

Start at the end.



Hannah Smith, Director of Operations

GWF's technical work in 2024



An experience report using the Tech Carbon Standard

[Read](#)



Introducing carbon.txt – Applying lessons from crowdsourcing net zero data

[Read](#)



Introducing our grid-aware websites project

[Read](#)



Briefing: Thinking about using AI?

[Read](#)



Business change manager



GREEN WEB
FOUNDATION

Director of Operations

Joyful and effective delivery



This is a talk about mostly humanity

What are the hacks to get this into digital sustainability fast?

OUR END

**Digital is
sustainable**

Is it to get to these kind of goals?

Digital exists to
regenerate society

Backwards
compatibility forever

We only need one
device for life

Individuals are empowered
to decide how much is
“just enough internet”

Inequality is
designed away

The stories we tell ourselves and each other matter

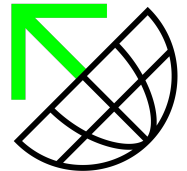




Christiana
Figueres

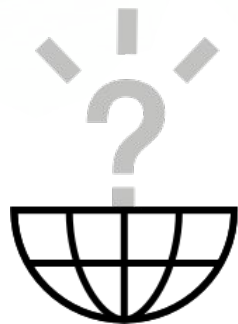


“Impossible is not a fact,
it’s an attitude.”



Where have you found good stories of the future?

Let's use the chat to share our ideas.



Branch magazine - written by and for those who dream of a just and sustainable internet



Low carbon intensity



Moderate carbon intensity



High carbon intensity

Where to look for hopeful fiction stories?

Digital
imaginaries

Solarpunk

Speculative
futures

Science fiction

Stories create beliefs





Image source: the amazing TV series *Ted Lasso*



Image by [ryeowi yang](#) from [Pixabay](#)

The Cambridge Dictionary

Word of the Year 2024 is...

manifest

verb

to use methods such as visualization and affirmation to help you imagine achieving something you want, in the belief that doing so will make it more likely to happen



<https://dictionary.cambridge.org/editorial/word-of-the-year>

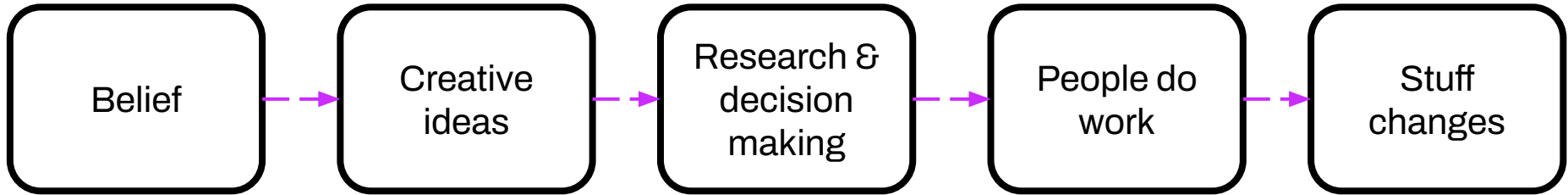
START

END

Belief

Stuff
changes





CREATIVE PRACTICE COMPETENCY FRAMEWORK

A competency model that visualises the attitudes and behaviours required to practice creativity in a way that leads to innovation and impact.

