ALT IMPACT

Mobilising for Digital Sufficiency

A non-exhaustive view on some achievements and conclusion of the program

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THE ALT IMPACT PROGRAM
governance, targets, and deployment axes

Governance

co-produced by

MAIN CARRIER

ADEME

Ecological Transition Agency

FUNDERS

FUNDERS (« OBLIGATED PARTIES »)

Obligors and delegates from the funding call conducted by ADEME

CO-OWNERS

PROGRAM OPERATION

CALL FOR PROJECTS / CALL FOR EXPRESSIONS OF INTEREST

The AAPs and AMIs published as the program progresses and based on actions, by ADEME

CALL FOR TENDERS

Creation of communication tools, sharing platform, certification tools

Program targets

- Users: **general public** of digital products and services
- Professional users: **organizations (companies, NGO, etc.), local authorities**
- The **digital actors**: product and service design roles
- The **future designers** of digital products and services
- Training **providers** in the digital field

Program Guiding Concept

Digital Sufficiency

In a context where planetary boundaries are exceeded, digital sufficiency is a mandatory approach that involves questioning the need for and use of digital products and services within both individual and collective (re-)thinking, with the aim of equity and the general interest.

Digital Sufficiency aims to design, manufacture, use, and manage the end-of-life of digital equipment and services while taking into account fundamental social needs and planetary limits.

To this end, it is necessary to alter policies, organisations, production methods, consumption habits, and at large, our way of life.

Digital sufficiency is therefore complementary to an efficiency approach that cannot, on its own, address the issues cited. ***Its objective is to reduce the environmental impact of digital technology in absolute terms****.*

Deployment Axis

1

Training and awareness

2

Knowledge Base

3

Starting to implement moderation

Axis 1: Training and Awareness Raising

	Objectives	Existing resources
1	Attest the quality of training content	PIX Certification, Grande Ecole du Numérique (GEN)
2	Index all training content	Grandes Écoles du Numérique, Platform ADEME Académie
3	Accelerate awareness and training	Responsible Digital Campaign ADEME, Campus Métiers d'Avenir (CMA) call for Projects (France 2030)

Alt Impact Web Presence

Deliverable type: Website and linkedIn page
Target of deliverable: General Public (including employees) and companies.

Objective of the deliverable :
website: Raise public awareness and inform about best practices;

linkedIn: sharing news about digital sufficiency, specifically related to Alt Impact

Results and Impact :

Website: In 2025: 429,624 unique visitors;

LinkedIn: Approximately 200k impressions per year ; +3000 subscribers in less than 2 years

Published articles / valuations:
website: Valued on all platforms: advertising campaigns, LinkedIn pages, LinkedIn posts, banners.
150+ posts since 07/10/2024

Access link: https://altimpact.fr/





Employee Awareness Kit

Deliverable type : downloadable "turnkey" tool kit

Target deliverable : Managers, HR, CSR
Objective of the deliverable:
raise awareness and encourage behavioral change within organizations

Resource types: posters, quizzes, newsletters, email signatures...

Download link (33.9 MB) : https://altimpact.fr/wp-content/uploads/2025/06/KIT__ALTIMPACT_2025.zip



Communication Campaign

Deliverable type: Communication campaign broadcast in 3 waves:

- January 2025,
- September 2025
- January 2026

Content: 7 spots of 30 seconds, 3 banners, 4 tiktok influencers' videos

Deliverable Targets :

- General public
- Young audience
- Organisations, B2B

Objective of the deliverable :
Raise awareness and change behavior



Multimedia productions

Deliverable type: Comic book, comic strips, online game

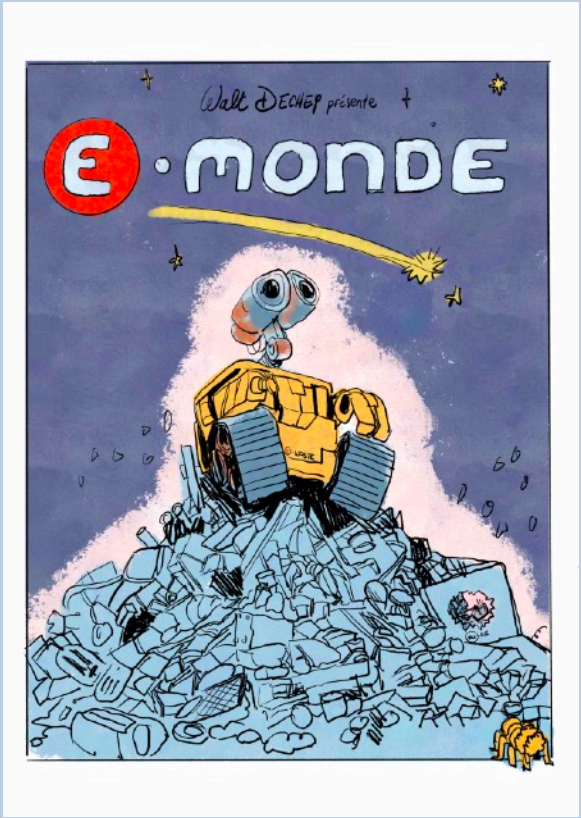
Deliverables:
- “Des Cliques et des Claques” (hardcover comics)
- “Matin numérique responsable” (online comics)
- “Trois Rivières” (game)

