

CURE Intelligence receives quality seal for climate friendly website

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"Sustainability" is not just a trend, it is elementary basis for society and economy and thus also for everything digital. A website consumes an average of 6.8 grams of CO₂ per page view, and the trend is rising. There is a growing awareness that digital activities also leave an ecological footprint. CURE Intelligence has therefore optimized its website www.cure-intelligence.com and subjected it to a critical review – with success.

A sustainable lifestyle is becoming increasingly important for many people. Increasing attention is being paid to using less energy and reducing our CO₂ emissions. Yet very few people have the Internet on their radar. Data transfer and data storage on the Internet now account for around 3% of global energy consumption – servers and cooling systems in particular are real power guzzlers. By 2030, servers and data centers alone are expected to account for 13% of total electricity demand.

Sustainability has always played an important role in the corporate philosophy of CURE Intelligence. That's why we want to actively contribute to neutralizing the greenhouse gas emissions of our website.

Last month, we subjected our website to a sustainability check at Greentelligent (www.greentelligent.website). We checked the loading time, the CO₂ footprint, the findability and the green hosting. With a Greentelligent score of 66 points, the CURE website sufficiently meets all technical requirements and was awarded the Greentelligent seal, which certifies that our website uses less electricity and emits less CO₂.



"A climate-friendly website is a better website. We would like to draw attention to the already immense and still increasing energy consumption of the Internet and for this reason offer companies a free sustainability check. Here we check the website against over 200 criteria. If companies pass this check, they receive the Greentelligent certificate from us, which certifies a climate-friendly website," explains Jörg Schmitz, initiator of the Greentelligent.Website.

Optimizing the climate friendliness makes the website even better, because:

- If a website loads faster, it consumes less electricity
- If it is better found, it generates fewer CO₂ emissions
- If it is labeled as climate-friendly, this supports a positive user experience (UX)

For us, clearly this is a win-win situation for both the climate and the company. Furthermore, our goal is to continuously improve the website in order to actively contribute to the permanent reduction of CO₂ emissions. For us, this is clearly a step in the right direction.

An energy-efficient website is more than just environmentally friendly – it is more performant, more attractive and pleases every user. We are very happy to contribute to climate protection with our website as well.

About CURE Intelligence

Since 2009, CURE Intelligence has stood for expertise in media intelligence and online marketing services. With offices in Luxembourg and Germany, we help well-known clients from nine countries make smart decisions and communicate effectively using data intelligence.

For more information, please visit:
www.cure-intelligence.com

About Greentelligent.Website

Greentelligent.Website is an initiative of the digital agency i:punkt, which uses the sustainability check (analysis with over 200 criteria) to show what can be done concretely to counter the massive power consumption of the Internet. The award (certificate + seal) is given to particularly climate-friendly websites. Completely after the slogan: Win Win for climate and enterprise.

For more information, please visit:
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