

VISION

(our dream)

A world that thinks and acts organic – for the benefit of people, animals and our planet

MISSION

(our task)

We are making way for more and better organic products – with new solutions and partnerships

WORKING ON

An organic Denmark – a sustainable food production and a sustainable consumption.

A green transition to a society in balance with itself and the nature. Our milestone per 2030:

▶ **Organic agricultural area at 30% in Denmark**

▶ **Organic consumption at 30% in Denmark**







Achieving high ethics in design

Reducing emissions

Avoid pushing new hardware

Managing for sustainable development

High inclusion and embracing diversity

Prolonging lifetime

High accessibility

Effective development

High data security and transparency

High software security

Keeping up with standards and regulations

INNOVATIONSCENTER FOR ØKOLOGISK LANDBRUG

Digital knowledge platform for organic farmers in Denmark.

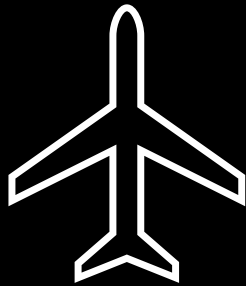
Sustainable factors:

- Low CO2 emissions
- High accessibility
- High ethics



THE PITCH-BLACK WEB

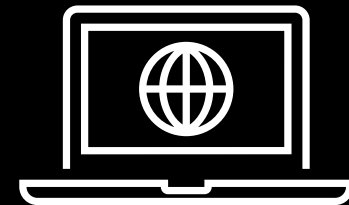
The digital sector account for about 4% of the global CO2 emissions in 2022.



Global flights 2,5%



Germany 4%



Digital 4%

...AND GROWING

In 2025 we expect it to reach 8% of the global emissions

2/3 of the global population is expected to be online in 2023



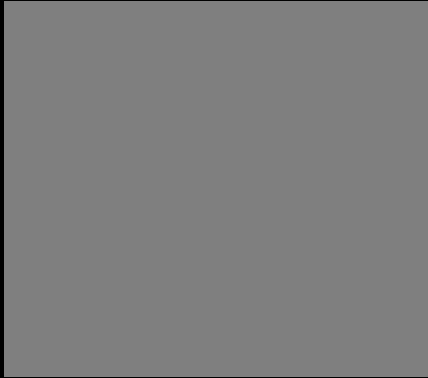
WHAT IS USING ALL THAT POWER?

Every byte we send and store in our datacentres demands energy, and the amount increases by approx 25% every year.

MB > kWh > CO2E



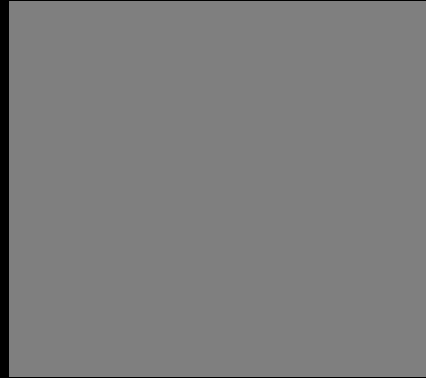
3 MB =



1400 pages



3 min audio



10 high quality images on
a website



1 sec HD video

Low CO2 emissions

Green juice

Reducing MB

Low CO2 emissions

Green juice

- Efficient scalable hosting based on renewables
- Cloud
- Do the talk, make demands

