



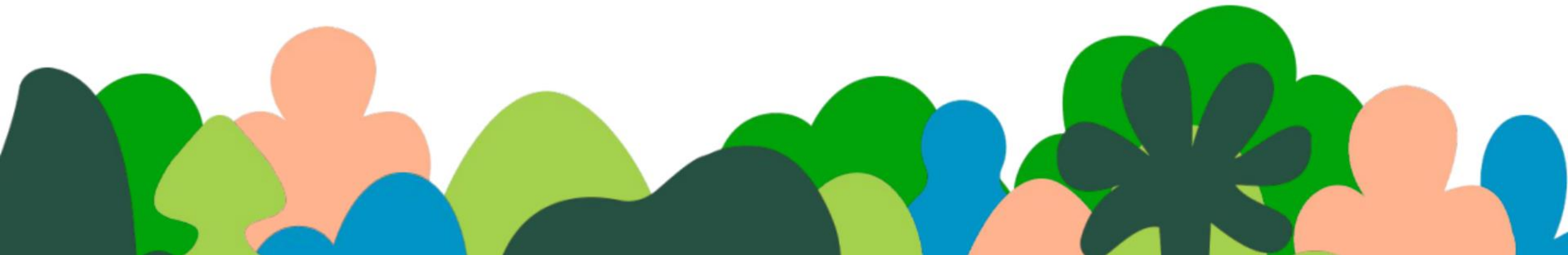
GIG
CYMRU
NHS
WALES

Iechyd a Gofal
Digidol Cymru
Digital Health
and Care Wales

Ecosia Search Engine Pilot and Rollout

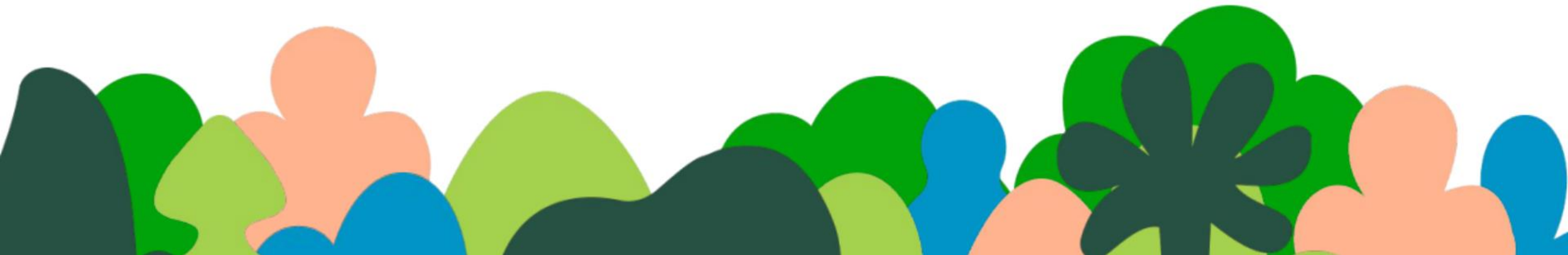
ECOSIA

Chris Moreton, Deputy Director of Finance
and Business Assurance, Digital Health and
Care Wales (DHCW)



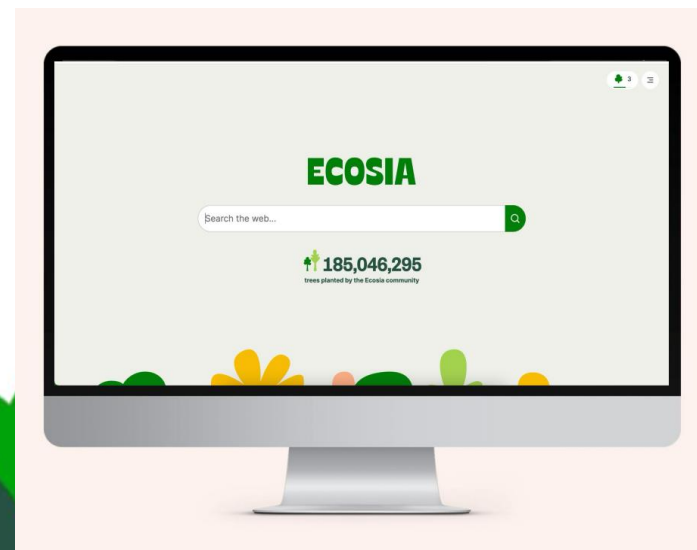
Problem Statement

The NHS has an increasing reliance on digital technology. With increased use of data centres, cloud services, and frequent hardware turnover is driving up energy consumption, carbon emissions, and electronic waste. This is creating a growing sustainability challenge across the health service.