Partners involved : Capucine Dupuy, Terreur Graphique, Richard Hanna, Philippe Salib, David Fonteix, matin_queljournal

Target of the deliverable : general public and young audiences







Awareness Raising actions

Deliverable type: Support to diverse actions in the ecosystem network

Partners involved :
- NumihFrance
- Designers Ethiques
- Point de MIR,

Target of the deliverable : General Public, local authorities



numih France

designers éthiques

LA FRESQUE DU NUMÉRIQUE

WE DO GREEN IT

Alt Impact Competencies Reference Frameworks

Document type: Documents

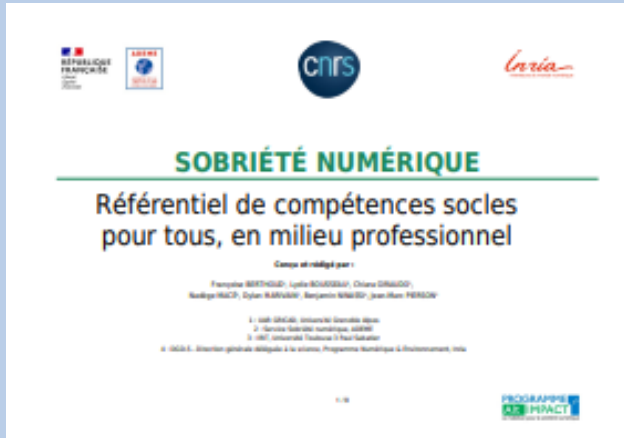
Target of the deliverable : Initial training professional (students) and continuing education professional (professionals from all sectors)

Objective of the deliverable :
- Identify the essential skills to be mastered by all professionals
- Provide guidance to training organizations willing to design complete training programs and pathways.

Results and Impact : 3764 views and 1691 downloads

Access links:
https://inria.hal.science/hal-04752687v1
https://pix.fr/competences-numerique-responsable





pix+
Numérique
responsable

Training actions

Deliverable type: Support and resources production for diverse training and self training and self-evaluation

Partners involved :

- Latitudes
- Atlas OPCO
- CNFPT
- UVED
- PIX+ NR

Target of the deliverable : General Public, local authorities

Training actions – MOOC Update

Deliverable type: Resources production for Open Access, initial (5h) and advanced (20h) courses on digital technologies environmental impact.

Open Badge



Partners involved :

- Inria, Inria Learning Lab
- FUN

Target of the deliverable : Bachelor level students, secondary school teachers, employees, and anyone willing to learn more about the environmental impacts of digital technology

Target release date: Q2 2027

Access link to current version : FunMooc and resources portal

Digital sufficiency national network

Deliverable type: Creation and deployment of a national professional network in higher education and research.

Partners involved :
- CNRS

Target of the deliverable : establish a network of digital sufficiency contact points, one per French Higher Education and Research Organization.

Results and Impacts : 47 members, 3 work groups in progress

Published articles : website Alt Impact (link), Article - Public Actors (link), Article - AEF News (link), Box – CNRS Site (link)

Contact the network: referents-sobriete-numerique@irit.fr

Axis 2: Database and Reference Framework

	Objectives	Existing resources
1	Access to public databases for assessing the environmental impacts of digital technology	BASE EMPREINTE®, pre-configuration study in progress
2	Creation of new generic and specific rules for environmental data exposure	PCR* “Information Systems” and PCR “Provision of Internet Access”
3	Identification and promotion of measurement tools based on environmental display standards	Numerous existing tools

*PCR: Product Category Rules

Digital Technology Environmental Impact Database

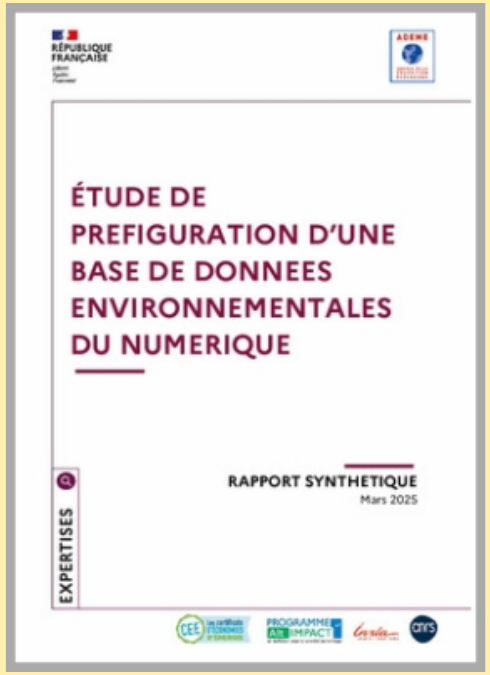
Deliverable type: Preliminary study, data, and database update

