

From: [Charles Reis](#)
To: [Strategy Consultation](#)
Subject: [EXTERNAL] - AuDA Proposed Strategy Feedback
Date: Tuesday, 20 July 2021 3:08:30 PM

Thank you for the opportunity of commenting on the auDA 2021-25 Proposed Strategy. In general, I think it is a well considered document.

As I read the consultation paper and contemplated other global changes that may occur over the next four years of the strategy, it occurred to me that the environmental impact of the full value chain of the technology sector is likely to be subjected to greater scrutiny.

When we think about the proliferation of online data accessible through the domain community, we rarely contemplate that our industry only functions thanks to energy hungry server farms located far from view.

With this in mind, I would like to suggest the inclusion of a comment or principle in the strategy that refers to environmental sustainability.

Best wishes and regards,

Charles

Charles Reis
General Advisory Standing Committee

