

GUIDELINES FOR A SUSTAINABLE INTERNET

1. MAKE IT GREEN

Have a **life cycle perspective** in the design process.

Reduce user's resources need by efficient design and server side processing.

Don't design only for the latest hardware, provide support to older devices to decrease obsolescence.

Use greener servers: Think about which type of servers do you use and where they are located.

Go mobile, mobile devices have a lower impact in the environment than computers.

2. USE IT FOR GOOD

Make applications that are positive for sustainable development

That create **efficiency** and save energy

That **dematerialize** services

That **change behavior** towards greener lifestyles

That **communicates sustainability**

That educate and **increase social capital**.

3. DON'T USE IT FOR EVIL

Avoid developing applications that will have a negative impact in sustainability.

4. THINK GLOBAL

Support multiple **languages**

Design for **inclusivity**: for different people, different cultures, different needs

Accessible design for special disabilities.

5. ACT LOCAL

Encourage human contact, do not replace it.

Create local communities

Adapt to local characteristics

6. REAL ECONOMY

Free is not always good. Do not develop for free if it's based on hidden business models.

Move away from a purely ad based internet

If something is valuable, let's pay for it.

7. DON'T WASTE TIME

Do not treat users time as a free resource. It's their most precious thing.

Reduce stress with your application, make users life easier instead of promoting to do more and work more.

Design for usability and minimize users technostress.

8. SLOW DOWN

Avoid overflow stress, decrease quantity and increase quality.

Don't dismiss **slow media**.

Real time data is for computers to crunch, not for users to worry about.

9. SHARE

Release technical innovation as **open source**.

Open your data and use **creative commons** licenses.

Develop using **standards** and open source tools instead of proprietary models.

10. PARTICIPATE

The future of internet should be created in a participatory way.

Encourage **conversation** and **participation**.

Include the users in the development of the applications