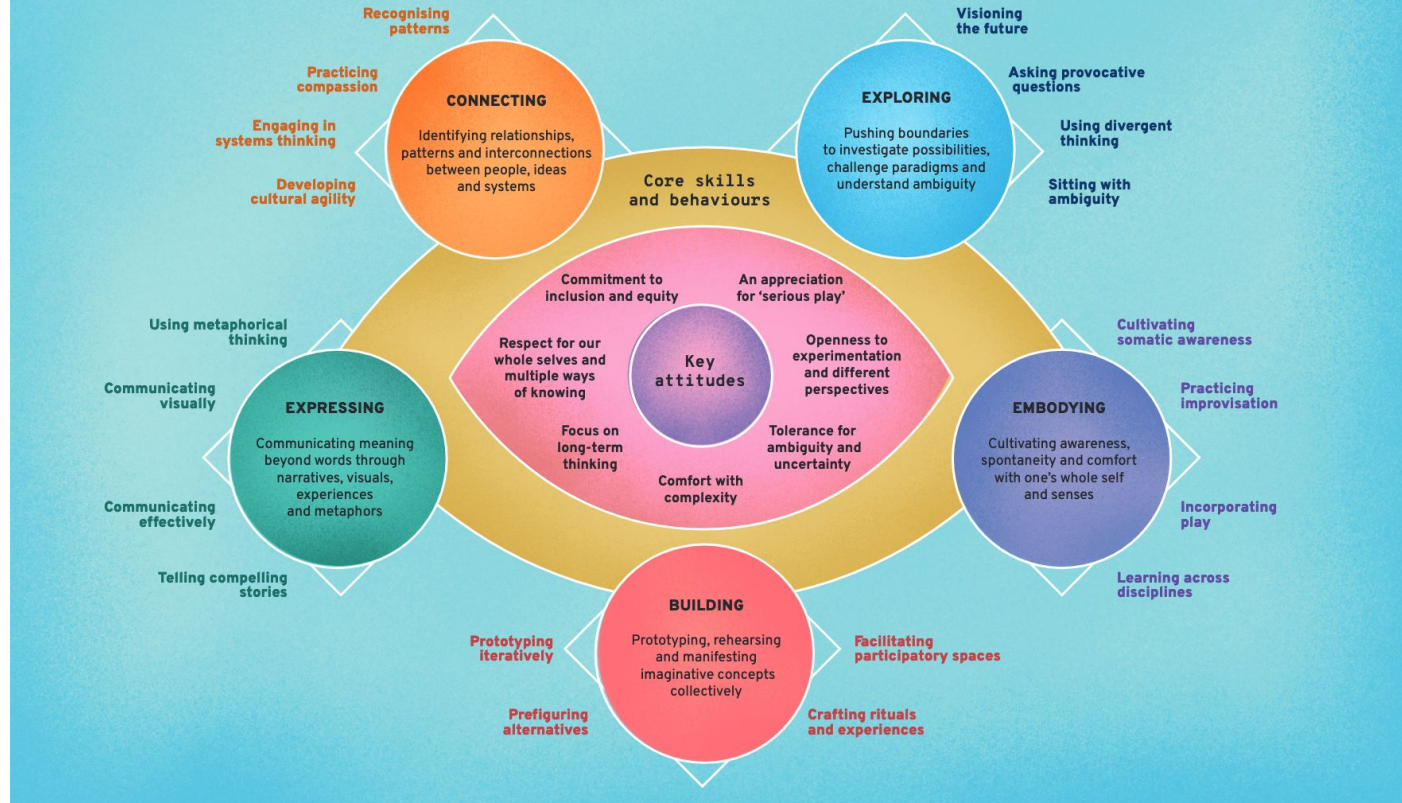


Image courtesy of UN Global Pulse, Creative practice competency framework

Stories



Belief



Creative ideas



Research &
decision
making



People do
work

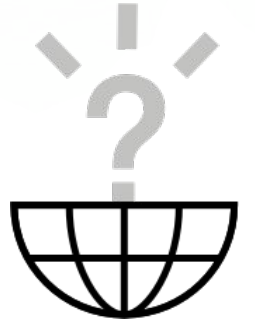


Stuff
changes

Hack: you need to lean into stories



How to create other stories?



