



SUSTAINABLE DIGITAL  
INFRASTRUCTURE ALLIANCE

# Help us Build a Sustainable Digital Economy

RIPE 83 lightning talk  
22-26 November 2021

## Major ICT sustainability issues include but are not limited to:

- Energy consumption & climate impact
- Resource use (water, land, etc.)
- Waste generation (e-waste, pollution, etc.)
- Mineral/resource extraction & processing
- Construction & transportation
- Infrastructure resiliency
- Data transit & storage
- Extensive supply chains
- Lack of design considerations
- Production, consumption, & end-of-life
- Impact on biodiversity & communities
- Problematic business models

# The digital economy is a complex ecosystem of infrastructure & software – the Alliance drives collaboration across all layers

Enable

Enabling Infrastructure

Digital Infrastructure

The Internet & Enabling  
Digital Technologies

Digital Economy  
(businesses & applications)

**US\$13.7T**  
economic value

Electrical Power Generation

Fiber & Mobile Networks

Containerization

E-Commerce (like Zalando)

Rare Minerals & Materials

Data Centers & IXPs

Internet of Things

Platforms (like Facebook)

Buildings & Land

IT Hardware

Virtualization

Marketplaces  
(like Airbnb, Ebay)

Data Storage

Data Analytics & Machine  
Learning

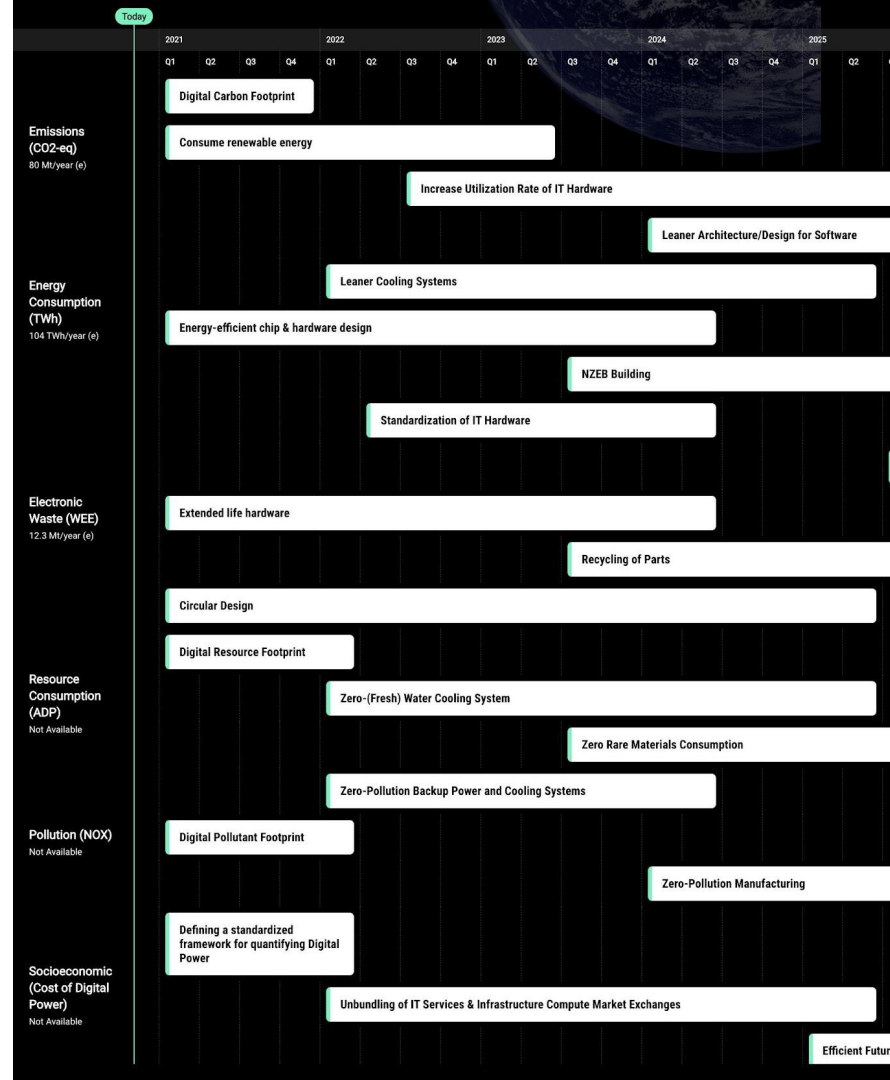
E-Government  
(digital transformation)

