IBERDROLA

HOW MUCH POLLUTION CAN MY DIGITAL ACTIVITY CAUSE?

For Jon Koomey, an expert in technological environmental impact, the most important elements to measure are what he calls "the big three".

THE EQUIPMENT
we use to access the Internet (computers, tablets, laptops, routers).

ACCESS NETWORKS
the cabling and antennas that carry the data.

DATA CENTRES
that store and host the web pages.

How much does internet consume?

Uploading your photo of the day to Instagram, storing files in the cloud or having your email inbox full generates an ecological footprint.
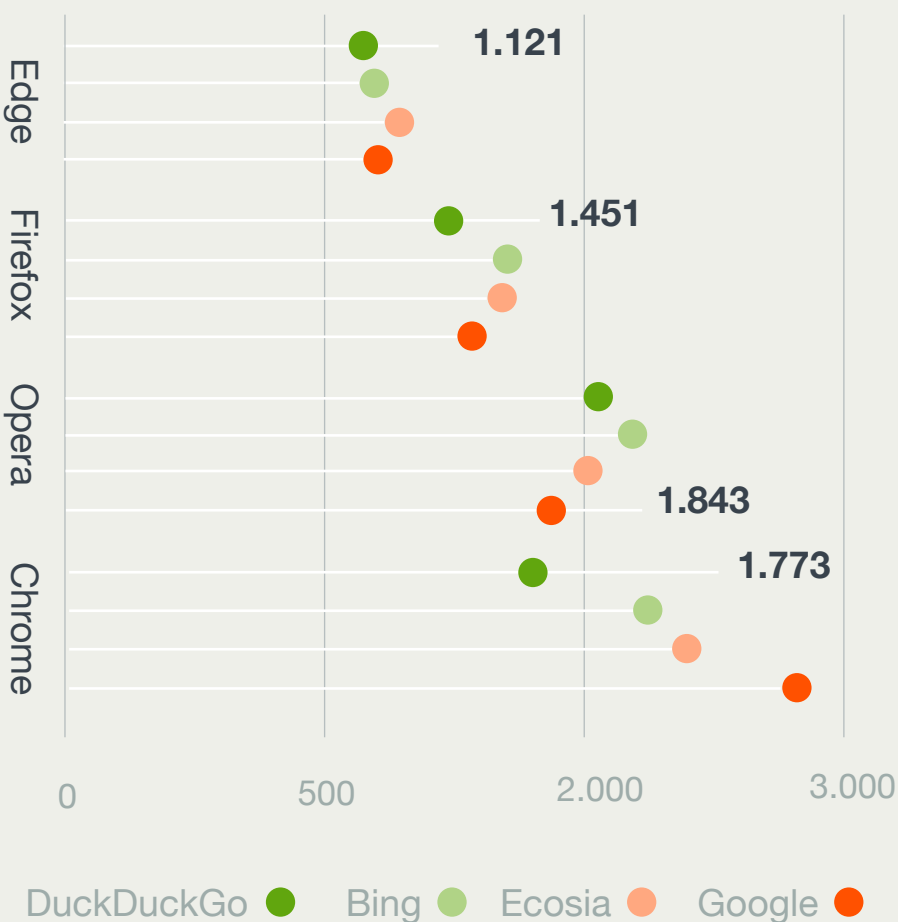
Sending a message
Consumption in watts per second

- A GIF
- 280 emoticons
- 280-character message
- An image
- 1,400-character message
- An emoticon

0   50   100   150   200

Facebook ● Twitter ●

Doing a search
Consumption in watts per second

- Edge — **1.121**
- Firefox — **1.451**
- Opera
- Chrome — **1.843** / **1.773**

0   500   2.000   3.000

DuckDuckGo ● Bing ● Ecosia ● Google ●

Carbon footprint of different applications*
CO²e / h

0   250   500   750   1.000

- Youtube
- Netflix
- Zoom
- Skype
- TikTok
- WhatsApp
- Twitter
- Facebook
- Instagram
- Spotify

7%
of global electricity consumption corresponds to digital traffic.

*The carbon footprint linked to this electricity consumption is based on the assumption that the electricity mix comes mainly from fossil fuels. This figure is drastically reduced when it comes from clean energy sources.

Internet consumption in one minute in the world.
En 2021

190 MM
emails sent

4,3 MM
YouTube videos

59 MM
WhatsApp messages

764.000
Netflix hours

4,1 MM
Google searches

694.444
visits to Instagram

4,3 MM
visits to Twitch

1.400
downloads on Tik Tok

60'

Sources: elpais.com, https://nationalgeographic.es/.