SUSTAINABLE DIGITAL
INFRASTRUCTURE ALLIANCE

Letting European values & transparency shape the digital sector.

Keynote, ECP, 29th of September 2022

How come we don't know the answer to these questions?

Total minutes of videos stored	?
Total minutes of videos streamed in the Netherlands	?
Environmental impact per stored video minute	?
Environmental impact per delivered video minute	?
Social impact per video minute	?
Added GDP by digital sector	?

Total amount of photos stored	?
Total amount of photos delivered to customers	?
Environmental impact per stored photo	?
Environmental impact per delivered photo	?
Amount of customers in the age group 14-18 years old	?
Added GDP by digital sector	?

IJmuiden	unit	201
Crude steel production	Mio ton	6.9
CO_2 emission (scope 1,2,3)	Mio ton	12.7
Fresh water consumption	M^3/ton steel	4.4
Waste generated	kton	32
Waste disposed to landfill	Kton	5
Waste intensity	t/t	0.008
Waste re-used, recycled	Kton	25
Environmental complaints	No.	87

And we also know little about the fundamental infrastructure

MWh of heat recovered at > 45C	?
MWh of electricity consumed during low renewable energy production	?
Hours of diesel generation operation and pollution per hour	?
Digital resources produced & waste generated	?
Water usage and environmental impact of it	?
Leased co-location space to NL tax contributing companies	?

Yet, we allow all positive claims, even though have no information on the societal, economic & environmental downsides

accenture

Cloud Migrations Can Reduce CO2 Emissions by Nearly 60 Million Tons a Year, According to New Research from Accenture

The European Green Digital Coalition (EGDC) is an initiative of companies, supported by the European Commission and the European Parliament, based on the request of the EU Council, which aims to harness the enabling emission-reducing potential of digital solutions to all other sectors.

The Microsoft Cloud can save customers 93 percent and more in energy and carbon efficiency

May 17, 2018 | Microsoft News Center

CREATOR ECONOMY

ECONOMIC IMPACT

$25B+

YouTube's creative ecosystem contributed $25B+ to the US GDP in 2021.

CREATOR ECONOMY

ECONOMIC IMPACT

425K+

In 2021, YouTube's creative ecosystem supported 425K+ Full Time Equivalent (FTE) jobs in the US.

Digital Transformation to contribute $45 billion to Australia's GDP by 2021

Digital technology can have 'transformational' effect on achieving the UN Sustainable Development Goals

GeSI ENABLING DIGITAL SUSTAINABILITY

The green cloud: How cloud computing can help the public sector achieve energy efficiency targets

September 22, 2022

SDIA

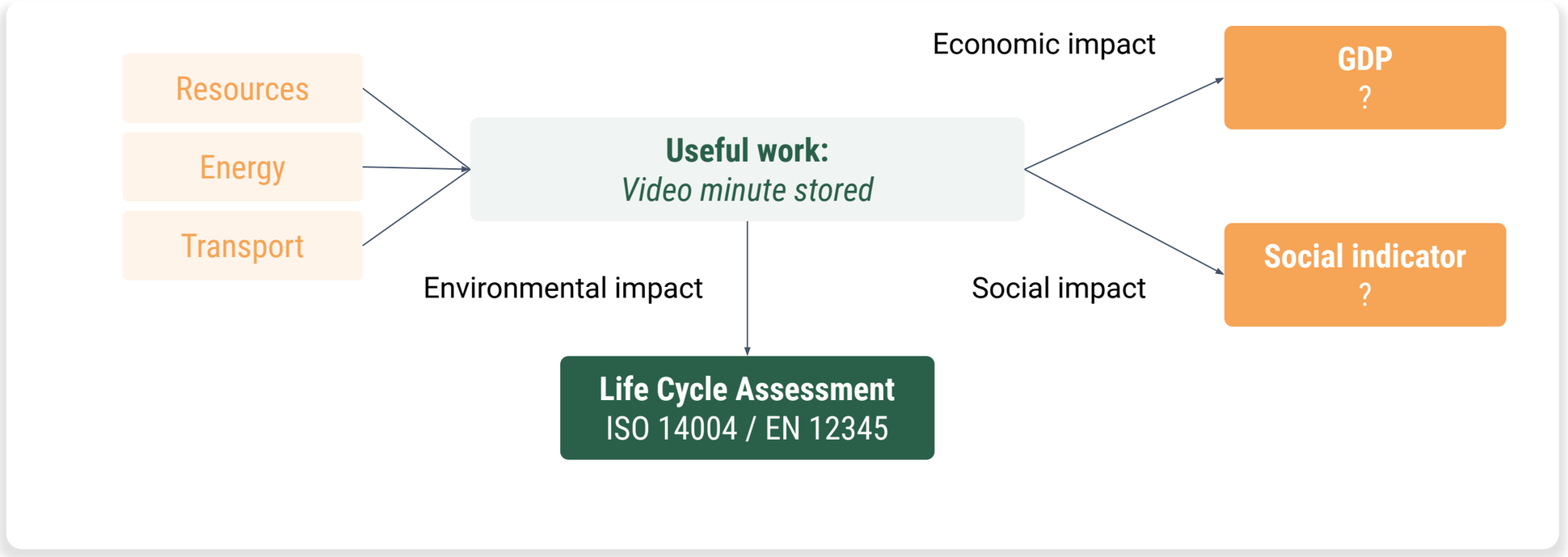
How can we design effective policy without facts about the impacts of the digital economy & digitalization?

