

Sustainability Commitment 2025-2026



Did You Know?

“Every time you visit a website, energy is used to load its pages - and that creates carbon emissions.

*The average webpage produces **6.86 grams of CO₂** each time it loads. That’s roughly the same energy as boiling a cup of water. Small design choices can make a big environmental difference”.*

Or

“73% of website professionals have never measured their website carbon footprint”

This tells us that there’s still a significant gap in awareness, education and motivation to prioritise sustainable web solutions.

Quick Wins

Every developer or web owner can do now:

- **Implement caching** – the server will store your website data and load it more quickly. As a result, caching reduces the server load and bandwidth, helping you save energy.
- **Minimize JavaScript** – make sure your website code doesn’t contain unnecessary elements, so that it can load faster. Use **GTMetricx** before and after making a change to see the real impact.
- **Compress images** – the less your images weigh, the faster they will load, using less energy. Type your website URL into the **Tinify Analyzer** tool to find out how much you can save by compressing your images.

With sustainability gaining momentum, now is the perfect time to act. Choose a green hosting provider, ensuring your server runs on renewable energy, and optimize your website to reduce server workload. If you don’t manage a website, support businesses that prioritise eco-friendly hosting by checking where your favourite sites are hosted.

By making these informed choices, you’re not just reducing website carbon emissions, you’re contributing to a global movement toward a greener, more sustainable web.

Our Commitment

At **DNA Digital HQ**, we believe good design shouldn't cost the earth. We build leaner, faster websites that use fewer resources, load quickly even in rural areas, and are powered by green hosting infrastructure. We follow Scotland's Just Transition and Net Zero ambitions by ensuring our digital projects contribute to a lower-carbon future.

How We Reduce Our Digital Footprint

Green Hosting	We partner with providers using renewable energy and carbon-neutral data centres.
Low-Energy Design	Clean code, compressed images, and caching systems cut average page weight by up to 40%.
Remote-First Work	Our fully remote setup reduces travel emissions and supports flexible, sustainable work.
Efficient Collaboration	Cloud-based tools replace paper-heavy processes, reducing waste
Continuous Improvement	We monitor our projects' energy performance and apply eco-design updates regularly

Our Goals for 2025–2026

- Reduce average website CO₂ emissions by 25%.
- Publish carbon impact metrics for major projects.
- Support small Scottish suppliers and sustainable tech partners.
- Share free sustainability tips for small businesses on our blog.

Our Philosophy

We design with empathy, for people and the planet. By choosing energy-efficient hosting, writing clear content, and avoiding unnecessary bloat, we make the web a little lighter, one page at a time.

Useful Resources

1. Scottish Government: What Do I Need to Do on Climate?

<https://www.supplierjourney.scot/additional-resources/climate-emergency/what-do-i-need-do-climate>

2. Website Carbon Calculator

<https://www.websitecarbon.com/>

3. Net Zero Nation—Scotland's Climate Targets

<https://www.netzeronation.scot/>