# The SDIA is the leading platform for driving sustainability in the digital sector – will you join us?

- Established in 2019, and co-based in **Hamburg**, Germany, and **Amsterdam**, the Netherlands
- 65+ members & partners across Europe and beyond, 6 **Roadmap Metrics** with 21+ Activities and 10+ **Steering Groups**
- Projects** include our **Open Data Hub** and our **3-part series** on our vision for a sustainable European cloud
- Want more **information**? Check out this **slidedeck**



<https://sdialliance.org>





# SDIA members & partners from across the digital ecosystem are committed to create a sustainable digital economy





# Transparency Meets Sustainability: Announcing the SDIA Open Data Hub



Michael Oghia — 13 Aug 2021

sustainability

community

25



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Last month, the Sustainable Digital Infrastructure Alliance (SDIA) announced our Open Data Hub, a resource that's meant to boost transparency, trust, and data availability to help researchers, industry, and society realise a sustainable digital economy. It is essentially our answer to the challenge recognised across the sector: that the lack of reliable data is one of the most foundational issues we face in creating a sustainable ICT ecosystem. It's also a way for us to create a new precedent for regulators and policymakers by helping to facilitate inclusive, data-driven policy-making. We're excited to share that announcement with the RIPE community, and invite you to support the Open Data Hub as a Sponsor and/or Ambassador.

## More from this author

[View more](#)



### Help us Build a Sustainable European Cloud



Michael Oghia

30 Sep 2021



### #LetsGreenTheWeb with ClimateAction.tech



## Help us Build a Sustainable European Cloud



Michael Oghia — 30 Sep 2021

sustainability

28  0   



Over the summer, we – the Sustainable Digital Infrastructure Alliance (SDIA) – published a three-part series introducing our manifesto for a sustainable European cloud, one that's open-source, fair, and creates economic opportunities for all. Such digital infrastructure will reflect European values, and provide a blueprint that others around the world can draw inspiration from to further develop their own digital economies. Below is a summary of each part, an invitation to read them, and a call to action to help us make our vision a reality.

More from this author

[View more](#)



**Transparency Meets Sustainability: Announcing the SDIA Open Data Hub**



Michael Oghia

13 Aug 2021

# Reduce, Reuse, Refurbish: Dispelling Sustainability Myths with EmXcore

[Edit](#)


Michael Oghia — 15 Nov 2021  
Contributors: Lisa Berendse

sustainability

11  0   



With hardware cycles slowing and calls for greater sustainability growing, switching to a circular business model is a must. For operators and other RIPE community members, one way to do that is to prioritise refurbished hardware. I teamed up with Lisa Berendse from the Amsterdam-based refurbisher EmXcore to help explain the refurbishing process, dispel myths, and shed light on how to make refurbished hardware a core part of your operations.

## Related Articles

[View more](#)

CO2	Water
63%	82%
22%	9%
15%	7%

### To Green the Internet, We Need RIPE

 Michael Oghia  
29 Jun 2020



### You've Got the Power: Sustainable Procurement



## For end users / citizens

- Think **local**: Work with civil society groups and local repair workshops in your community.
- Respond to **public consultations**, sign **petitions**, fight for the **right to repair**, file **FOI/RTI** requests, **run** for office, and **VOTE**!
- Choose a **green hosting** service. Keep your **devices** as long as possible; fight against **marketing**.
- Give up your **climate guilt** 🙄 Instead, focus on **collective action** 👍 The status quo needs to change: demand it with your **voice** & **wallet**!

## For infrastructure operators

- See sustainability as **holistic**, including energy, land/water use, e-waste, etc. Think beyond PUE! Embrace infrastructure **synergies**.
- Turn byproducts like **heat waste** into valuable resources that benefit both the **environment** and **local communities**.
- Reuse or refurbish **equipment**, and embed sustainability into **design**.
- Don't underestimate the power of **sustainable procurement** and **collective bargaining**.

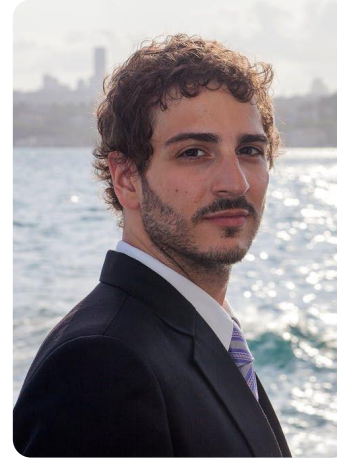
# Still have questions? Let's talk



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