What is Ecosia?

- Ecosia is a not-for-profit search engine
- It's the largest European search engine with 20 million monthly active users.
- Ecosia dedicates its profits to financing climate action
- To date Ecosia has planted more than 215 million trees.



Ecosia Search Engine Pilot

- Internal pilot making Ecosia the default search engine for over 100 employees
- Led by a multidisciplinary team from across Finance, Estates, Operations, Digital Workplace and Communications
- Alignment with DHCW's Wellbeing Objectives under WBFGA

Pilot results:

- Over 6,000 searches resulting in equivalent of 124 trees planted in 1 month
- Positive User Experience:
 - Over 84% wanted to keep Ecosia as their default search engine
 - Most users found Ecosia as easy to use as their previous search engine
 - 61% said it fit seamlessly into their daily workflow
 - 75% reporting being satisfied or very satisfied with Ecosia
- Proposal approved by Execs to rollout Ecosia across DHCW



Our aim

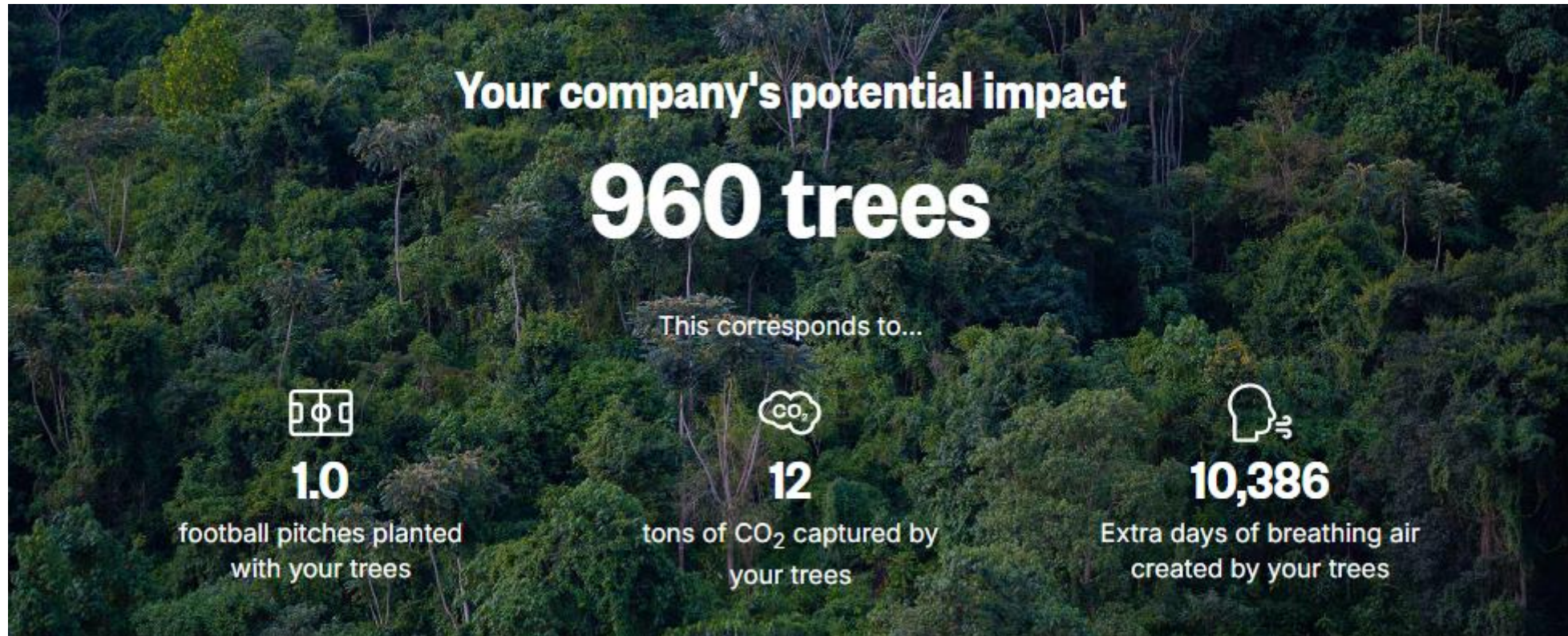
- ✓ To scale this pilot organisation-wide and make Ecosia the default search engine for DHCW
- To make Ecosia the default search engine for NHS Wales

Barriers (what is making this difficult for us?)

