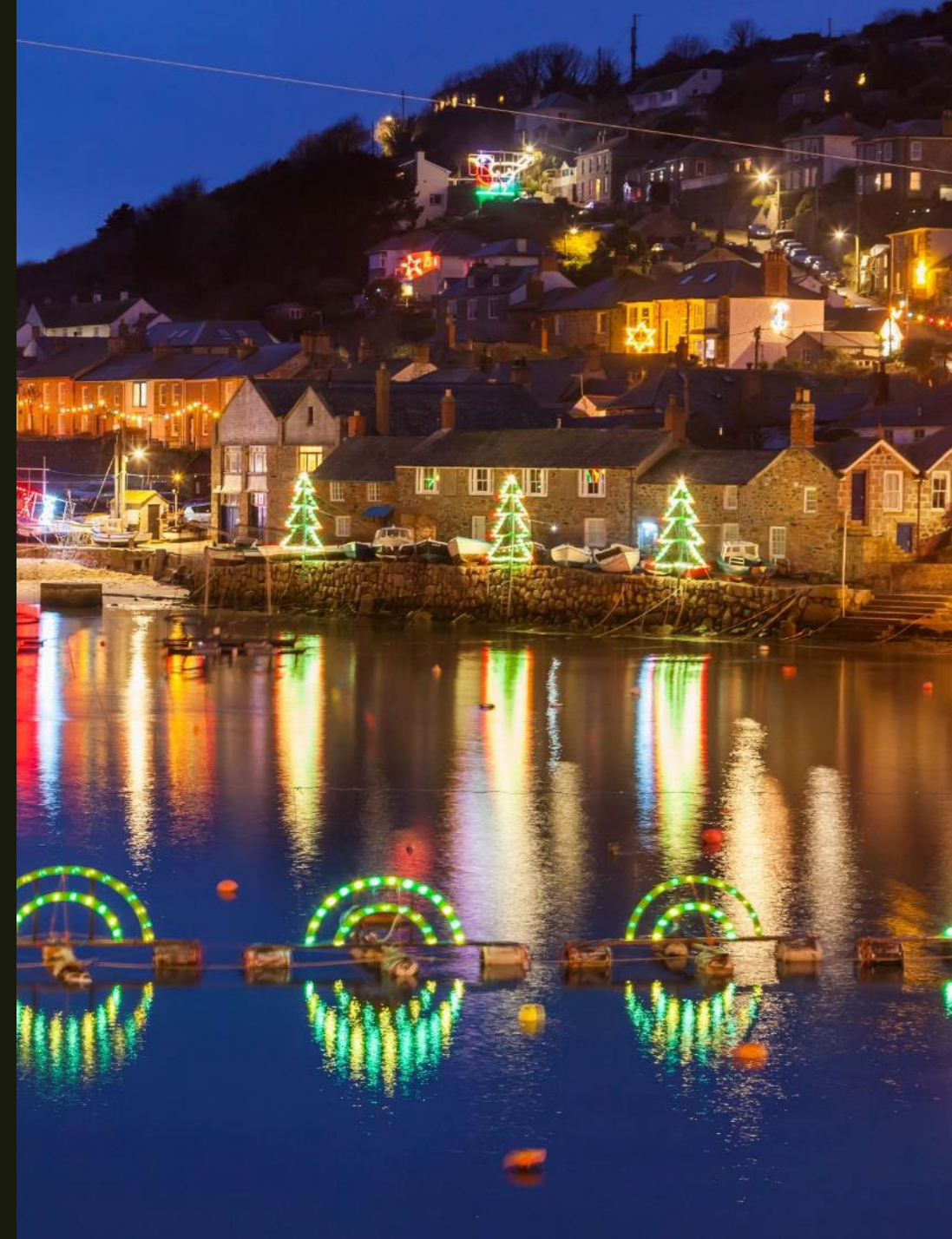


SUSTAINABILITY & DIGITAL





DIGITAL

Addressing digital footprints

- Coventry F13 Digital Artists identified ways that they would reduce their online carbon footprint considering:
 - Technology choices
 - How and what they store online
 - Raising awareness with others
- [Do Nation](#) have created tips for having a digital diet
- City to Sea ran a digital declutter month and are repeating in December:
 - For 2 weeks everyone deleted excess emails
 - For another 2 weeks people deleted old files