Partners involved :
- Mavana Earth
- École Nationale Supérieure des Arts et Métiers

Objective of the deliverable:
- Study the creation of an environmental impact database dedicated to digital technologies.
- Produce data on specific digital products
- Update existing Empreinte database

Target of the deliverable : All audiences

Access link : Preliminary study Base empreinte®



Digital Technology Environmental Data

Deliverable type: New data production (GPU, Satellites, IoT)

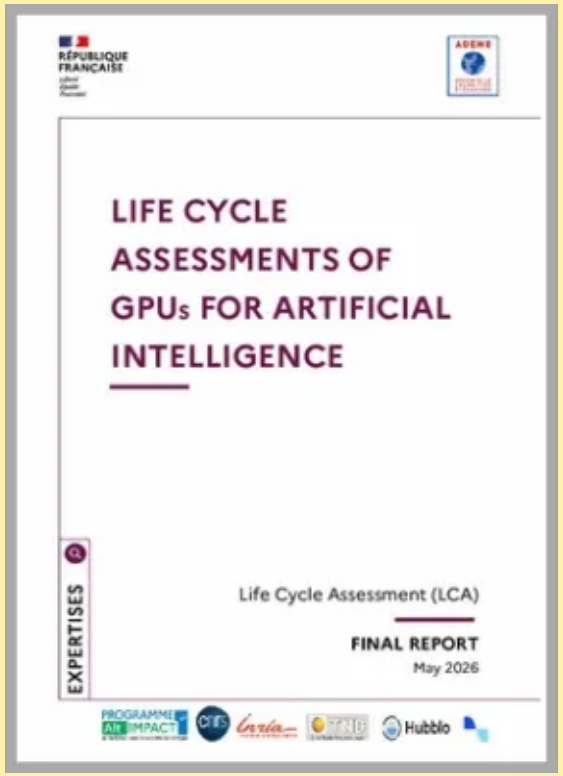
Partners involved:
- Hubblo
- TIDE
- TND
- UCLouvain
- RESILIO
- MAVANA EARTH

Objective of the deliverable: Produce data on specific digital products.