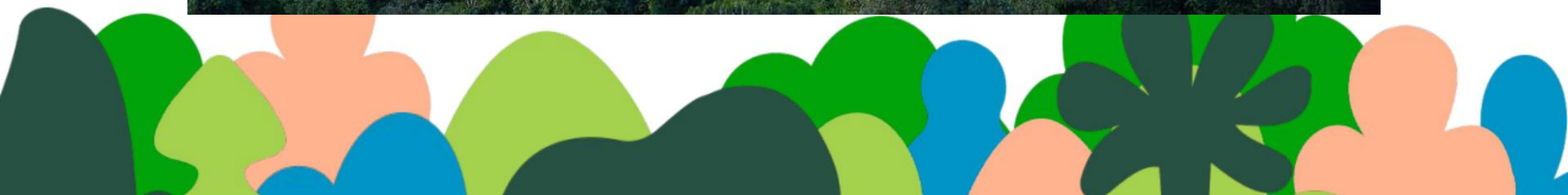
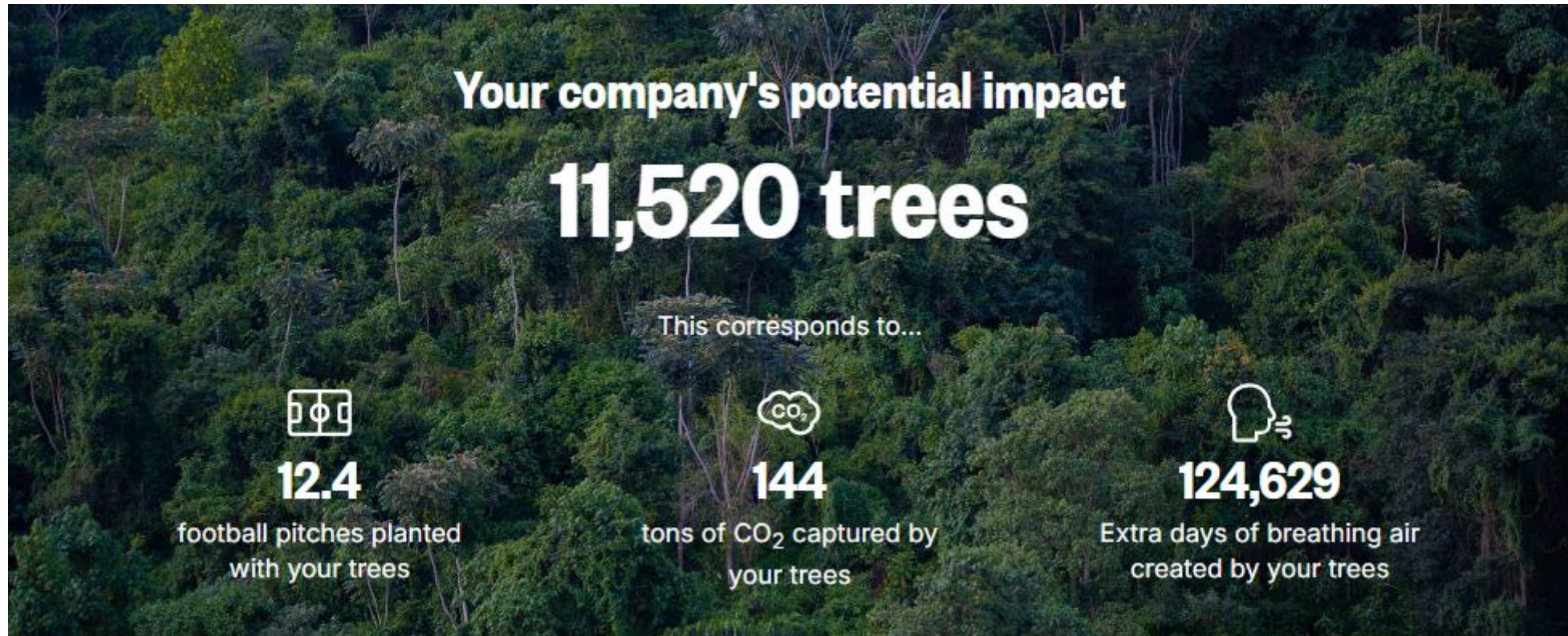
- Compliance & Information Governance
- Data Privacy Concerns
- Technical Integration
- Behaviour & Change Management
- Mitigated through:
 - Cyber security review
 - Information Governance (WIAG) review
 - Multi-disciplinary team, senior leadership support and org-wide comms plan



