

36 digital and environmental stakeholders co-create the reference guide for the eco-design of digital services

Under the leadership of AFNOR, 36 digital players and environmental defenders have pooled their best practices in eco-designed digital services. The result is a guide – AFNOR Spec ecodesign of digital services – comprising 32 practical sheets allowing you to anticipate, limit and control the environmental impact, not so invisible, of a digital service.

Reserve a seat on a train, make an appointment with a doctor, send an e-mail to friends, watch a video online, communicate on social networks, make a transfer, take leave, participate in a video conference, do an expense report, modeling a mechanical part... Despite the impression of immateriality felt by users of a digital service, the environmental impacts linked to this sector are very real: the operation of our data centers, our communication networks and the use of terminals (smartphone, computer tablet) emit GHGs and consume natural, energetic and abiotic resources. [In 2019, the digital sector was responsible for around 2 to 4% of global greenhouse gas emissions, a higher share than that of civil aviation.](#) Projections from several studies predict this figure to increase in the years to come. Players in the digital economy are mobilizing to change their practices in response to this global issue.

Answer the “how” with a practical and chronological approach

The AFNOR Spec, unique in its large number of participants and its “digital service” specificity, aims to provide guidelines and concrete recommendations to all organizations, public and private, focusing on the environmental dimension of digital impacts. Built chronologically, this guide provides good ecodesign practices throughout the life cycle of the service: expression, definition and prioritization of needs, design, production, use and operation, maintenance and decommissioning. It covers the scope of strategy, content, frontend (client side), architecture, specifications, user space and interface, backend (server side) and hosting. The AFNOR Spec also offers qualitative and quantitative indicators and control elements to apply these best practices effectively, such as the percentage of reusable functionalities, the volume of redundant data loaded/reloaded (MB), etc.

List of participants

Ademe ● Agglomération La Rochelle ● Alten technologies ● Atos ● Banque de France ● Boavizta ● BPCE Solutions Informatiques ● Bureau Veritas ● Cgi France ● Cie Ibm France ● Crédit agricole technologies et services ● Ctrl s ● Ethical designers ● Digital4better ● Interministerial digital department ● Ecole Normale Supérieure de Lyon ● ENS Paris-Saclay ● Epoka ● Essentiem ● Facil’iti ● Greenit.fr ● Greenmetrics ● Greenspector ● Groupe Isia ● Infotel Conseil ● INR - responsible digital institute ● Institut Mines - Telecom business school ● MC2I ● Numeum ● Oaio ● Qarnot computing ● L’Oréal ● Ecodesign center ● Temesis SAS ● Thales ● Wordline

[Download the AFNOR Spec](#)

[Participate in the webinar on May 10](#)

What is an AFNOR Spec?

An AFNOR Spec is a framework document available quickly and of voluntary application. In addition to its classic range of voluntary standards, like other international organizations, AFNOR has created a system allowing you to benefit from a framework document in an accelerated manner: the AFNOR Spec. This reference document is developed under the leadership of AFNOR with a tight but representative overview, and fewer iterations. It is obtained by consensus with the various stakeholders. This is a first level of a standardization process. With the possibility of moving naturally, and easily, towards a French and/or international standard.

About AFNOR

A partner of economic players, the French Standardization Association (1901 Law) works to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector under the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and

develops a shared and voluntary standard. Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO) standardization bodies. Franck Lebeugle is the director of AFNOR's standardization activities. Press service: Anne-Lise François - 01 41 62 85 55 – presse@afnor.org