The hidden online carbon footprints

- Digital technology contributes to 4% of global greenhouse gas emissions, double that of aviation ([Lancaster University](#))
- If the internet was a country, it would be the seventh largest polluter in the world
- Why?
 - The cloud is powered by fossil fuel energy and backed up by diesel generators
 - Our use is growing exponentially with ½ worldwide population using the internet



Digital storage

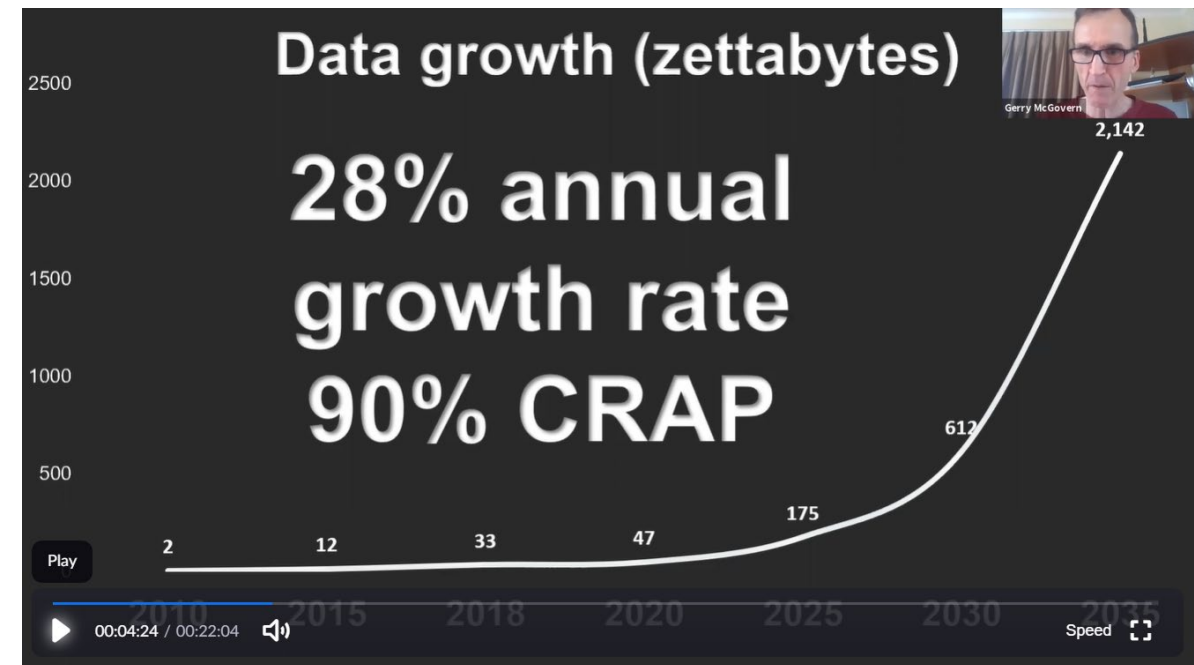
‘90% of data never accessed three months after it is stored’

Many organisations have duplicate files stored in multiple places on their servers

World now into Zettabytes of data:

- 1 zettabyte = 20 trillion trees to print out that amount of content
- Only 3.5 trillion on the planet
- Around 47 zettabytes at moment on course for 2000 by 2035

More mind-boggling facts on digital impacts head to [Gerry McGovern](#)



Addressing digital storage

- Run a digital declutter with your teams

Reducing what is stored:

