Digital services should be 'eco-labelled' say nearly seven in ten Scandinavians

Stockholm, 13 November 2019 – **Nearly seven out of ten people in Sweden, Norway and Denmark, want to have eco-labelling of digital services according to a new survey commissioned by datacenter operator, DigiPlex.**

Every time we stream a TV series, check social media or log in to our internet bank, a process starts in a datacenter that consumes energy and release CO_2. Data centers and digital infrastructure are currently estimated to be responsible for 3 percent of global energy consumption and 2 percent of global CO_2 emissions. Forecasts suggest this could rise to 5.5 percent of CO_2 emissions within 5-10 years if unchecked.

The new research, conducted by Kantar/Sifo, shows that 66 percent of people in the Nordic region want to have eco-labelling of digital services. Even more, 69 percent, believe that it is important for digital services to have as little climate impact as possible.

"A large majority of Scandinavians want to be able to make sustainable decisions and reduce their climate impact – and this extends to their internet use."
 Gisle M. Eckhoff, CEO at DigiPlex.

Not all data centers are the same, with newer, more efficient and more sustainable facilities having much lower carbon footprints. Eco-labelling would help consumers choose services that used more sustainable data centers, and force service providers to consider carefully the environmental impact of the location and operation of their data centers.

"If you stream a film through a power hungry data center that gets its energy from brown coal it will indeed contribute to climate change. Today's consumers increasingly want to make an active green choice when it comes to using various internet services. Currently they do not have the information to make informed decisions," says Gisle M. Eckhoff, CEO at DigiPlex.

But, at the same time, only a quarter of Scandinavians, 26 percent, are willing to reduce their use of internet and digital services, even if this would mean lower contributions to climate change.

"Internet usage is a natural part of our everyday life that few can or want to give up. But, with eco-labelling consumers can put pressure on suppliers to ensure digital services are climate smart, energy efficient, use reusable energy and have minimal CO2 emissions. It is also no surprise that 70 percent want suppliers of digital services to report their energy usage and climate impact in, for example, their Annual Report," says Gisle M. Eckhoff.

Connect with DigiPlex

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About the survey

The survey was commissioned by DigiPlex and carried out by Kantar/Sifo. Completed in September 2019, a total of 3045 Swedes, Norwegians and Danes ranging 18-79 years of age, answered questions about digital services, their climate impact and other related questions. Totals in tables may not equal 100% due to rounding.

If you use digital services, for example streaming of film or music, how important is it for you that they have as little climate impact as possible?

Response alternatives	Total	18–35 years	36–59 years	60–79 years
Very important	31%	28%	30%	35%
Fairly important	38%	42%	40%	33%
Farily unimportant	10%	12%	11%	6%
Totally unimportant	6%	8%	8%	3%
I do not use streaming services or shop over internet	7%	1%	4%	18%
Unsure, do not know	8%	9%	8%	5%

What do you think about the suggestion to introduce eco-labelling for digital services?

Response alternatives	Total	18–35 yrs	36–59yrs	60–79 yrs
Very good	28%	28%	27%	29%
Rather good	38%	40%	39%	36%
Rather bad	8%	10%	8%	8%
Very bad	5%	4%	7%	5%
Unsure, do not know	20%	18%	20%	23%

Would you use internet and digital services less if that would reduce the negative climate impact?

Response alternatives	Total	18–35 yrs	36–59 yrs	60–79 yrs
Yes	26%	24%	28%	27%
No	44%	49%	43%	38%
Unsure, do not know	30%	27%	29%	35%

What do you think about the proposal that suppliers of digital services such as streaming and other internet services, should report their energy usage and climate impact in for example their Annual Report?

Response alternatives	Total	18–35 yrs	36–59 yrs	60–79 ys
Very good	34%	37%	32%	33%
Rather good	36%	36%	37%	35%
Rather bad	7%	8%	7%	7%
Very bad	5%	4%	6%	4%
Unsure, do not know	18%	14%	18%	21%

About DigiPlex

DigiPlex designs, builds and operates sustainable and secure data centres in the Nordics with locations in Oslo, Stockholm and Copenhagen. DigiPlex is carrier-neutral and offers connectivity to all major Cloud and Network Service Providers. DigiPlex offers best-in-class services with the highest possible availability and is trusted by public and private customers alike – including security sensitive organisations such as government and financial institutions with mission-critical applications. DigiPlex's five data centres are powered by electricity produced from 100% sustainable sources and the company has won several awards for its many energy efficient innovations and sustainability initiatives. www.digiplex.com