

Brief for Project #LetsGreenTheWeb

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Want to get involved?

Yes! We'd love as much participation from CAT members as possible in this action.

This document aims to transparently outline our intentions, to make it as easy as possible for you to understand what we're planning.

If you'd like less detail, or a summary of the ways to get involved you can have a look at our [#LetsGreenTheWebTogether blog post](#).

If you have questions, or would like to offer suggestions you can either leave comments in the above blog post, or talk to us in the CAT [#d-action Slack channel](#). Thanks! 

Project one liner

Run a focused, 5 day Twitter campaign targeting CAT members, to encourage and support them to measure the carbon emissions of websites from their favourite companies and write tweets highlighting the results.

Objectives

The main things we aim to do to make this a reality.

- Run the campaign on Twitter over the course of a week, planned for Feb 15–19, 2021.
- Encourage CAT members, of all work disciplines, to use the [Website Carbon Calculator](#) to measure the carbon emissions of websites from their favourite companies, and post the results of these checks on Twitter using positive language (whether the results are good or not).
- Spread awareness of how websites produce carbon emissions and signpost those interested in taking action to useful, practical resources they can use to reduce the carbon emissions of the websites they are responsible for.
- Run this campaign as a branded CAT-led action and involve CAT members as much as possible in the planning and execution of the campaign.
- Infuse the campaign with the best known methods for encouraging positive behaviour change, such as using social proof, norms, and highlighting the co-benefits of more carbon-friendly websites.
- Learn about how CAT can effectively run such a campaign.

Changes

Things that we expect to be different as a result of our project.

Benefits

These are the positive changes, e.g., the key outcomes, we are driving for. We want to make these things happen.

- By raising more awareness across the tech industry of the carbon emissions of websites, we can:
 - encourage people in the tech industry to take action to make websites, and by extension the internet, more sustainable;
 - empower people in the tech industry to challenge non-sustainable practices at their places of work or in the industry, thereby creating a positive impact on reducing carbon emissions;
 - highlight the co-benefits of more planet-friendly websites such as: faster sites, cheaper to run, better user experience, better findability;
 - highlight companies doing genuinely well and provide social proof of their practices.
- By signposting developers and website teams to useful, practical resources we can raise awareness of some of the best tools out there, and get them used more, potentially increasing their user base and impact
- By running this action as a CAT led action we can:
 - showcase the work and talent of CAT members, benefitting those individuals directly and further improving the awareness and reach of CAT itself;
 - provide CAT members with a renewed sense of purpose and mission by taking part.

Disbenefits & risks

These are changes that could happen as a result of the project and could yield negative impacts. The project needs to put plans in place to stop these things from happening.

Risk / Disbenefit <i>What is the thing that could go wrong in the future and what is the impact of that</i>	Mitigation <i>What should the project team do about this to prevent this becoming real</i>
Tweets could be worded in a condescending/negative way. Those responsible for building the website being critiqued, feel under attack	● Ensure the campaign, and all it's written materials promote and highlight the importance of positivity ● Produce and promote carefully worded

or feel their work is being unfairly targeted if they are publicly called out for bad practices. This could offend people and turn them off from the cause, which does not further the goals of tackling climate change.	tweet templates to guide tweeters on the best way to communicate
The measurement tool may not be able to measure some types of websites. This could make some participants frustrated or hinder their confidence in the campaign.	Pick the best tool possible and clearly articulate in the campaign materials why this tool has been chosen, and shortfalls we are aware of.
The measurement tool is based on estimations (as all tools are) and its reliability might be questioned This means the campaign is distracted by defending the choice of tool, rather than tackling the issue of the carbon emissions of websites	• Pick the best tool possible and clearly articulate in the campaign materials why this tool has been chosen, and shortfalls we are aware of. • Alert the owner of the tool of the campaign well in advance, and get their buy-in so they can be prepared
There could be very high usage of the measurement tool, and other resources we signpost to This could create spikes of high load on the servers and take them offline	Alert the owner of the tool and any resources of the campaign well in advance, and get their buy-in so they can be prepared
If this fizzles or draws negative attention, it could: • Give CAT a bad reputation • Make the organisers a target for trolling, especially on Twitter	Revise and revise. Share this doc with experienced people and ask for feedback.
We don't know if the campaign succeeds or not and what its impact has been.	Define success measures to track against

Out of scope

These are things that we don't want the project to attempt to do or get involved in. Perhaps because they are too complex to tackle and risk grinding the project to a halt, or we don't have the required experience.

- The focus is Twitter - we will not attempt to run this campaign on other social media networks
- We are only targeting public websites - apps, SaaS services, websites behind passwords or paywalls, and hosting companies are not our focus.
- We don't want to create a study of which measurement tools are best. We want to make this simple, so we will only recommend one tool. Of course, everyone is free to use their favorite measurement tool.
- Anything that falls outside carbon efficiency. The environmental impact and sustainability of digital can be broad and we want to keep the campaign focused on raising awareness of the carbon emissions of viewing websites. Whilst these topics may come up our focus is not on the impact of the devices used to host sites, e-waste or the process of building a website. Simply the carbon emissions resulting from viewing a publicly available site.

Products

An overview of the physical or digital items we need to create or make available to make the project happen successfully.

- A central Twitter account (the CAT account, [@climateActTech](#)) and hashtag
- A rota and code of conduct for managing the Twitter account during the campaign
- 3-4 different tweet templates that have been written to appeal to different core values
- A presence on the CAT website (potentially several pages) to:
 - Tell people clearly what the action is, why it is important & how to get involved
 - Provide tweet templates to use

- Signpost people to resources they can use to reduce the environmental impact of their websites
- Display latest tweets that used the hashtag
- A final report / summary of the success and impact of the project, and what we might do differently in the future

Milestones

The key dates for the project. Note this section is not a detailed plan but an overview of the key checkpoints required with rough timescales. They may change as more project planning is done.

Milestone	Date
Finish v1 of brief	21/12/2020
Consult with key stakeholders, revise brief if necessary and assemble core project team	21/12/2020 - 8/01/2021
Finalise date for campaign	8/01/2021
Create products & comms materials - Decide on resources to signpost to	8/01 - 01/02/2021
Communicate campaign inside of CAT	1/02/2021 - 15/02/2021
Run and manage campaign	15/02/2021 - 19/02/2021
Assess effectiveness of the campaign and learn lessons	End of Feb

The team

Who is involved in the team and what are they responsible for at a high level? This may change as the project progresses.

Organising committee

The decision makers for the project. Note these roles are unpaid.

Hannah Smith - Freelance WordPress developer and speaker

CAT Slack: @hannah

Website: <https://opcan.co.uk> | Twitter: [@hanopcan](#) | [Hannah](#) on LinkedIn

Luís Cruz - Assistant Prof. TU Delft

CAT Slack: @Luís Cruz

Website: <https://luiscruz.github.io> | Twitter: [@luismcruz](#) | [Luís](#) on LinkedIn

Key stakeholders

These are other people who are key to the success of the project. They may not form part of the project team, but should be consulted on planning.

- **Tom Greenwood**, Website Carbon Calculator team
- **Sandra Pallier, Melissa Hsiung, Asim Hussain, Heather Baden** and **Chris Adams**, CAT organisers
- **Chris Adams**, Green Web Foundation (also a CAT organiser)

Volunteers

These are people willing to contribute and take specific actions required to make the project a success.

We have a team of 14 CAT volunteers working on the project, as well as a lot of help and advice and help from others.