

How Does HostGator's Green Hosting Help With The Climate Change Issue?

Power generation through the burning of fossil fuels is one of the leading causes of greenhouse gases that contribute to global climate change. According to the Energy Information Administration, there were up to 2043 million metric tons of CO2 emissions associated with power generation in 2014 from the US alone. This represented 38% of the country's total energy related CO2 emission for that year.

At present, about 3-4% of all electricity in the world is used to run data centers. And since the IT sector consumes a significant portion of power globally, web hosting companies are taking responsibility to curb climate change by going green.

HostGator is one of the few companies providing clients with sustainable and environmentally friendly web hosting services. In 2008, the company partnered with a Houston-based wind farm to supply them with 130% of electricity used to power and cool its shared and reseller servers. The program has been largely successful and continues to be renewed on an annual basis. Green hosting has had a significant impact on reducing US carbon emissions considering that HostGator serves over 2,200,000 websites on its reseller and shared servers as of the time of this writing.

The Impact of HostGator's Green Hosting on Climate Change

So, how does HostGator's green hosting help with the climate change issue? Well, it's estimated that the average server emits roughly the same greenhouse gas emission as a 15 miles per gallon SUV. By powering servers with green energy, there will be a reduction in carbon emissions that are directly responsible for climate change.

In 2009, only a year after HostGator went green, the company prevented about 3600 tons of carbon dioxide from polluting the atmosphere. This is the same as CO2 emissions from 18 burning railcars filled with coal or annual emissions of 650 passenger cars.

Since HostGator hosts about 1.3% of websites on the World Wide Web, its green initiative is equivalent to:

- Replacing 5,654 barrels of oil,
- eliminating carbon emissions from 444 cars for a year, or
- powering 321 homes with clean energy for 12 months.

How Different is the HostGator Program From Other Green Web Hosting Companies?

If you've made up your mind to partner only with a green web hosting company, then we commend you for such a wise and responsible decision. You'll be making a difference in our world and be part of the group contributing to the fight against climate change.

But with all the hosting companies that claim to have gone green, what makes HostGator different? Well, this company's green program stands out from the pack for a number of reasons.

First, HostGator is not only investing in renewable energy to power their servers, but also for cooling purposes. This represents a huge difference since servers generate a lot of heat. Therefore, HostGator is using more green energy on a per server basis than a few other hosts who only offset the electricity used to power their servers.

Second, the 130% wind generated power that HostGator purchases to run and cool their servers comes from Green-e certified Renewable Energy Credits (RECs). One REC purchased by HostGator is equivalent to 1MWh of renewable energy generated and delivered to the power grid. Hence, HostGator's green program helps to augment the generation of conventional electricity and reduce greenhouse emissions into the atmosphere.

Third, HostGator is thinking globally but acting locally. All RECs the company uses are sourced from local wind farms in their home state of Texas. So, unlike other green hosts

that opt for the cheapest source of certified RECs regardless of location, HostGator is promoting growth of a local green economy.

Does This Mean Customers Have to Pay More for Green Hosting?

Renewable energy does not come cheap. If anything, it's more costly than conventional power. Most web hosting companies that decide to go green often raise their prices to meet the cost of renewable energy. That, however, has not been the case with HostGator.

Climate change is a real threat and it's affecting our planet with each passing year. For a long time, the IT sector has been rather silent about this issue, yet it's one of the biggest contributors of greenhouse gasses. If we wait for the government to reduce IT emissions, that will take a long, long, LONG time. Fortunately, you do your part and make a difference by choosing green hosts like HostGator when in need of web hosting services.