Reducing MB

Low CO2 emissions

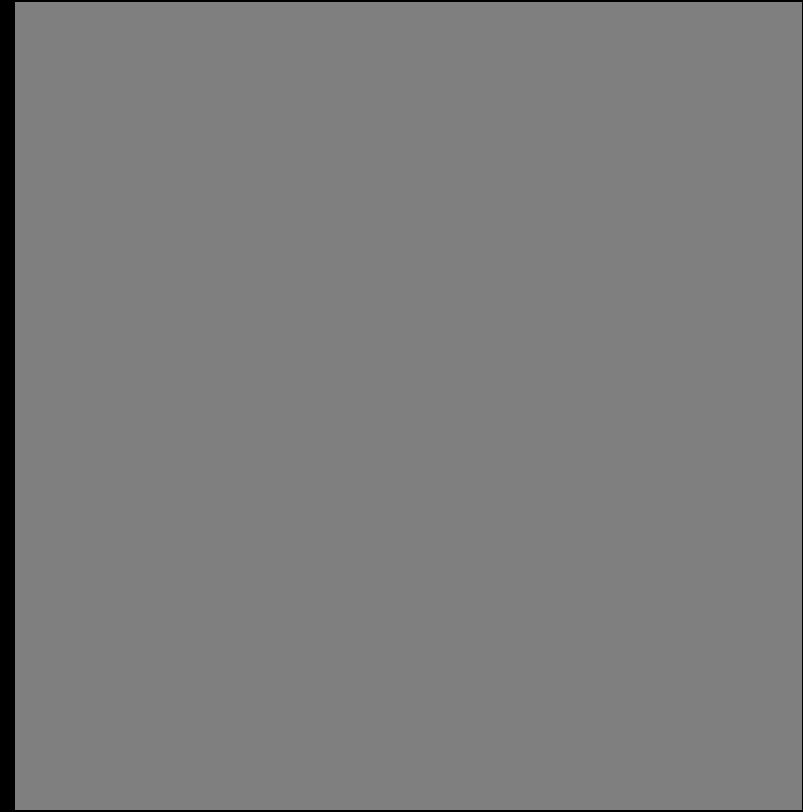
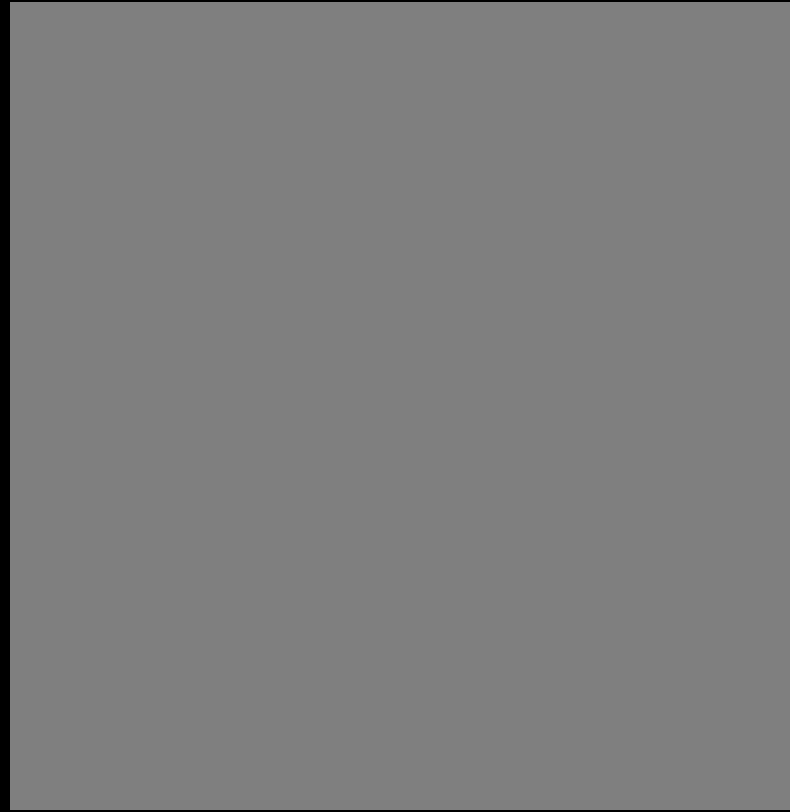
Green juice

- Efficient scalable hosting based on renewables
- Cloud
- Do the talk, make demands

Reducing MB

- Reducing traffic

REDUCE THE TRAFFIC



Low CO2 emissions

Green juice

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- Cloud
- Do the talk, make demands

Reducing MB

- Reducing traffic
- Reducing videos

VIDEORES

- No silent videos
- No autoplay
- Describe the videos well
- Shorter videos = less data. Divide in chunks
- Straight to the point. Intros outros go home.
- Other alternatives? Audio?



