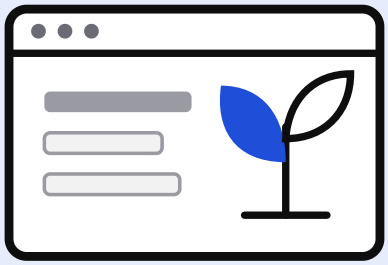
Specialty

Sustainable web design

Designs and builds websites and digital services so they use less energy and fewer resources, across design, code, hosting and strategy, without leaving people out.



In Spanish

Diseño web sostenible

Origin

Greenwood (2021); W3C, Web Sustainability Guidelines (draft, 2026)

What problem it addresses

Every page that loads uses energy in servers, networks and devices. Heavy images, autoplay videos or extra steps multiply that cost.

Principles

Less weight

Images, videos, fonts and code: only what's needed, and optimized.

Short journeys

If people find what they're looking for sooner, fewer pages load.

The whole service

Design, development, hosting and business decisions all count.

Applications in design

✓ Use it like this

Check each page's weight together with accessibility and performance, on new sites and existing ones.

✗ Avoid

Adding background videos or huge images just as decoration.

👁 Don't fall for it

Don't measure only page weight: hosting and what happens to data also use energy.

Connections

Related to

- Accessible design
- Web design

Authors and works

2021	**Tom Greenwood**	Wrote a practical guide to measuring and reducing a website's impact, from images and colors to code and hosting.
2026	**W3C, Sustainable Web Interest Group**	Brings together guidelines on design, development, hosting and strategy. As of July 2026 it is a draft group note, not yet a W3C standard.

Sources

Original sources

- Greenwood, T. (2021). Sustainable web design. A Book Apart. View source (https://abookapart.com/products/sustainable-web-design/)
- Dawson, A., & Newell, R. (Eds.) (2026). Web Sustainability Guidelines (WSG). Borrador de Nota de grupo del W3C, Sustainable Web Interest Group, July 29, 2026. View source (https://www.w3.org/TR/2026/DNOTE-web-sustainability-guidelines-20260729/)

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