

# ECO DESIGN QUICKSTART

**BiVWAK!**  
BY BNP PARIBAS

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**BNP PARIBAS**

The bank for a changing world

# HOW TO APPREHEND THE IMPACT OF A DIGITAL SERVICE?

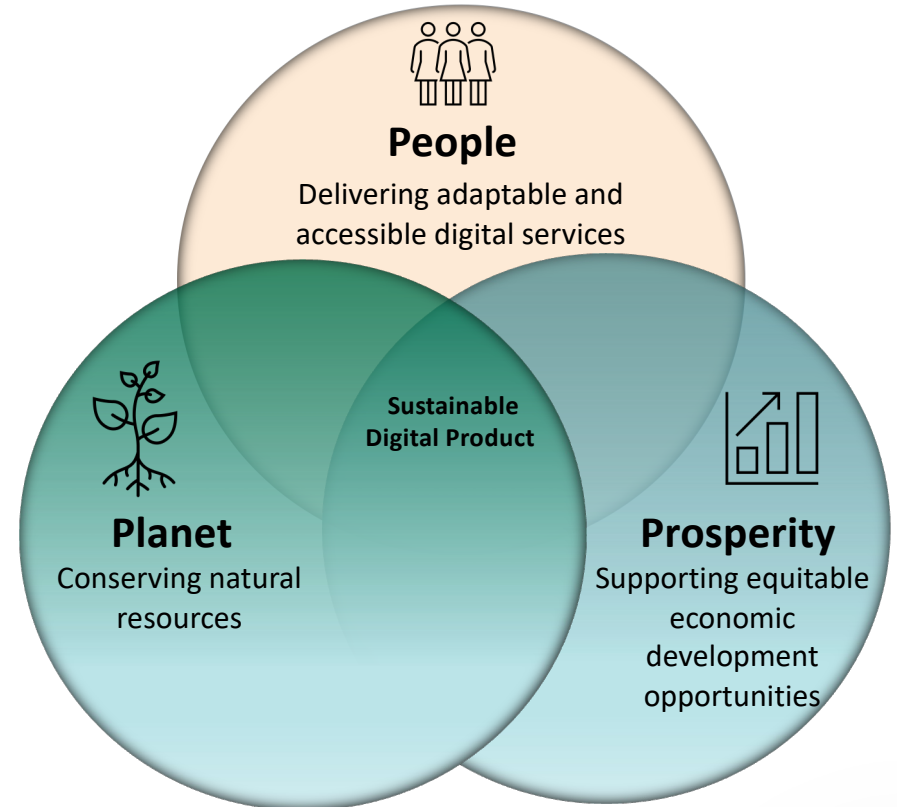
As for material goods, a digital service must be evaluated over its entire **life cycle** and on its **added value**

The environmental impact is one pillar among 3 leading to **a sustainable digital product**

The impacts are to be evaluated around **technical** as well as around **human** aspects



**Direct** as well as **indirect** impacts must be considered in order to carry out **arbitrage**



# A FEW TOOLS TO START MEASURING THE IMPACT (AMONG MANY OTHERS)

## CO2Eq Calculators

- Website carbon
- GreenIT Analysis
- Carbonalyser

## Compliance to a referential

- Kastor from Specinov (GR491)
- Accessibility Insight for Web (WCAG)
- RGAA assistant
- WCAG Color contrast checker

## Performance

- Navigators' inspectors with Network/ Memory tabs
- Lighthouse
- GTMetric
- Fruggr
- Scaphandre de Hubblo
- Greenspector

TOOL BOX SUSTAINABLE IT, BY INR :

<https://sustainableit-tools.isit-europe.org/>

SUSTAINABLE IT LIST OF TOOLS :

<https://institutnr.org/liste-doutils-numerique-responsable>



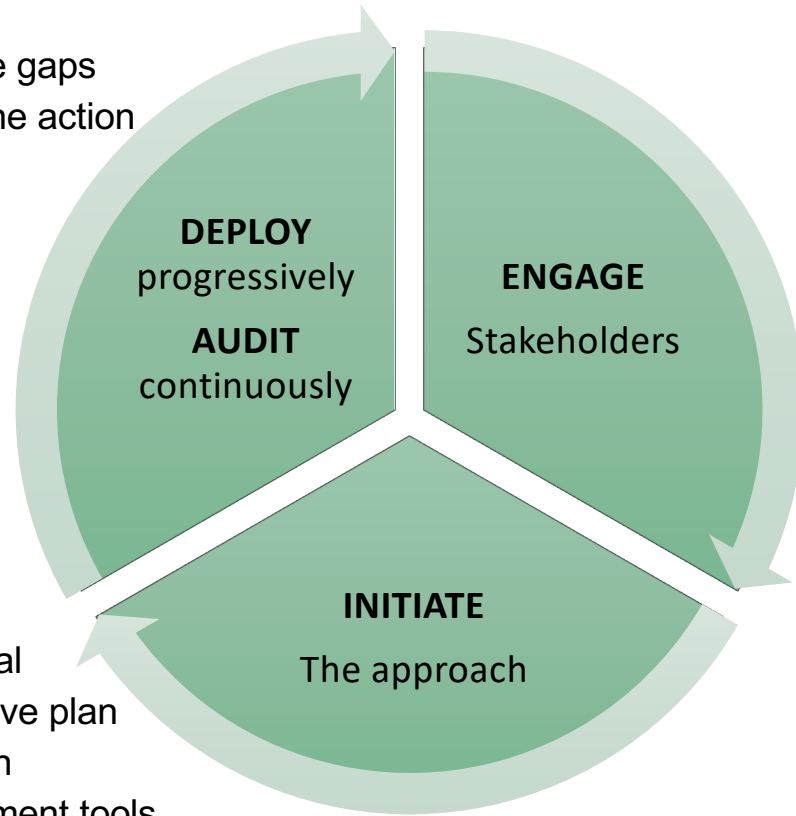
## Where to start?

Choose a **few** of these **tools** to start tracking progresses.

These tools use different data sources and implement different methodologies.

Measurement relevance is found in the **monitoring of the evolution and not absolute value.**

# APPROACH IMPLEMENTATION



- Evaluate gaps
- Adjust the action plan

- Involve
- Explore new paths
- Accompany
- Federate

- Referential
- Progressive plan
- Arbitration
- Measurement tools



## Where to start?

- ✓ **Raise awareness** among all stakeholders
- ✓ **Train key resources**
- ✓ **Communicate**
- ✓ **Explore and select locally adapted referential and tools**
- ✓ Start building a **deployment plan** – typically including
  - ✓ A first level evaluation / projection for all new projects (included) the **project governance**
  - ✓ The **remediation of key digital products**