Target of the deliverable: All audiences

Upcoming studies: IoT water flow meter, Satellites

Access link : GPU LCA



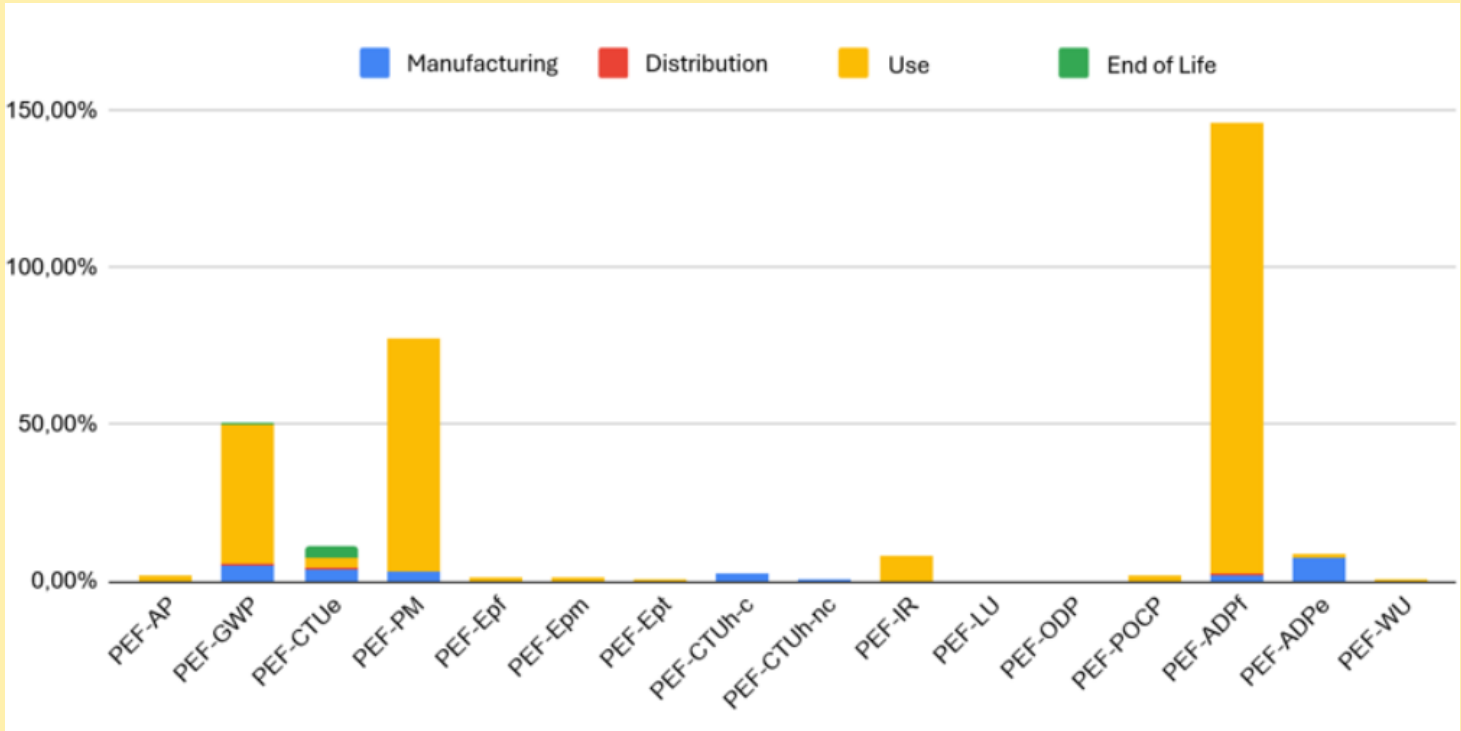
Digital Technology Environmental Data

Measuring the Generative AI boom impact: A new revolution, at what cost?

Exploration of a mostly undocumented impact vector: Multi criteria LCA of modern equipment, open data.

To note: Manufacturing vs **usage metrics**, induced effects of usage.

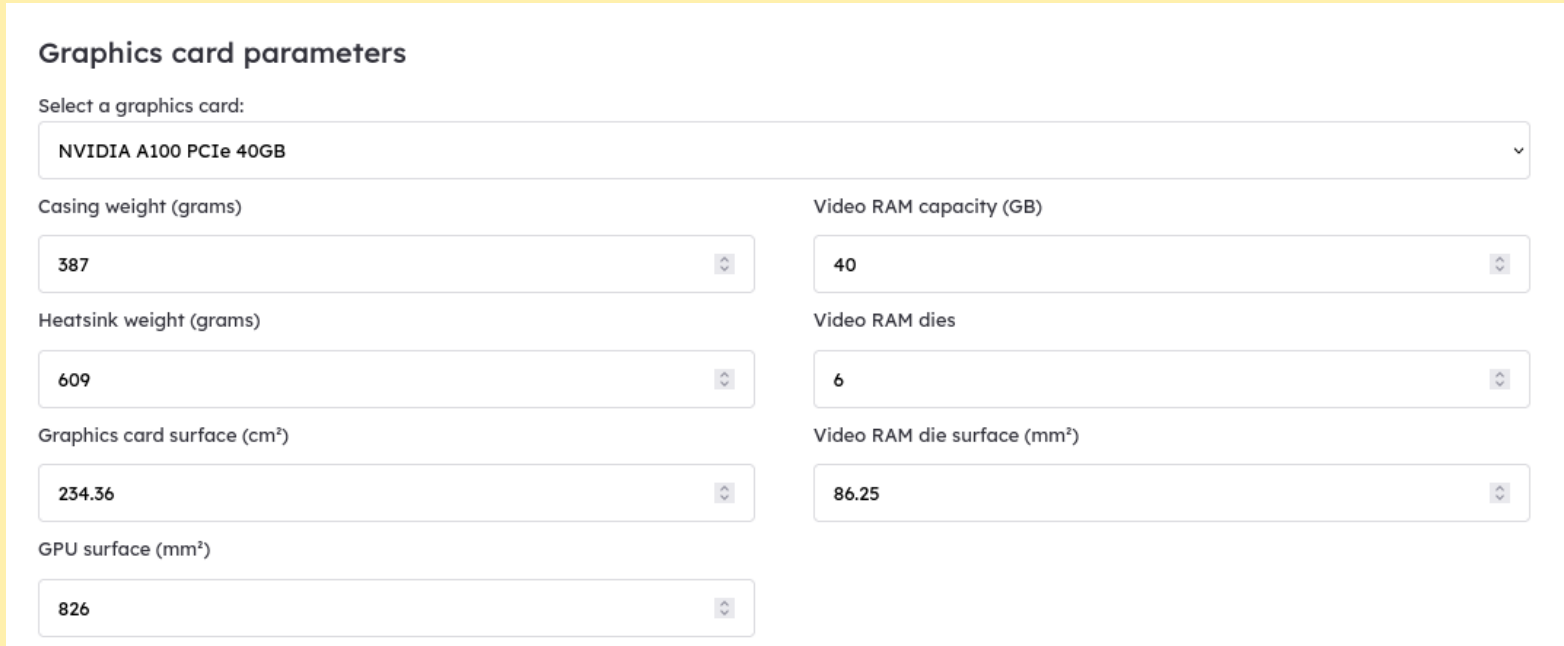




Lifetime Impacts (PEF 3.1) normalised to per capita planetary boundaries, of a A100 SXM4 40GB GPU, used in model training.

