

Eco-friendly Search Engines: Fit for Purpose?

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Introduction to Marydee

- Editor, Online Searcher (now part of Computers in Libraries), infotoday.com/cilmag
- Editor, ILI365 eNews, infotoday.eu
- Editor-in-Chief, KMWorld
- Conference Program Director
- MLS, University of Pittsburgh
- Worked in public, academic, corporate libraries



What's an eco-friendly search engine?

- Search engines with explicit sustainability impact
 - Cleaning up the oceans, planting trees, making the world a better place



Eco-friendly search engines

- Ecosia
- Ocean Hero
- Ekoru
- Ripasia



Ecosia.org

The logo for Ecosia, featuring the word "ECOSIA" in a bold, green, sans-serif font.

- “A better planet with every search”
- “The simplest way to plant trees and be climate active every day”
- Plants in over 35 countries, native species, work with local organizations
- Transparent financials, revenue from ads funds tree planting
 - Running total of trees planted
- Promises privacy
- Chrome extension
- Results from Bing
- Solar powered servers

A better planet with every search

The simplest way to plant trees and
be climate active every day

Add to Chrome — it's free

170,362,280
trees planted by the Ecosia community



▶ Discover Ecosia

Oceanhero.today



- “Search the web to save the oceans”
- Recovers ocean-bound plastics, builds micro-recycling plants, education projects, connect people with oceans through photos, videos
- Collect shell icons when you search, 100 shells removes 1 plastic bottle
- Funded by ad revenue
- Uses Bing results
- Must install app
- Tells how many bottles removed but no detailed financials

About

Gmail



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Collect together & chat

39,224,975

OceanHero



Search on OceanHero & save the oceans



Always use this search box



Mini games



XMission w...



(2) Facebook



Inbox - mar...



Comics | T...



Google Cal...



NewsNow: ...



Wikipedia



Feature No...



Google Maps

Ekoru.org



- Ad revenue goes to support Big Blue Ocean Cleanup to clean oceans of plastic and Operation Posidonia to reforest oceans
- 60% of revenue donated, 40% used to operate service
- Display language can be English, French, German, or Chinese
- Servers powered by hydro electricity
- Search results are from Bing but within Ekoru. Click on images, news, video, or maps and the search transfers to bing.com




INSTALL APP

111,011.634 Kg CO₂
emissions saved by using Ekoru



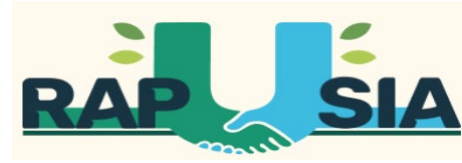
search to save our oceans...

 SEARCH

-  **Clean Oceans** every search helps clean plastic with Big Blue Ocean Cleanup
-  **Ocean Reforestation** every search helps replant ocean seagrass with Operation Posidonia
-  **Green Searches** all of our servers are powered by hydro-electricity

[HOW IT WORKS](#)

Rapusia.org



- Ad revenue funds social and environmental projects (50%)
- Currently concentrating on children's issues but there are others
- Began with Tennis World Foundation
- Searches accumulate hearts, users choose project to fund when they have enough hearts
- Search results from ? (probably Bing)



Search the web to help the Planet



2,278,774

Total searches made with Rapusia

Commonalities of eco-friendly search engines

- Ad revenue funds their causes but not 100% of revenue
 - Financial transparency varies
- Track ad clicks but not by whom
- Browser extensions – mostly Chrome but also Firefox
- Search results from Bing (this may change)
- Most based outside the US
 - Germany: Ecosia and Ocean Hero
 - Malaysia and Australia: Ekoru
 - South Africa: Rapusia

Eco-friendly business searching

- Are they an acceptable substitute for Google?
- Not for subscription databases, but neither is Google
- Results from old Bing, not Bing Chat (generative AI)
- Aligns with students' interest in environmental issues
- And librarians' concerns about the environment as well



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