative EOOH (emerging out-of-home advertising) tools and media, the IPG Media Lab platform connects producers with their audiences, offering to both sides tailor-made approaches and strategies firmly based on sustainable resources. The stress is being put on visual search apps as most preferred among the younger generation of consumers, as well as VR tools.

3. https://about.ads.microsoft.com/en-us/microsoft-advertising-the-rise-of-sustainable-media-global-study-en-march-2022.pdf
   The study titled "The Rise of Sustainable Media" is a global research project led by Microsoft and Dents. It explores green consumer behaviors and their impact on business environmental strategies, as well as its effects in advertising. The study shows firm dedication, from companies and consumers alike, to sustainability, although it poses some challenges for marketing strategies. Consumers tend to be particularly wary of possible green washing.

4. https://applover.com/blog/guide-to-reduce-your-softwares-carbon-footprint/
This blog entry brings practical steps for developers and companies to minimize the environmental impact of their software. It covers strategies such as optimizing code, reducing energy consumption, and leveraging green hosting solutions. The guide emphasizes the importance of sustainable practices in software development, offering insights into how digital products can contribute to a lower carbon footprint.

5. https://greenict.fi/en/etusivu-english/
The Green ICT Platform promotes sustainable digitalization, and offers resources such as the Green ICT Producers Guide to help companies reduce their digital carbon footprint. The aim is to improve business competitiveness while reducing environmental impacts and focus on sustainable ICT practices and services. The platform is part of a broader EU-funded initiative to address the need for sustainable development of ICT, especially in response to the challenges posed by the COVID-19 epidemic.

6. https://www.linkedin.com/pulse/8-useful-sustainable-circular-design-tools-leyla-acaroglu-ppfjc/
Leyla Acaroglu (a sustainable designer) points out eight tools that support sustainable and circular design. These tools help designers and companies integrate environmental responsibility into their processes through the principles of the circular economy. This paper provides practical resources to reduce the environmental impact of design practice.

Enhancing your website's sustainability

1. https://builtin.com/software-engineering-perspectives/reducing-website-carbon-footprint
The article presents options to reduce a website's carbon footprint by optimizing website design, coding practices, and hosting solutions. It emphasizes the importance of minimizing energy consumption through efficient coding, reducing the use of heavy media files, and selecting green hosting providers.

2. https://www.youtube.com/watch?v=Q7Mpk5pewTo
In this talk Tom Greenwood, co-founder of Wholegrain Digital, an agency working on digital sustainability, elaborates how decisions (use of fonts, types of pics or videos) impact carbon emissions and how sustainability can be used as a lens for which we as internet users can improve user experience.

3. https://www.youtube.com/watch?v=78cGDCGdajE
Presentation demonstrates how to measure, report and reduce the carbon emissions of Google cloud applications, taking care of different sources of energy used for storing data. Although Google Cloud is carbon free, its impact depends on local specificities. Google Cloud provides relevant carbon footprint information on their site.

4. https://greentheweb.com/best-practices/
This site provides best practices for creating environmentally sustainable websites. It focuses on reducing the environmental impact of websites through strategies like optimizing code, minimizing resource usage, and using green hosting services. The

site also offers practical tips and resources for developers, designers, and content creators to make their digital work more eco-friendly, emphasizing the importance of sustainability in web development.

5. https://www.websitecarbon.com
   The tool analyses factors such as energy consumption and site efficiency to estimate the carbon footprint of website users. It provides information on the environmental impact of web activities and provides guidance on ways to reduce carbon dioxide emissions. The platform emphasizes the importance of digital sustainability and encourages the adoption of best practices for the creation of low-carbon websites.

6. https://greentheweb.com/energy-efficient-color-palette-ideas/
   This paper explores how the color choice of web design can influence energy consumption, particularly on OLED screens. It provides suggestions for seasonal color palettes to balance energy efficiency and aesthetics. Efforts to reduce energy consumption in digital design focus on using darker and lighter colors to promote sustainability. This article offers designers practical tips for creating visually appealing but environmentally friendly websites.

7. https://www.youtube.com/watch?v=Q7Mpk5pewTo
   Tom Greenwood (co-founder of Wholegrain Digital, a sustainability-focused digital agency) explains how UX design choices impact a website's carbon footprint. He emphasizes the role of sustainable design in enhancing user experience while reducing environmental impact, offering practical tips for eco-friendly web projects.

8. https://www.w3.org/community/sustyweb/2023/09/07/web-sustainability-guidelines/
   This document from the W3C Sustainability Community explores guidelines for creating environmentally sustainable websites. It outlines practices to reduce the ecological impact of web design, focusing on areas like energy efficiency and resource optimization. Key recommendations include strategies for minimizing energy consumption through efficient coding practices, optimizing content delivery, and using eco-friendly design principles. The guidelines aim to help designers create websites that are not only aesthetically pleasing but also reduce their environmental footprint. The document serves as a practical resource for integrating sustainability into web development.

Sustainable procedures in film production

9. https://www.cartoonbrew.com/stop-motion/green-stop-motion-production-materials-practices-226208.html
   This article explores sustainable practices in stop-motion animation, focusing on eco-friendly materials and techniques. It discusses the industry's shift toward using biodegradable and recycled materials, as well as reducing waste in production processes. The article also highlights the importance of sustainability in animation, encouraging studios to adopt green practices to minimize environmental impact while maintaining creative standards.

10. https://www.kajawood.com/green-post-production-solutions-are-a-hot-topic/
    This article discusses the increasing importance of green post-production solutions in the film and media industry. It highlights the industry's shift towards

sustainability, focusing on reducing carbon footprints through energy-efficient practices, digital workflows, and eco-friendly technologies. The article also mentions the role of innovation in achieving these goals, emphasizing the need for the industry to adopt greener practices as a standard.

11. https://www.unrealengine.com/en-US/spotlights/the-path-to-sustainable-animation-with-mush-mush-the-mushables
This article presents the production of "Mush Mush & the Mushables," a children's animated series that emphasizes sustainability. Key steps to produce in a sustainable way were: Sustainable Animation through energy reduction; Virtual production which facilitated more efficient workflows; adoption of eco-friendly practices such as minimizing waste production.

Institutions, prospects

12. https://www.aalto.fi/fi
Aalto University is a multidisciplinary institution based in Finland that combines science, art, technology and business. The University focuses on innovation, sustainability and encouraging a collaborative environment that promotes learning and research. Aalto offers a wide range of courses and is recognized for its pioneering research and industrial partnerships. The University emphasizes sustainability and aims to solve major global challenges through education and research.

13. https://www.eea.europa.eu/publications/scenarios-for-a-sustainable-europe-2050/the-scenarios
The document from the European Environment Agency (EEA) presents various scenarios for achieving a sustainable Europe by 2050. It explores different pathways and strategies for addressing key environmental, economic, and social challenges. The scenarios cover a range of potential futures based on varying levels of policy ambition, technological advancements, and behavioral changes. The aim is to provide insights into how different approaches can lead to a more sustainable and resilient Europe, helping policymakers and stakeholders make informed decisions for long-term sustainability.