European evidence-based policy model

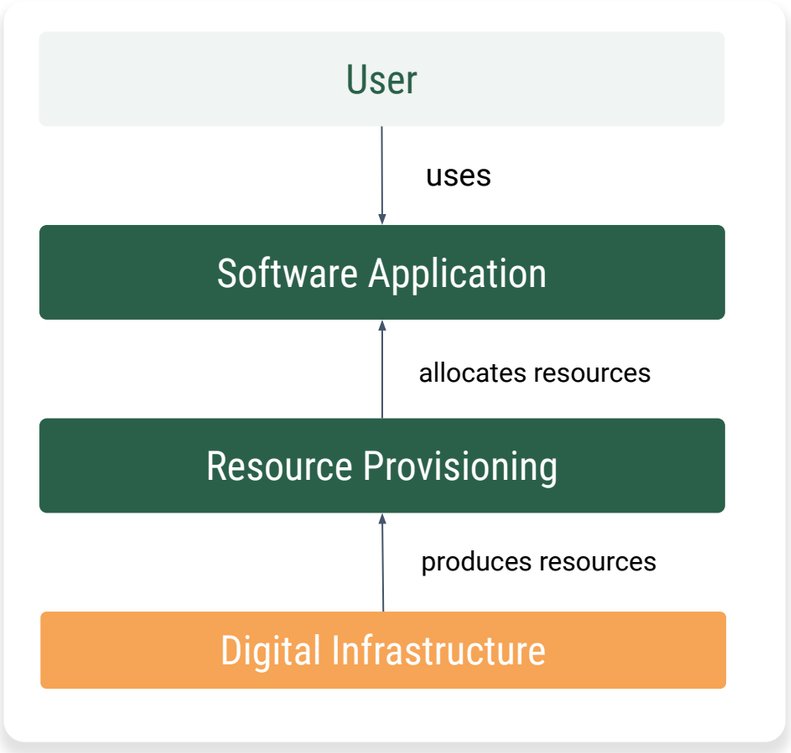
Lord Kelvin: “to measure is to know”

The first step is **transparency.**

Transparency is possible, existing standards can be tailored to the digital sector & new ones developed



Combined with a clear understanding of value creation in the digital sector



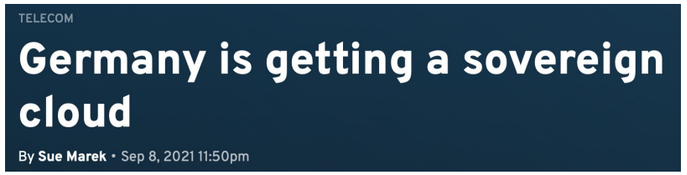
A more detailed version can be found in the paper Taxonomy for a Digital Economy Schulze, Kumar, Oghia, 2021 published by the Commonwealth & SDIA

We can assign clear responsibilities to market actors and design effective policy

Value Chain	Responsible for:
User	• Sustainable use • Disable unused functionality
Digital Products	• Minimize digital resource usage • Transparency of digital resource usage & impact to user • Buy/use sustainable digital resources
Resource Provisioning	• Avoid idling/wasting of digital resources • Transparent pass-through of environmental impacts
Digital Infrastructure	• Produce sustainable digital resources

Effective policies towards embedding our European values & shaping the sustainable development of the digital sector

What we are talking about in Europe?


TELECOM

Germany is getting a sovereign cloud

By **Sue Marek** • Sep 8, 2021 11:50pm


84 miljoen liter

Nederlands datacenter Microsoft verbruikte vier keer meer water dan gedacht

12 augustus 2022 17:19


Germany advocates regaining “digital sovereignty”

Published: 12 November 2020 Author: Stefan Talmon

What are our values?

- Peace
- Democracy
- Human rights
- Freedom
- Social justice
- Equality
- …
- **Sustainability**

European & Dutch digital policy can rest on 3 pillars:

Transparency

Sustainable Development

European Values

SDIA

Shaping the vision for a sustainable digital economy & digitalization

Thank you!

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