Low CO2 emissions

Green juice

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Reducing MB

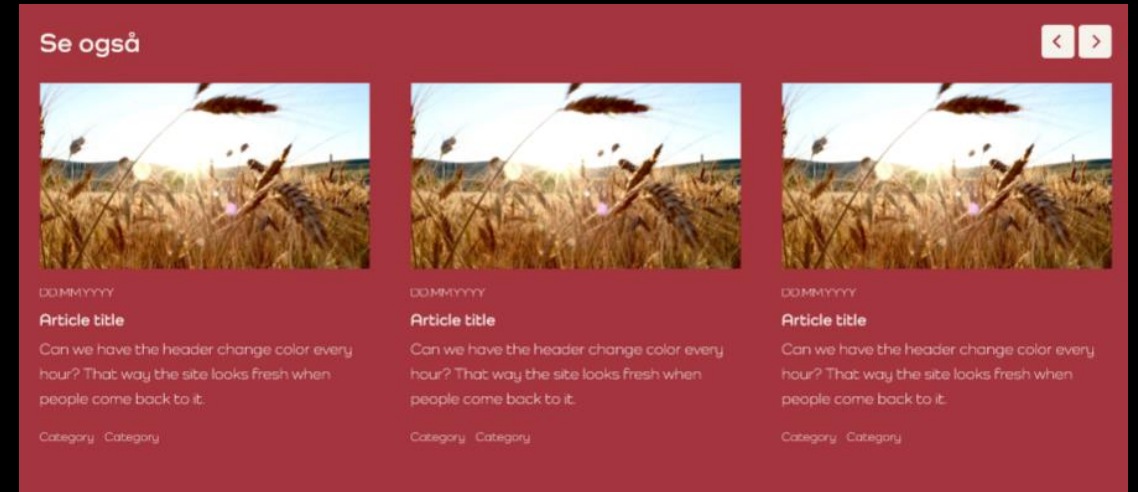
- Reducing traffic
- Reducing videos
- Reducing images (or not?)

IMAGES

- Do we need images?
- Make use of SVGs and graphics where possible
- Reduces image weight
 - Greyscale
 - Compress images

WHAT WE HAVE CONSIDERED

- Example of how to visualize with graphic elements
- Crop to the point
- "blurring" will reduce the visual complexity and thereby better compressing and lower datause



LOST BATTLE



Low CO2 emissions

Green juice

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Reducing MB

- Reducing traffic
- Reducing videos
- Reducing images (or not?)
- Reducing font

An average font has 2.192 characters. By only uploading the 98 most used characters you can reduce the weight by 97%



Low CO2 emissions

Green juice

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Reducing MB

- Reducing traffic
- Reducing videos
- Reducing images (or not?)
- Reducing font
- Reducing heavy download content

PDF!

- PDFs often use significantly more data for same amount of text and images than HTML
- Like videos – describe the file. How many pages? Language? Set expectations with the user.
- Make an executive summary in HTML.



Low CO2 emissions

Green juice

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Reducing MB

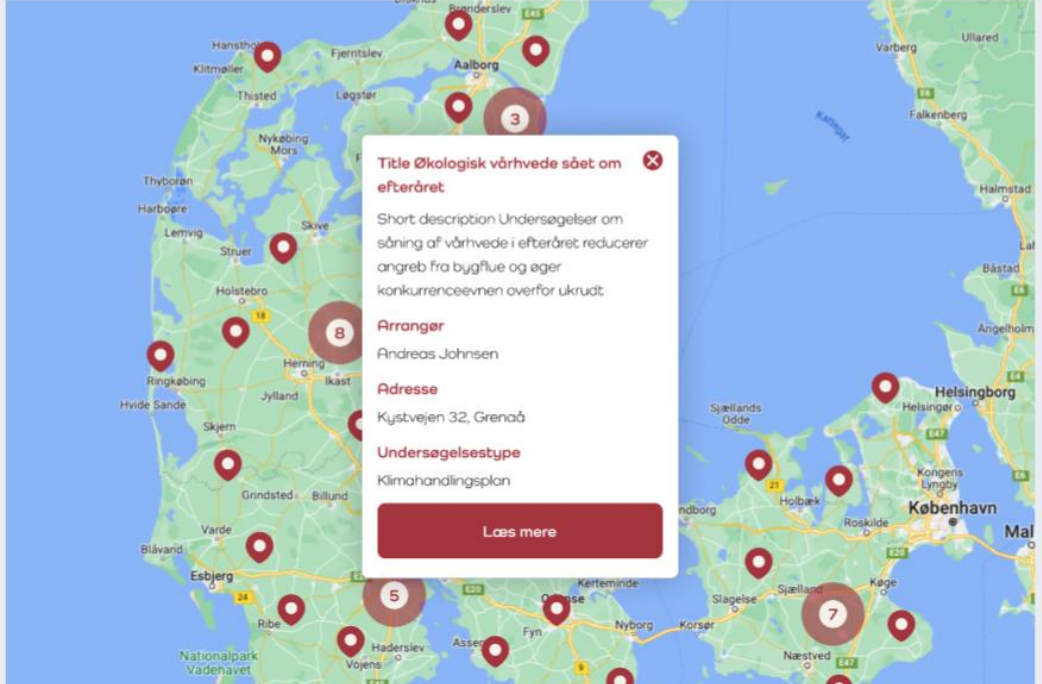
- Reducing traffic
- Reducing videos
- Reducing images (or not?)
- Reducing font
- Reducing heavy download content
- Reducing loads

