#4 Sustainability Assessment



Quantify the impact your website has on the environment



Identify opportunities for improvement



Discover best practices to create a positive experience

Why conduct one?

The emissions caused by the internet are on a par with the aviation industry. If it were a country, it would be the fourth largest polluter.

Websites, apps and APIs all have a carbon footprint, and there are decisions and practical steps we can make to reduce this.

The design, architecture, engineering, hosting, content, media, advertising and SEO all impact the carbon footprint of the solutions that we build. Our sustainability assessment is the first step in quantifying the impact your website has on the environment, to help you build a strategy to minimise your future impact. At no expense of the experience.

How does it work?



Lite Version

- Estimated emission table of key pages
- Use of media (videos, images, fonts)
- High level UX & design review against industry recognised sustainability guidelines
- Content analysis
- Technical practices



Full Version

- Full infrastructure review
- Full automation review
- Digital delivery process review (product, design, engineering, test)
- Deeper analysis into your audiences (including device use, when demand hits and more)
- Carbon intensity
- Future technologies
- Data-heavy UX review (how to optimised the amount of data that's transferred)

Outcomes



Report

key findings and scores detailed above. The findings will be practical



Workshop

overall findings and

Benefits

The Sustainability Assessment will help guide you towards tightening up and benchmarking your current set of digital assets in the short-term, while you consider the longer-term strategic transformation of your digital assets, platforms and infrastructure.



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