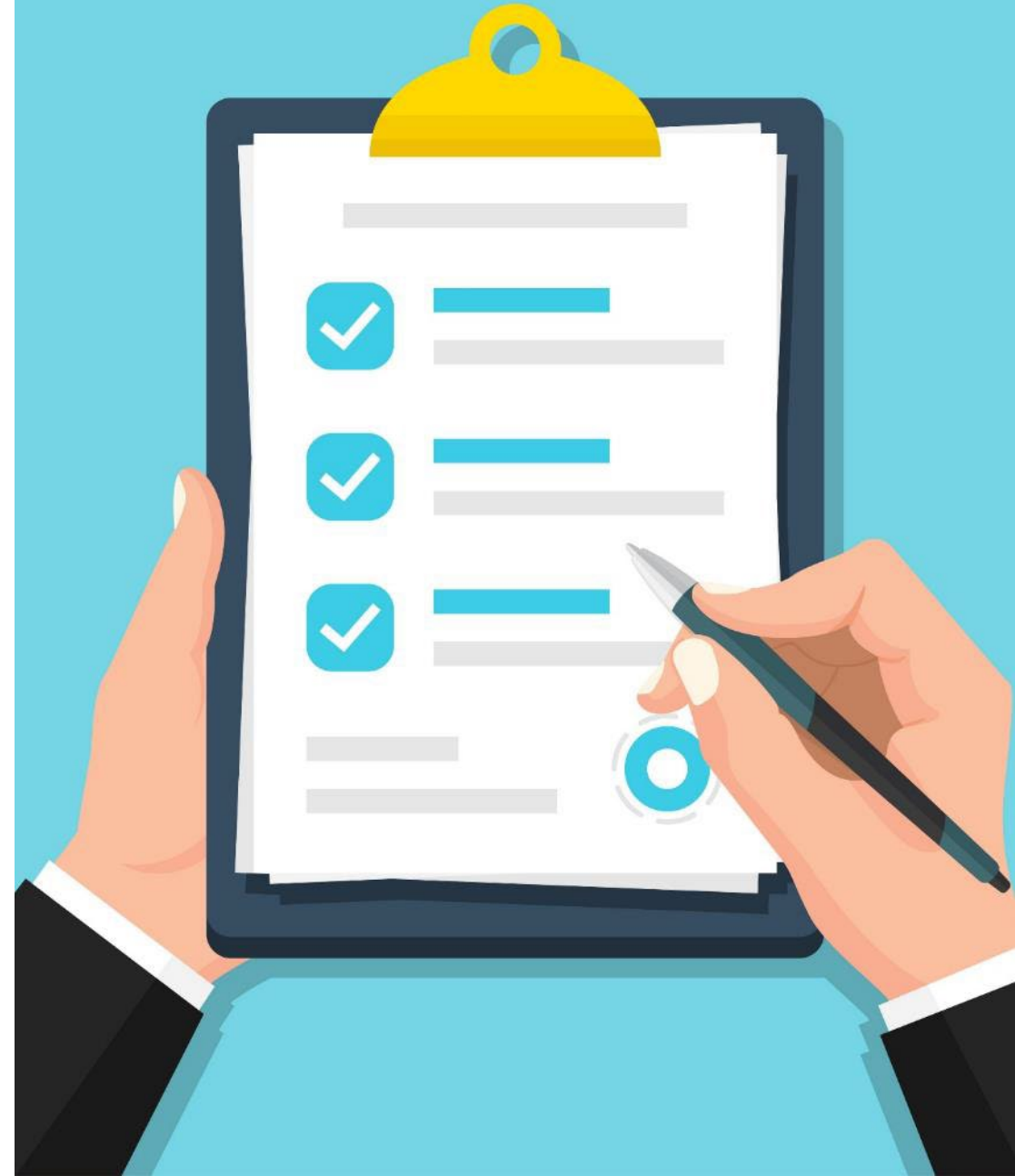
Delete:

- Old files
- Large files e.g. PPT
- Videos and photos
- Duplicate files

New habits:

- Save files as lower res
- Regular declutters

Note down which of these you could do in your org



Emails

OVO Energy's 'Think Before you Thank' campaign showed that:

- One less email a day would save 16,433 tonnes of carbon a year -the same as **81,152 flights to Madrid.**

UK alone send 64 million unnecessary emails a year.

