

a smarter, leaner and more efficient web

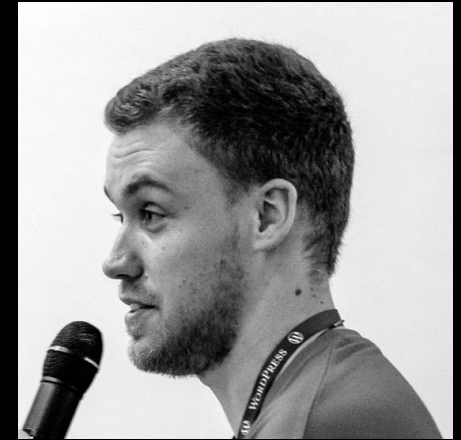
WordPress for Future



NASA, Apollo 8 – „Earthrise“, 1968

Hi there

- Simon Kraft – @kرافit
- WordPress-Developer since 2008
- „Senior WordPress-Developer“
- Meetup- and WordCamp-Organizer since 2012
- Active Community member

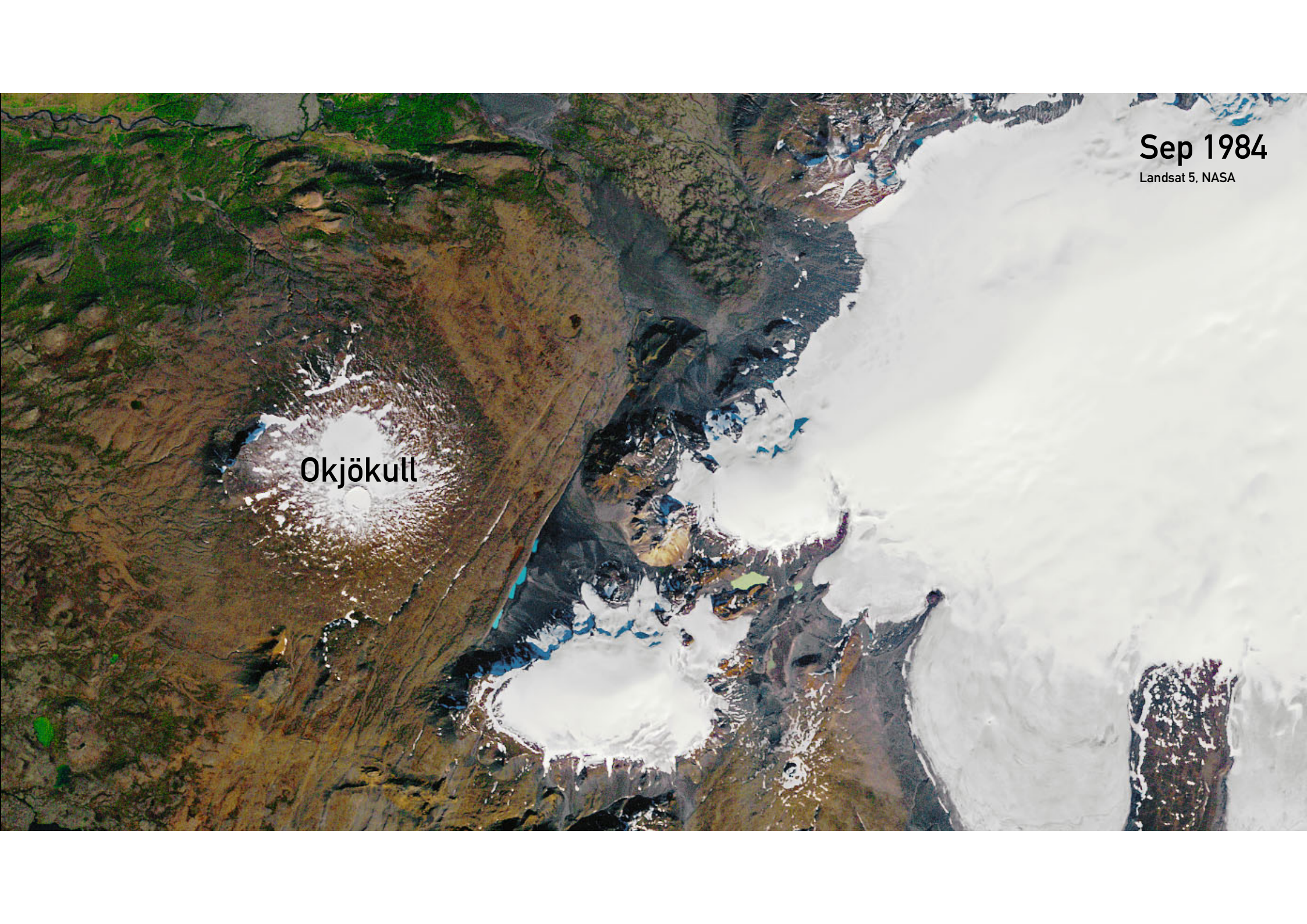


The world we know today

Sep 1984

Landsat 5, NASA

Okjökull

A satellite image from September 1984 showing the Okjökull glacier in Iceland. The glacier is a large, white, irregularly shaped mass on the right side of the image. To its left is a rugged, brownish-grey landscape with patches of green vegetation. A smaller, white, circular feature is visible on the brownish-grey terrain, labeled 'Okjökull'. The overall scene is a high-contrast landscape of ice and land.



Aug 2019

Landsat 8, NASA



John McColgan, Forest Service - U.S. Department of Agriculture

The Internet



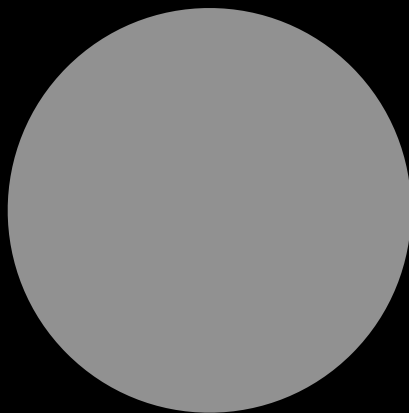
It's about CO₂
and energy

It's a giant machine

- 10% of the worlds energy consumption today
- ~20% estimated for 2030
- It's often coal powered

We* are the problem

* you, me, your friends



702kb 2010	702kb 2010 ~1 MB 2012	~1.8MB 2014	~2,5MB 2016
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www.zuerich.com/de

1.8MB

2.05g / pageview

www.zuerich.com/de

2.05g / pageview

10.000 pageviews per Day
= 20kg CO₂

A third of the Web

We* can change things

* you, me, the community

No new technology

Culture

Values

Organizing

Working on sustainability

Community-Level

What the community can do

Keep performance in mind

More sustainable events

Share your knowledge

What the community can do

s12y-team

Personal-Level

What everyone can do

Website grooming

Focus

Optimize

There is technology to help us

Caching

Image optimization

AMP

What professionals can do

Green hosting

Streamline products

Be an advocate for change

What I* do
* Simon

Talk at events

Find others

What you can do – right now

Sign up: wpforfuture.org

Check a site: websitecarbon.com

Talk to others



Aug 2019

Landsat 8, NASA



Ok is the first Icelandic glacier to lose its status as a glacier. [...] This monument is to acknowledge that we know what is happening and what needs to be done. Only you know if we did it.

—Andri Snær Magnason

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