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## Sustainable Development of Web 3

Original:

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Web 3 is not 100% virtual. The sustainable development of web 3 depends on energy from the physical world. Still, the next evolution of the Internet has the potential to affect sustainability across the world.

Unimaginable value is about to be unlocked by the advent of Web 3. The internet's next chapter heralds a new economic paradigm, and these emerging technologies will enable new business models that will change the world. Harnessing these opportunities will be a defining challenge for all businesses over the next few decades.

But at the same time, climate change is one of humanity's biggest challenges and tackling it is the responsibility of every company. The need to deliver high-performance computing and infrastructure to support the development of Web 3 while minimizing its environmental impact is essential to its future success.

One reason why this is particularly pertinent for Web 3 is the role that community will play in its decentralized development. Put simply, when the customers are the owners, you must listen to them and respond. As a result, businesses will have to address the ever-rising ESG demands and standards from the community to future-proof themselves.

The focus on developing and using sustainable and renewable energy sources is crucial for Web 3 to meet its potential without creating additional environmental damage or becoming too expensive.

One company is at the forefront of developing both the cutting-edge infrastructure needed to support the development of Web 3 and the advanced, sustainable technologies and operation mechanisms that will power its adoption. Atlas Technology Management (Atlas) is a Singapore-headquartered technology group and one of the world's largest next-generation computing infrastructure-as-a-service providers.

Atlas is a leader in building cutting-edge infrastructure solutions in high-performance and application-specific computing to support the development of Web 3. The services it offers include ASIC computing, node infrastructure, networking, hardware and software, API support as well as storage.

Atlas has witnessed rapid growth over the past year and recently opened new offices in Dubai and Norway. Building on that momentum, the company plans to further expand its coverage in nine countries and regions to over 30 in the next five years. That will give Atlas second-to-none coverage in supporting the Web 3 transformation of enterprises and partners anywhere in the world.

## **Technology Contributes to the Sustainable Development of Web 3**

Atlas believes that technology must be a force for good and is fully committed to contributing to the sustainable development of Web 3. For that reason, Atlas will adopt 75% green energy by 2022, 90% by 2023 and ultimately reach 100% by 2024.

Furthermore, Atlas is in discussions to explore advanced technologies and operation mechanisms such as underwater data centers to enable the progressive and sustainable development of Web 3. A pilot underwater data center is projected to launch in the second half of 2022.

Atlas benefits from its partnership with leading blockchain and digital asset ecosystem CTH Group, which also includes Fundamental Labs (a venture capital investment firm focused on blockchain, digital assets and Web 3 projects) and IDEG (a digital asset management firm that launched Asia's first Bitcoin Trust and a Mining Trust in 2019) as affiliates. Being part of this wider network allows Atlas to remain at the forefront of the development of the expansive blockchain ecosystem. It is this broader perspective that has led to the understanding that the evolution of Web 3 must have sustainability at its core if it is to deliver on its huge potential.