My email footer says:

Emails have an unexpected carbon footprint. Here's how I keep mine low:

- Short acknowledgements and thanks will be skipped
- Files will be sent as links instead of attachments
- Images won't be included in my footer

For changes you can make, check out [Wholegrain Digital](#)



Cleanup Reminders

Get reminded to clean your Inbox regularly.

Enable



Inbox

4,012

Tools



Unsubscriber

1,003



Quick Clean

7,352



Auto Clean

On

Search Inbox

Older than... ▾

Read and Unread ▾

Star ▾

From ▾

All Filters

4,012

emails in this view



Trash



Archive



Mark Read



Auto Clean



Read Later



Block



Keep Newest



Remove Star



Label



Unlabel

Select all

Group: Sender ▾ Sort: Date ▾

Cleaning Suggestions

Clear All

× From Clean Email

36 emails in Inbox



Trash

× From Sustainability Solved

21 emails in Inbox



Trash

× From Calendly

14 emails in Inbox



Trash

Show More ▾

Select all

☐ Calendly >

40 minutes ago · 16.96 KB

To: You >

Inbox Updates Unread

New Event: Parisa Danvers - 02:30pm Mon, 8 Nov 2021 - 20 minute sustainability check-in

Hi Sustainable Sidekicks, A new event has been scheduled. Event Type: 20 minute sustainability check-in Invitee: Parisa Danvers Invitee Email: gcbbparisa@gmail.com Event Date/Time: 02:30pm - Monday, 8

☐ Calendly >

4 days ago · 16.05 KB

Addressing emails

Email declutter

- Run with teams
- Delete emails over 5 years
- Delete Emails with large file-attachments
- Unsubscribe from newsletters you don't watch
 - Use Clean.Email OR Trimbox
- Remove footers from YOUR emails with large high-res images