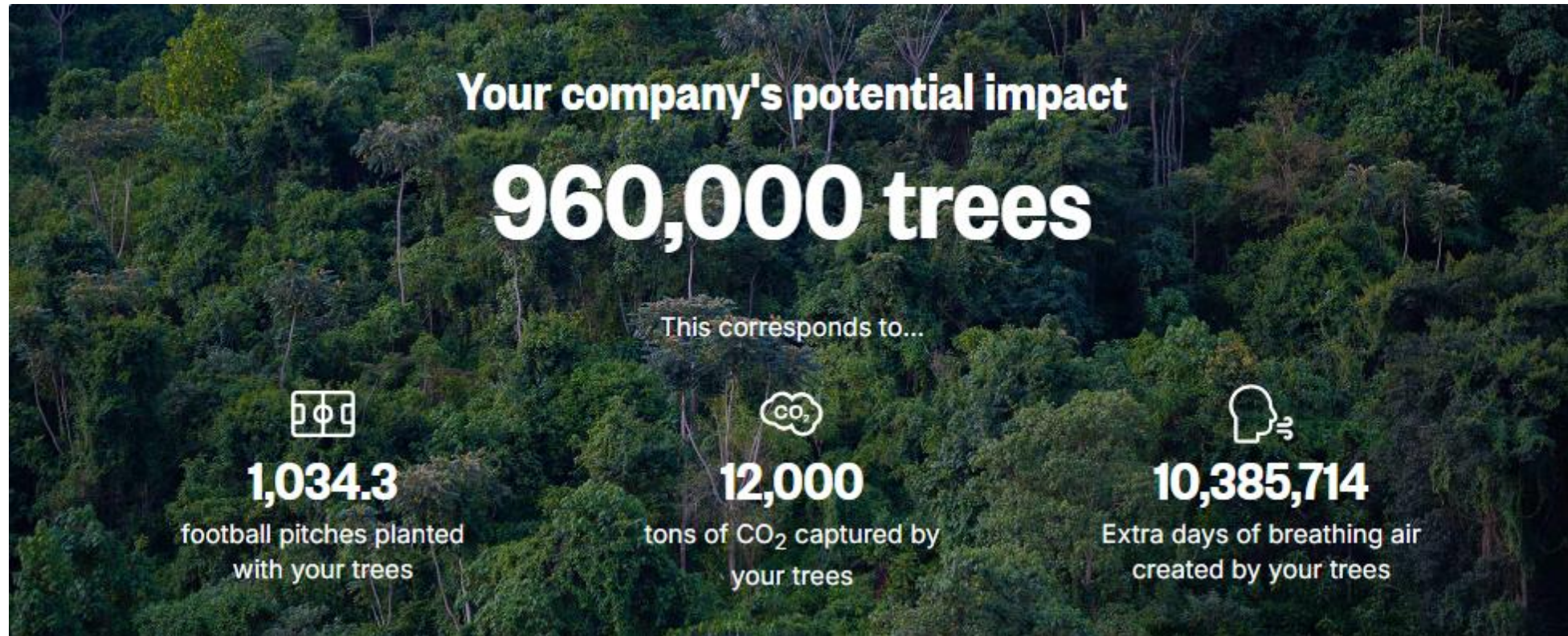
Ecosia Impact: DHCW Pilot Staff (100 users) per year



Ecosia Impact: DHCW All Staff (1,200 users) per year



Ecosia Impact: NHS Wales All Staff (100,000 users) per year



This offsets 1/3 of a typical modern data centre

What we need to progress

- Advocacy and Executive / Senior Leadership buy in to take this forward and make the switch within all organisations across Wales!

