Beat: Technology

A NEW STEP TO CONVERT DIGITAL WITH ENVIRONMENTAL REQUIREMENTS IN FRANCE

THE GOVERNMENT PUBLISHES ITS ROADMAP

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USPA NEWS - Making digital more responsible is a strong expectation of the French, installed for several years in the national public debate. This is a complex subject, requiring a response to two challenges: on the one hand, the challenge of controlling the environmental footprint of digital technology, and on the other hand, that of using digital technology as a lever for ecological growth. For this, and in particular in response to the proposals of the Citizen's Convention for the Climate, Barbara Pompili, Minister of Ecological Transition, Bruno Le Maire, Minister of the Economy, Finance and Recovery, and Cédric O, Secretary of The State in charge of the Digital Transition and Electronic Communications announce the publication of an interministerial roadmap. Source: Ministries of Digital, Ecology and Economy/Finance

Making digital more responsible is a strong expectation of the French, installed for several years in the national public debate. This is a complex subject, requiring a response to two challenges: on the one hand, the challenge of controlling the environmental footprint of digital technology, and on the other hand, that of using digital technology as a lever for ecological growth. For this, and in particular in response to the proposals of the Citizen's Convention for the Climate, Barbara Pompili, Minister of Ecological Transition, Bruno Le Maire, Minister of the Economy, Finance and Recovery, and Cédric O, Secretary of The State in charge of the Digital Transition and Electronic Communications announce the publication of an interministerial roadmap. Source: Ministries of Digital, Ecology and Economy/Finance The fruit of several months of consultation and development, it comprises 15 actions and sets the course for digital technology in the service of ecological transition. The “digital and environment“ roadmap is a mobilization of all stakeholders to measure, reduce and innovate.
The "digital and environment" roadmap marks the launch of a new public policy focused on the need to converge ecological and digital transitions. Its objective is to allow all actors in the public and private spheres, as well as citizens, to take part in a process of supporting more responsible digital technology. This new public policy reconciles environmental requirements and the economic objectives of business competitiveness as well as jobs on French territory.
THREE AXES COMPRISING AMBITIOUS AND STRUCTURING MEASURES MAKE UP THIS ROADMAP----------Three axes, comprising ambitious and structuring measures, make up this roadmap:
1. Know in order to act: Develop knowledge of the digital environmental footprint
2. Support a more sober digital: Reducing the environmental footprint of digital technology, linked to the manufacture of equipment and the development of uses
3. Innovate: Make digital technology a lever for ecological growth
AMONG THE FLAGSHIP MEASURES OF THE ROADMAP----------
“¢ Establishment of an environmental barometer for digital players, via the establishment of a data collection power for ARCEP, in association with Ademe.
“¢ Formalization of codes of good conduct with digital players (manufacturers, content providers, software publishers) in terms of environmental impact, which could be brought to European level to become enforceable.
“¢ Transmission by the Government of a first framework letter asking ARCEP to take environmental issues into account in the criteria for the allocation of 5G frequencies in the 26Ghz band.
“¢ Referral to ARCEP for an analysis of the commercial practices of subsidized terminals and their impact, responding to the request of the Citizen's Climate Convention, in order to allow the Government to take possible measures.
“¢ Towards an exemplary State in its purchases: ambition to achieve the purchase of 20% of fixed and mobile phones and reconditioned or second-hand computer equipment and adoption of ecodesign by digital public services as part of the sheet road Tech.gouv;
“¢ Launch of an awareness campaign on less polluting digital practices, because the ecological impact of uses can be minimized by better informing the French;
“¢ Support for greentech startups with high potential by the French Tech Mission, to accelerate their development;
“¢ Launch of calls for projects to support the development of innovative solutions using 5G and artificial intelligence at the service of ecological transition.
THE ENVIRONMENTAL IMPACT OF DIGITAL IN A FEW FIGURES

“¢ 75% of the environmental impact of digital technology is focused on the equipment manufacturing phase
“¢ 88% of French people change their cell phone while the old one is still working, between 50 and 100 million phones are sleeping in drawers. No less than 70 different materials, including 50 metals are needed to make a smartphone.
“¢ The flow of waste electrical and electronic equipment is increasing by 2% per year in Europe.
“¢ Less than 40% of this waste is recycled in Europe.
Source: Ministries of Digital, Ecology and Economy/Finance

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com