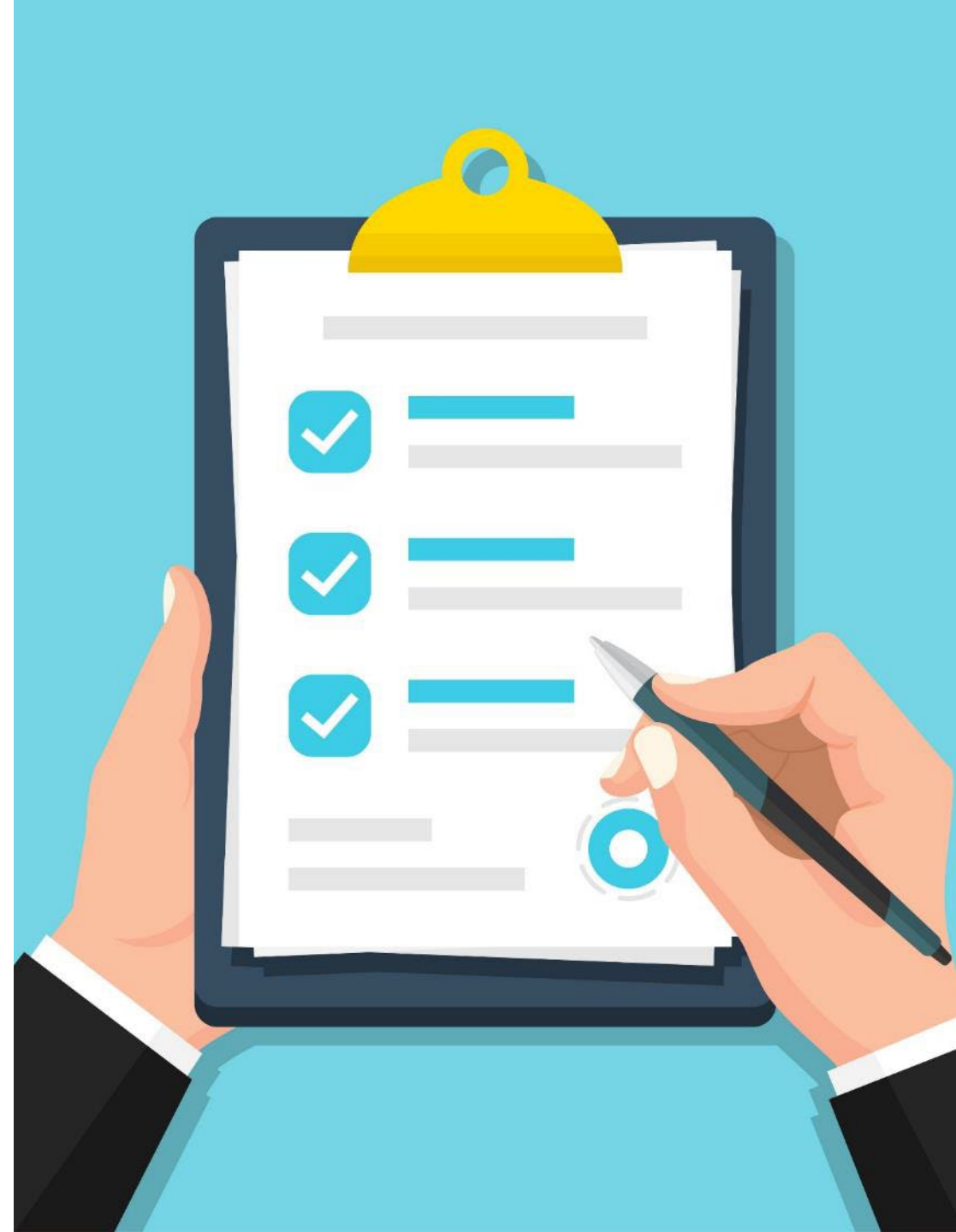
Daily practice

- Don't send short 'Thanks -acknowledgment emails'
- Reduce the number of emails with large attachments – send links instead

Marketing teams

- Reduce the size of images in your email newsletters
- Delete people who don't open emails