LONG READS AND UNNECESSARY LOADS

Igangværende undersøgelser

Innovationscenter for Økologisk Landbrug gennemfører en række undersøgelser indenfor blandt andet husdyr, natur, klimahandlingsplaner og landsforsøg

Vis alle undersøgelser



Title Økologisk vårhvede sået om efteråret

Short description Undersøgelser om såning af vårhvede i efteråret reducerer angreb fra bygflue og øger konkurrenceevnen overfor ukrudt

Arrangerer Andreas Johnsen

Adresse Kystvejen 32, Grenaa

Undersøgelsestype Klimahandlingsplan

Læs mere

CODING LANGUAGE

Hard to measure and no definite conclusions exist

- Streamline and avoid duplications
- Reduce the number and complexity of calls delivering a certain functionality
- Avoid plugins with functionalities you do not use

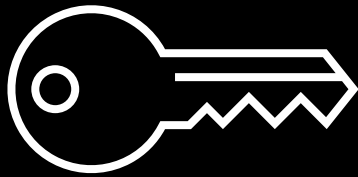
”hello world”- website

Dynamic: 888 calls

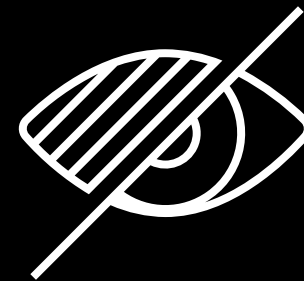
Static: 46 calls



DIGITAL ACCESSIBILITY

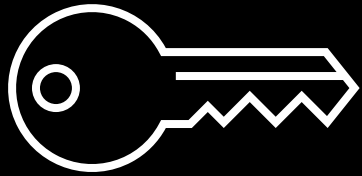


Has access to the technology



Can use the technology

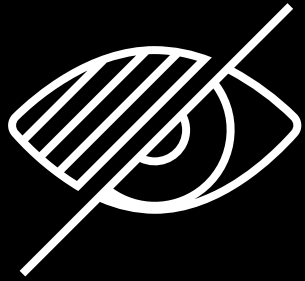
ACCESS



Have we designed for the hardware?
How is connectivity?



DIGITAL INCLUSION

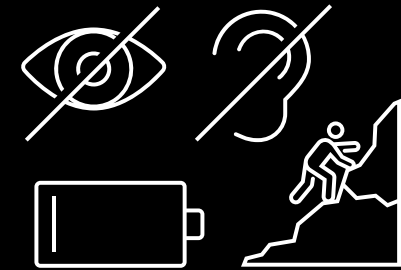
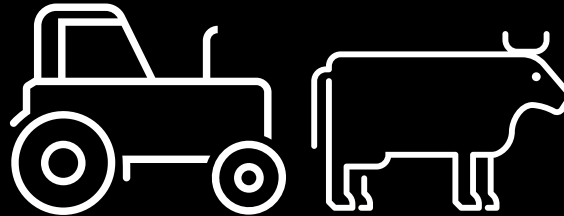
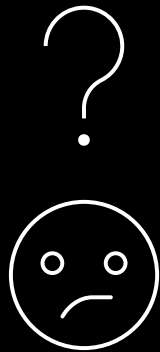


20% has a functional impairment

- Permanent
- Temporary
- Situational



THE FARMERS TEMPORARY AND SITUATIONAL FACTORS





Look, I've been using the internet since the 90's...

00:00:00 / 00:23:45

WCAG 2.1

Currently only for public institutions

From June 2025 parts of the private sector will be included as well

Når den rækkefølge som indhold præsenteres i, påvirker indholdets mening, kan en [korrekt læserækkefølge bestemmes programmeringsmæssigt](#).

Farve er ikke det eneste visuelle middel, der anvendes til at formidle information, gøre opmærksom på en handling, anmode om respons eller udskille et visuelt element.

COOKIELESS??

LET'S MAKE TECH SUSTAINABLE!