
Sustainable digitalization: Why we need to shift away from Big Tech business models

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Résumé

The unsustainable growth of the digital environmental footprint over the last decade is due to the rapid growth of digital "volumes", which have outpaced efficiency gains. This growth is a result of the business models of the dominant players of the digital economy, namely the largest digital platforms (GAFAM, BATX) and their derivatives (Netflix, TikTok etc.). To make digitalization sustainable, a transition away from these digital superpowers is necessary, and alternative, sustainable business models must be adopted. The initiation and acceleration of this transition requires the implementation of appropriate public policies that will reduce the attractiveness of current Big Tech business models and promote and support the development of a new digital economy.

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