Play

START **JOYFUL**

Imagination

Stories

EFFECTIVE

Belief

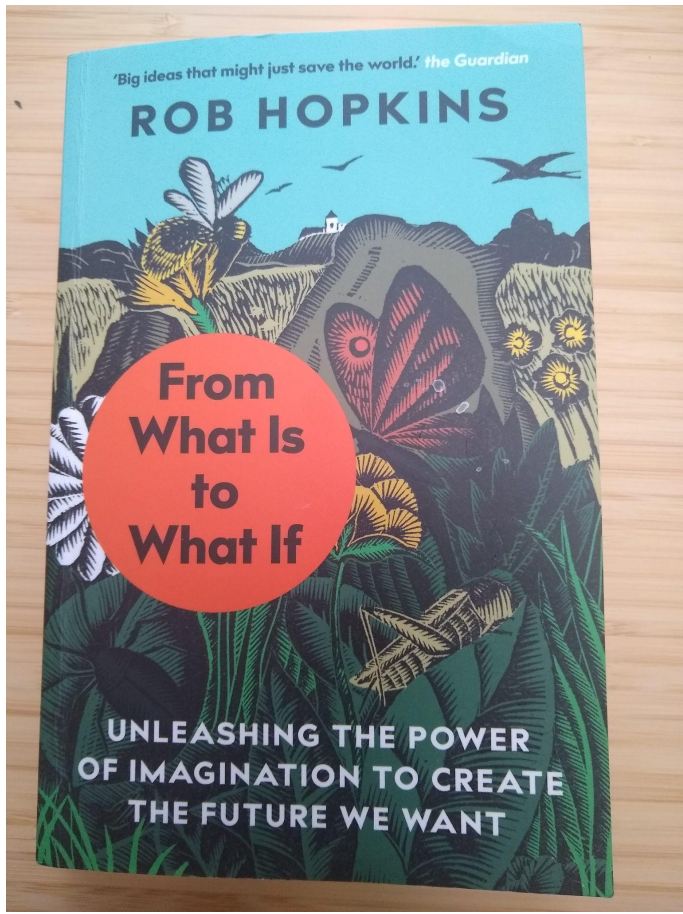
Creative ideas

Research & decision making

People do work

Stuff changes

END



From What Is to What if by Rob Hopkins



The most creative look to the future by UN Pulse

Our imagination experts



Images left to right: Chestnut Tree House, [Tri Le](#) from [Pixabay](#) and [StartupStockPhotos](#) from [Pixabay](#)

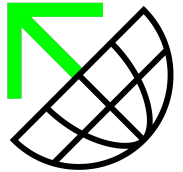
Hack: more time at play
leads you to do better work





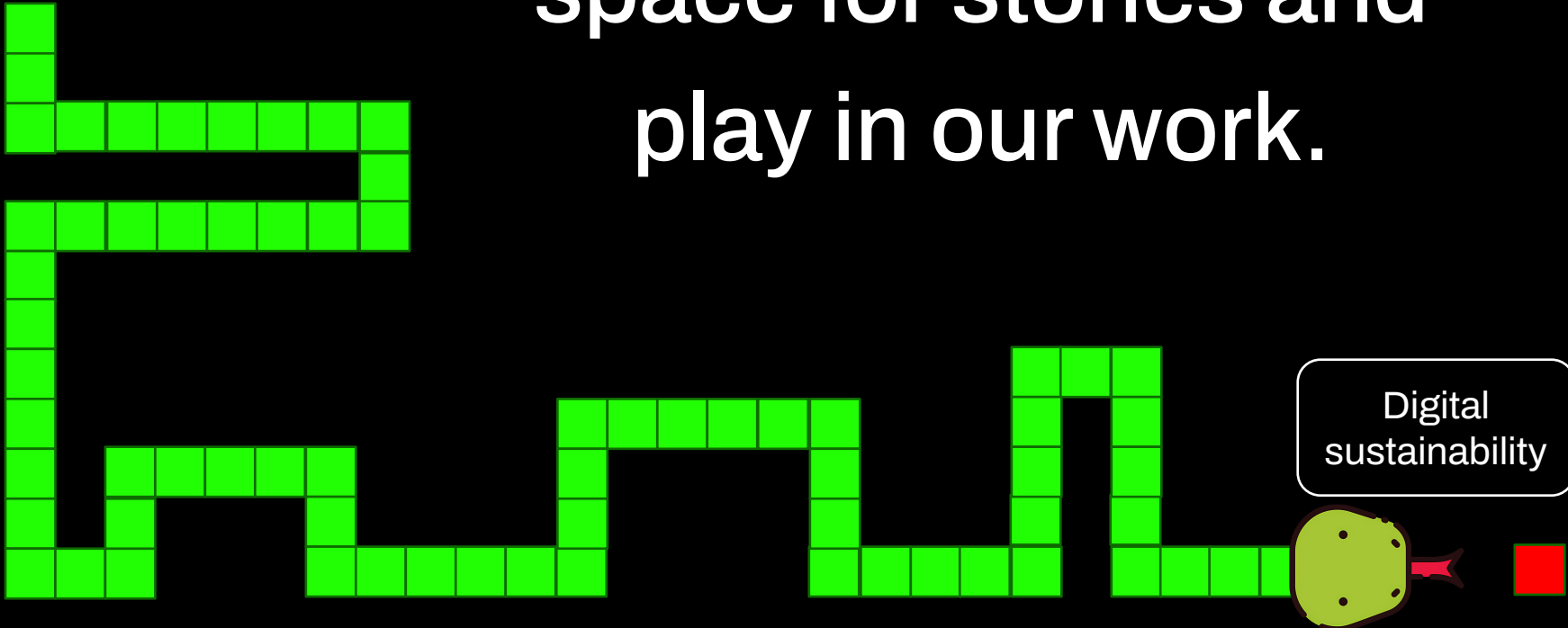
Paris riots in
1968

Be realistic
Demand the impossible



We need to make more space for stories and play in our work.

Play



Start at the end.



Hannah Smith, Director of Operations - [find me on LinkedIn](#)
