



purposeful profitable partnerships

Talking the Walk® Case study Google Green

Should we be surprised the world's "best company to work for" over the past seven out of ten years communicates its response to environmental issues in a way that is instantly digestible and takes us on a pleasant digital journey? We should expect nothing less from Google / Alphabet. Stating that they have done away with producing downloadable reports, Google has instead produced a standalone website called Google Green. There are few videos, but lots of diagrams, pop-up pages, infographics and... plain language. The Google Green site even looks less energy-intensive, with its pared back and not-so-glaringly-white background.

Perhaps what is most surprising about Google Green is the sheer number of information layers that you can drill down to without losing your original browsing point. It truly is a 'web' site. These rich layers of information indicate a well thought out communications plan and accompanying site map that draws out the company's response to and achievements of its environmental action plan. The result provides the reader with a seamless online experience and opportunity to learn something new about Google's environmental performance to date. For example, the fact that most data centres use chillers and air-conditioning to cool things down is not of interest to every reader, but if you wanted to know what Google does to reduce its energy overheads and understand how they do it, click on a few links to find out they use water to cool their data servers and fans on minimal-to-low settings. Google Green excels at giving the reader just enough information, such that if they want more, they can delve deeper into the site via relevant in-sentence links.

Whilst we agree embedding links in text is not innovative, and it scares a lot of web designers off as the links run the risk of not working or don't take the reader away from their original entry point, this is where Google excels, as they have produced page after page of easy to view web content yet only provide the reader with the amount of information the reader is seeking. Plain language is used throughout Google Green and its simplistic, uncluttered design belies the complexity inherent in such a content-rich website. From experience, we can tell you it takes a team of web designers to make sure these hyperlinks within hyperlinks work, and to rigorously test the site and its links before going live. This case study demonstrates that whilst all readers are not equal, it IS possible to cater to the information needs of multiple audiences via the one communications platform.

<https://www.google.com.au/green/>

A better web. Better for the environment.

At Google, we've worked hard to minimize the environmental impact of our services. In fact, when we provide an active user one month of Google services, we use less energy than driving a car one mile. If you add in our renewable energy and offsets, our footprint is zero. And we continue to find new ways to reduce our impact even further. Learn more about our efforts below.



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Data Centers
- 
Renewable Energy
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On Campus
- 
Offsets
- 
Our Footprint
- 
Investments
- 
Our Products

Greening the grid through renewable energy purchases ×



Big data means big servers and big cooling requirements. Google's colorful pipes carry water in and out of one of Google's data centers. The blue pipes supply cold water and the red pipes return the warm water back to be cooled.