Digital Technology Environmental Data

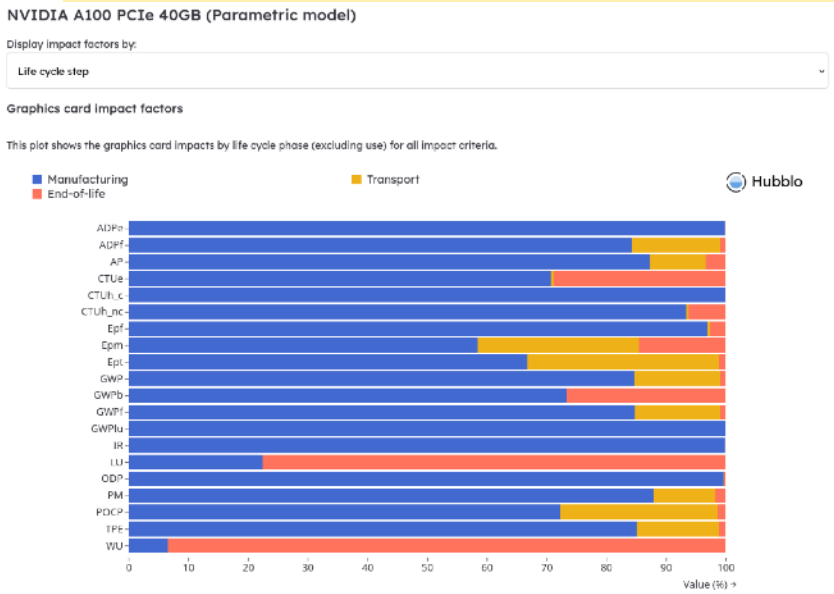
Parametric Modelisation Tool for Manufacturing impacts of GPUs

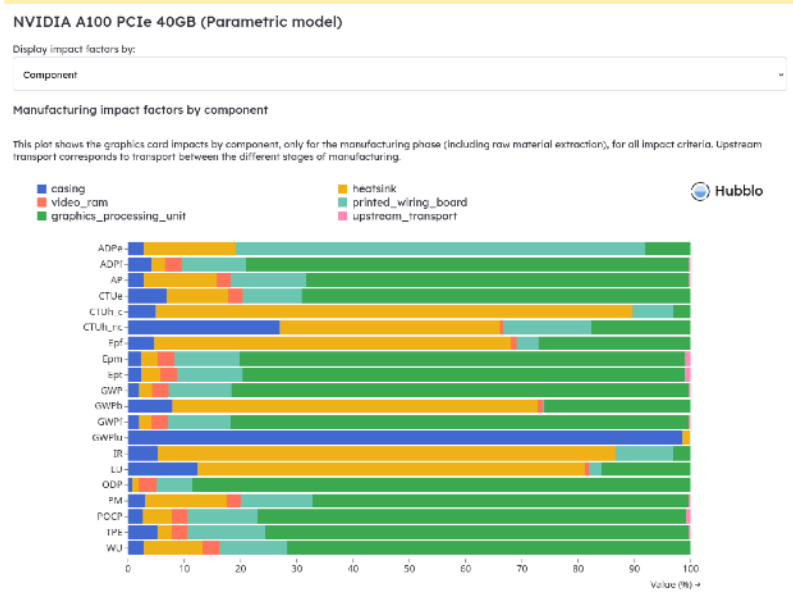


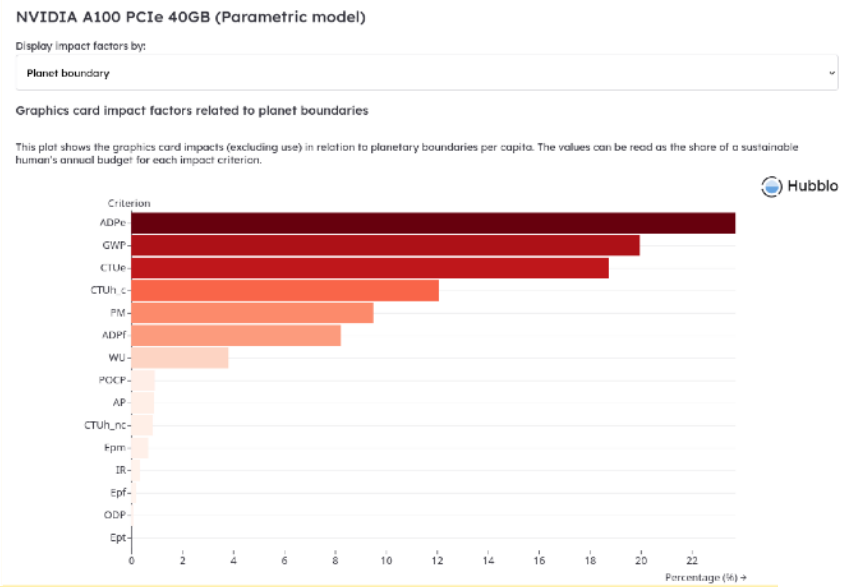
Interface supporting presets, and custom specifications of GPU cards, developed by Hubblo.

