According to Anna Quito, in her 2017 article, Google, in processing 3.5 billion searches a day, accounts for about 40% of the internet's carbon footprint. The "cloud," relies on millions of physical servers in data centers around the world, which are connected with miles of undersea cables, switches, and routers, all requiring a lot of energy to run. Much of that energy comes from power sources that emit carbon dioxide into the air as they burn fossil fuels; one study from 2015 suggests internet activity results in as much CO2 emissions as the global aviation industry.

According to an article, Internet search results could be increasing your carbon Emissions, by Malte Rödl and Jutta Haider, in The Conversation, search engines select content based on algorithms relevant to a specific query at a specific location and sometimes for a specific user. These algorithmic decisions shape our understanding of reality and thereby can harm the environment. In their recently published paper, the authors argue that the assumptions search engines make decisions about what we are looking for, which may lead to people emitting more carbon than they would have done otherwise. For example, flight comparison services and fast fashion brands have budgets allowing them to optimize their websites, whereas sustainable alternatives may be harder to find, so we might choose those kinds of products, rather than searching to find alternatives. Their work is developing, but they can state that search results tend to suggest high-carbon practices. But, there is hope. Eco-friendly search engines are a vital solution, offering a sustainable alternative that actively safeguards our environment.

In his article, 5 Eco Friendly Search Engines that Save The Environment, Raf Chomsky lists eco friendly search engines. **Ecosia** uses its search engine to generate revenue used to plant trees around the world. **OceanHero** is an eco-friendly search engine that aims to clean up the oceans. **Bing has** committed to carbon neutrality by investing in renewable energy sources to power its data centers. Additionally, Bing's search results have integrated features that promote environmental awareness. For instance, when users search for topics related to climate action or ecological issues, Bing provides direct access to information and resources to help users contribute to a greener world.

Ekoru is focusing on initiatives that combat the plastic pollution crisis. With Ekoru, every search contributes to recovering one plastic bottle from the environment. The revenue generated from search ads on Ekoru supports projects that remove plastic waste from our oceans, rivers, and other natural habitats. Finally, Rapusia focuses on supporting renewable energy projects.

Google is pursuing net-zero emissions across their operations and value chain by 2030. This is supported by our Their ambitions are to operate data centers and office campuses on 24/7 carbon-free energy, using an alternative energy source such as solar and wind.

So, how can you, during the Easter season, bring hope to God's earth? In the days ahead, check out your search engine to see if the company has initiatives to reduce its carbon impact. Look at and choose a more eco-friendly search engine. Search through a URL, when you know it, to reduce the carbon impact by 35%. Share this information.