PRINCETON ACM / IEEE-CS CHAPTERS
NOVEMBER 2024 JOINT MEETING

Sustainable Website Design: Construction and Presentation Methods to Address Climate Changes

With climate change already here and its effects all around us, it's urgent to continue efforts across all industries to reduce CO_2 emissions. But what about the information technology sector?

The World-Wide Web we depend on enriches our lives in many areas: education, commerce, government, news, communication, and more. However, the infrastructure that enables it uses a lot of electricity – not all of which is generated from renewable resources (hence its CO_2 generation.)

Combining the fields of computers and the environment, a relatively new Website construction method called "Sustainable Web Design" is gaining awareness. This software-based approach reduces non-renewable energy to lower CO_2 emissions so the people of today and tomorrow can benefit from everything that the Web offers.

How a Website is constructed and presents its information has real-world effects! A Website can be built to serve smaller files, use less resources, and require less processing power – all of these help reduce non-renewable energy use and associated CO_2 emissions. Sustainable Web Design also has side-benefits: a faster Website, better mobile device battery life, higher-placed mobile Google search results, and better accessibility.

This presentation will introduce how to determine a Website's sustainability, identify elements which can slow down a Web page, describe basic sustainable Web design strategies and techniques, offer easy to take actions and examples, present the perspective and advice of a Website Designer/Webmaster who remade his organization's Website to be sustainable, and list additional resources to follow the latest developments.

Michael Blank has been involved in the World-Wide Web since it was still relatively new and finding its way. He has been Webmaster of the Princeton Macintosh Users' Group since 1995, and a member since 1989. Michael also manages the group's Mastodon and Instagram accounts. His day job is that of a Website Designer (and HTML & CSS Developer, Graphics Designer, and more) for the Princeton Internet Group, where he makes/manages its customers' Websites. Prior to that he worked at the Asbury Park Press' IN Jersey Website design group (beginning in 1996, a few years after the Mosaic Web browser was released), and at the paper's Online News department as part of IN Jersey.

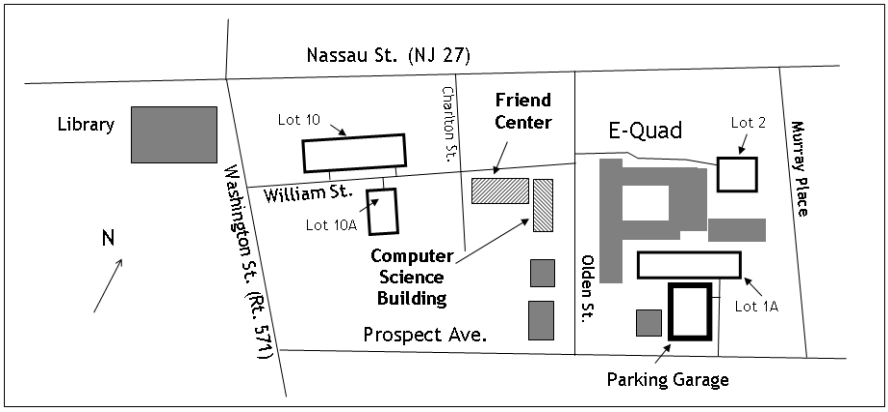
Date: Thursday, November 21, 2024, 8:00pm EST
Place: **HYBRID MEETING** (both in-person and online)
In Person: Princeton University Computer Science Building
Small Auditorium, Room CS 105
35 Olden Street, Princeton NJ
How to register for the online meeting:

- Send email to **PrincetonACM@gmail.com**
- OR Register on **Meetup.com** (**http://meetup.com/IEEE-Princeton-Central-Jersey-Section**)

Information: Dennis Mancl (908) 285-1066
On-line info: **http://PrincetonACM.acm.org**

All Princeton ACM / IEEE Computer Society meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner is held at 5:45 p.m. at Applebee's (3330 US 1, Lawrenceville, near Quakerbridge Mall). Please send email to **princetonacm@gmail.com** in advance if you plan to attend the dinner.



Parking: After 4pm on weekdays, public parking is permitted in most of the university parking lots near the Computer Science Building.

See the Visitor Parking link on the Princeton Transportantion website, **http://www.princeton.edu/transportation/visitors.html**, for a summary of Princeton's policies.

On-street parking on Olden, William, and Charlton requires paying the electronic meters until 8pm.