Digital Technology Environmental Data

Parametric Modelisation Tool for the impacts of GPUs (w/o usage phase) : example on a NVIDIA A100







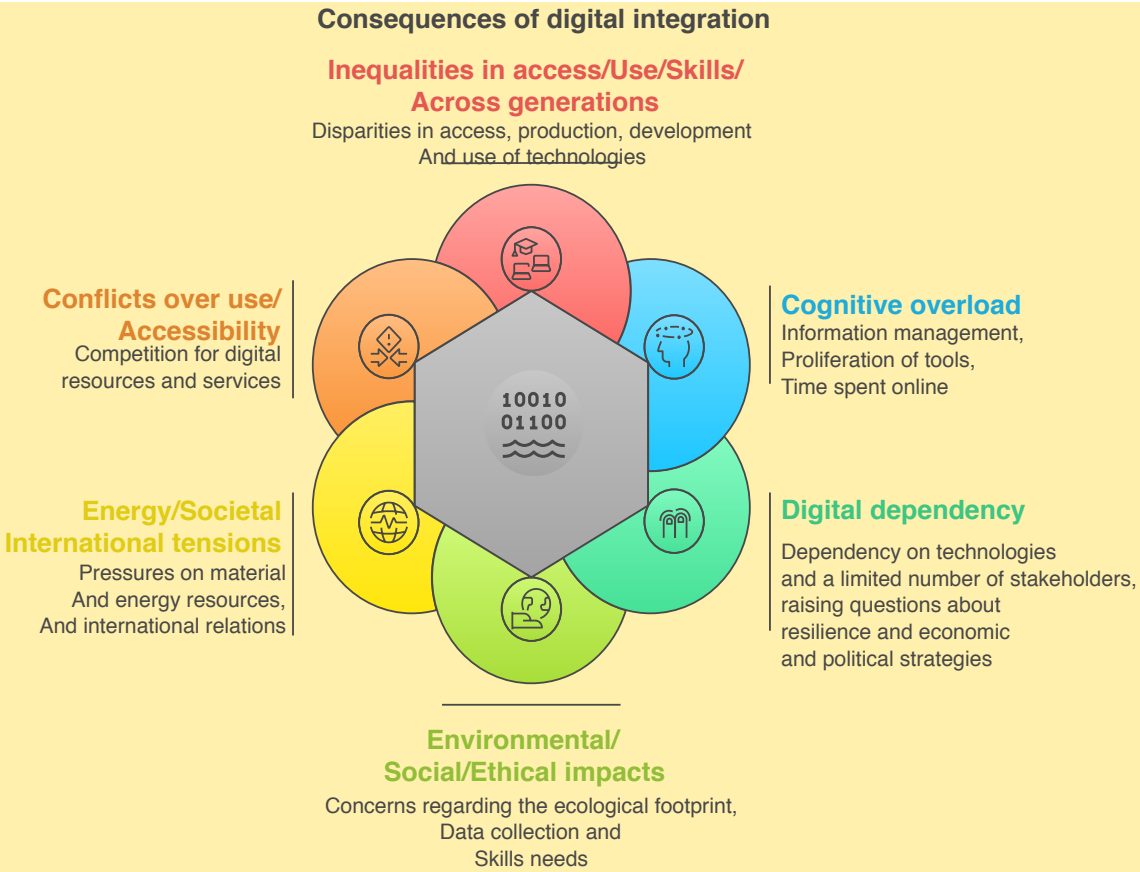
Interface presenting modelisation results

Digital Technology Environmental Data

Measuring the Generative AI boom impact: A new revolution, at what cost?

Exploration of a mostly undocumented impact vector: Multi criteria LCA of modern equipment, open data.

To note: Manufacturing vs usage metrics, **induced effects of usage**.



Reference Frameworks Updates

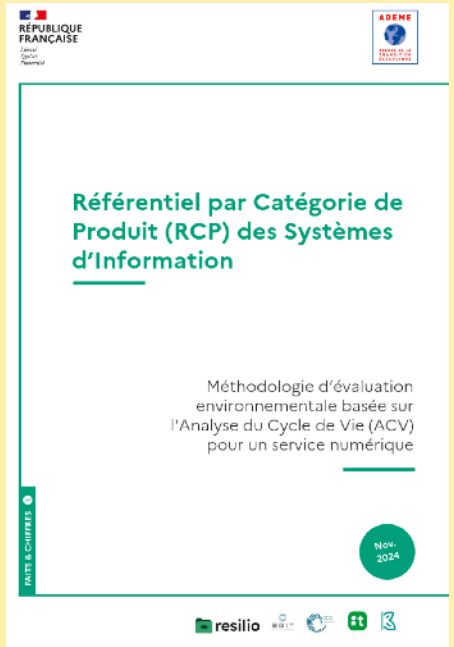
Deliverable type: Product Category Rules documents

Partners involved:
- Hubblo
- Green IT
- RESILIO
- MAVANA EARTH

Objective of the deliverable: Updated and peer-reviewed PCRs of already successful frameworks.

Target of the deliverable: IT Department, LCA practitioners, Research laboratories and higher education

Access links: Digital Service PCR, Information Systems PCR, Cloud hosting and services PCR





New Reference Frameworks

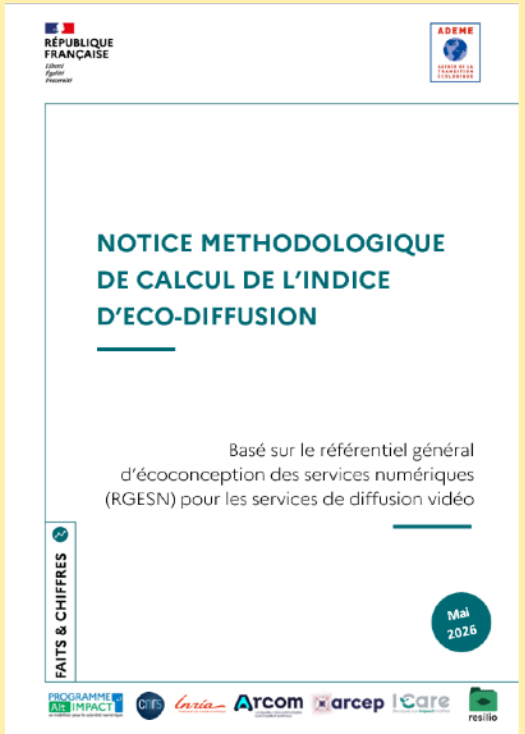
Deliverable type: Product Category Rules documents

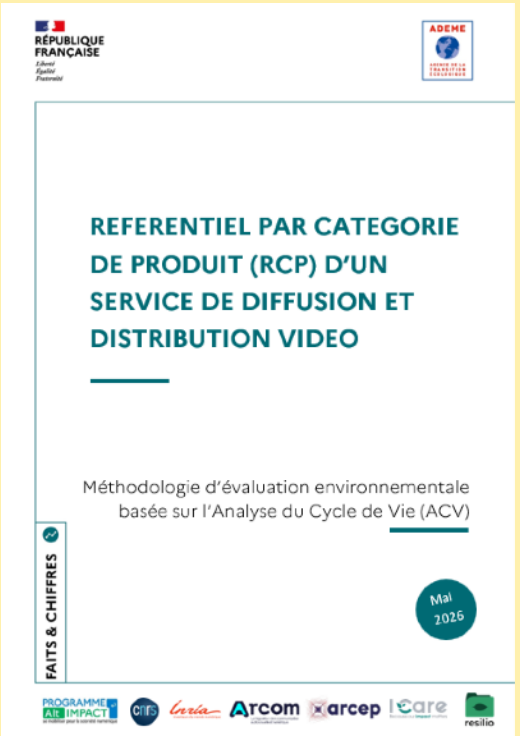
Partners involved:
- ICARE
- RESILIO
- JYROS

Objective of the deliverable: Create new methodological references for environmental impact evaluation. For instance : video services, video games, IoT, Internet access box, application

Target of the deliverable: IT Department, LCA practitioners, Research laboratories and higher education

Access links: [ADEME Library]





Axis 3: Implementing sufficiency

	Objectives	Existing resources
1	Create tools to integrate digital sufficiency into the strategies of local authorities and organizations	Support strategy and "La Base" toolkit from ANCT, NR (Responsible Digital)label and charters (INR and Planet Tech Care)
2	Organize citizen forums for responsible digital practices	CNRS Steering
3	Fund pilot cases	Support for the ANCT's NR mission for local authorities
4	Facilitate knowledge sharing and lessons learned	Existing networks (e.g., interconnected ones, Chamber of Economy, etc.), NR Ambassadors

Citizen Forum

Deliverable type: Local citizen conventions and feedback document

Partners involved : Scientific animators, Ddemain, deb'acteurs, Sophie Wahnich, Commown

Target of the deliverable: All participants/organizations involved and involved actors

Objective of the deliverable : Host workshops to raise awareness in citizens and foster action on the topics at hand, and communicate on the results and lessons to be drawn from these setups

Outcomes of the conventions: triggering actions among targeted organizations, participating citizens and engaged scientists

Experience shared : HAL publication; presentation at NEC Strasbourg, ERA conference series, and ARCHIPEL 2026 conference

To keep in mind : Effectiveness of the 'citizen convention' format when recommendations are addressed to an identified and committed organization.



Citizen Forum - details

A seven steps project :
1 – Build a steering committee, identify and choose the partners (DDemain, Sophie Wahnich, Deb'Acteurs, Commown), create the progamme, recruit citizens and identify an organization volontaire to engage in the analysis of the results of the work.
2 - Create a first citizen convention in Grenoble (24 citizens) : several sessions during a determined period
3 - Debrief this first convention with citizens and involved parties
4 - recruit two scientists for several locations ready to engage in the process, and train (one week) the group for smooth replay @ 'home'.
5 - run and follow, helps the 5 other conventions that have been done :
- Lyon, organisation : Metropol of Lyon, 16 citizens
- Mouans-Sartoux, organisation : City, 8 citizens
- Grenoble (2nd) : NGO on live-spectacle (Les Verdoyantes), 12 citizens
- Veynes, organisation : Resource center : 16 citizens
- Angers, Organisation : Lycée Chevrollier (Undergraduate school) : 16 citizens

6 - Follow what happened to the proposals of the different conventions within the target organisation
7 - Write a paper to share the experience, pros and cons, and to help replicate such a convention elsewhere : https://cnrs.hal.science/hal-05645114

Alt Impact Local Advisor Network

Deliverable type: territorial animation

Duration: between 2 and 3 years

Partners involved: hosting structures within pilot regions

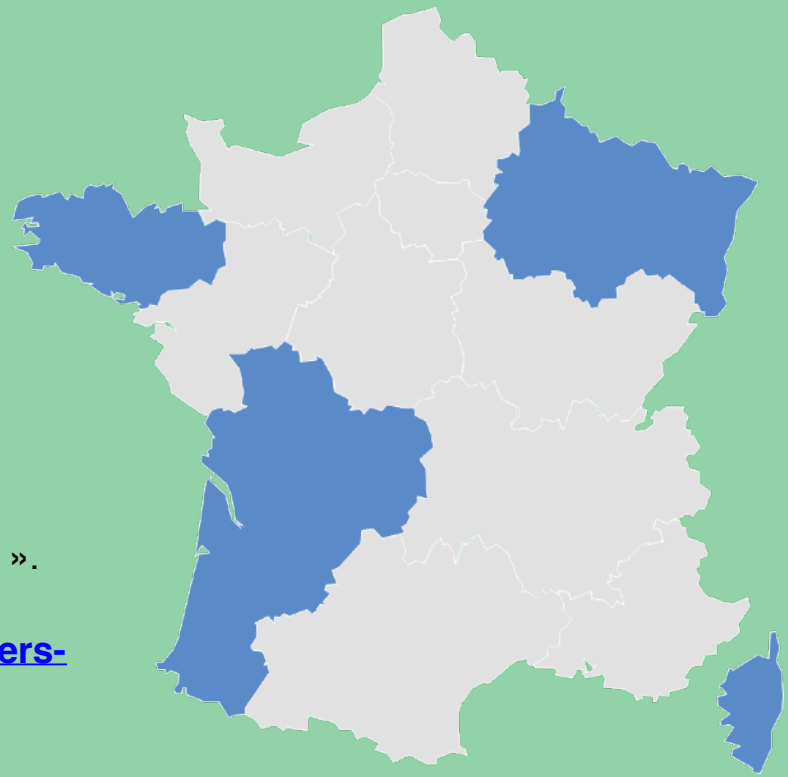
Target of the deliverable: companies and local authorities

Objective of the deliverable: create or amplify digital sufficiency dynamics in the pilot regions by connecting stakeholders, organizing events or collective actions.

Method: co-financing of a full-time equivalent hosted by a receiving structure, which was not the ADEME, CNRS or INRIA. ADEME aid system: "relays action ».

Access link / Distribution license : https://altimpact.fr/reseau-des-conseillers-alt-impact/

Funding : External partners



Sustainable Digital Label Foundations

Deliverable type: Methodology, label

Involved Partners: Agence Lucie, INR, France IT

Target deliverable: Businesses, public authorities, NGO

Objective of the deliverable : Update and evolve the framework for sustainable digital certification by developing a core reference standard and creating an international association to guarantee this reference standard.

Access link: https://www.icdsc.eu/

iCDSC

International Committee for Digital Sustainability Certification

Conclusion

1 Alt Impact spurred many studies and actions into and with the ecosystem

2 Much was achieved, but impact still local and not pervasive and systemic enough

3 Contextual opportunity, and need for continuation at European scale

Thank you !

Any questions?



Where to find us:

On the dedicated program page on the ADEME “Agir” website : [Agir page]

To our email address: altimpact@ademe.fr
(but keep in mind that the programme is finished)