Note down which of these you could do in your org



Video conferencing

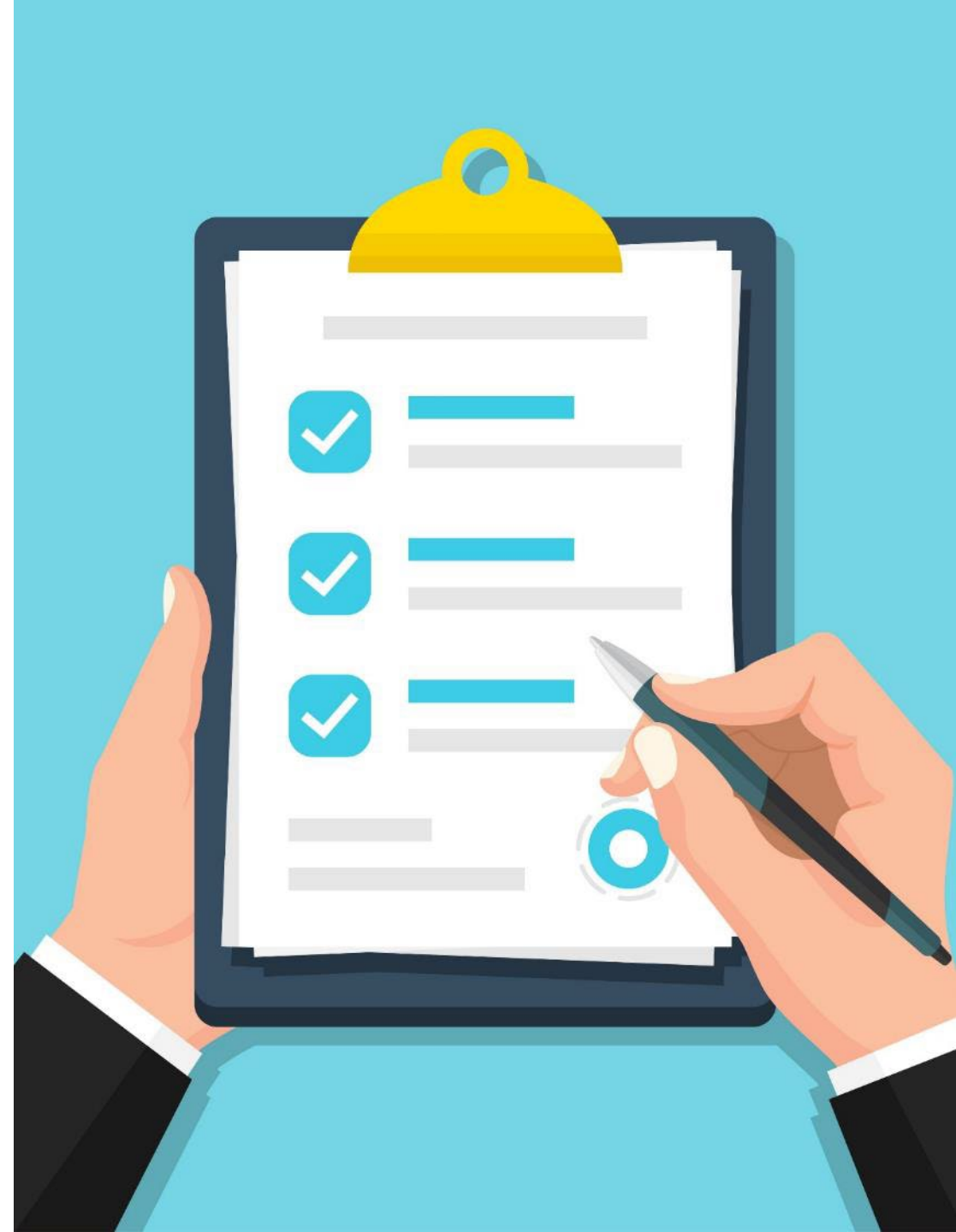
- [Crewdle](#) is a new video conferencing service that operates without using a server.
- This is significant because existing streaming or videoconferencing can emit between 150 and 1,000 grams of carbon dioxide, depending on the service.
- According to the [researchers](#), if remote work continues through the end of 2021, the global carbon footprint could grow by 34.3 million tons in greenhouse gas emissions.



Addressing video conferencing

- Use telephones to speak to colleagues and others where video and face to face contact isn't essential
- Try [Crewdle](#) (for meetings)
- Turn off videos after introductions
- Send advice and guidance to event attendees in advance

Note down which of these you could do in your org



Advice for digital event attendees



For a Smaller Footprint, Go Online

Online attendees have a significantly smaller carbon footprint than those attending in person.

It is estimated that video streaming emits just 36gCO₂ per hour.

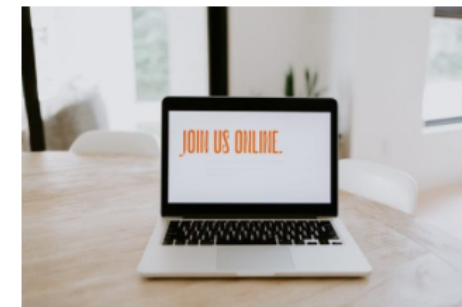
This guidance came from the Wildscreen Post-COP26 online event

[Read the newsletter here](#)

Be Energy-Conscious

The device you use can make a big impact on your carbon footprint. Choose to experience the event on a laptop rather than a television. Did you know; watching on a phone is even better, consuming 100 times less energy?

Likewise, using a mobile network is at least twice as energy intensive as using wi-fi so log in locally if you can.



Take a Screen-Free Break

Turning off your screen in between sessions and during comfort breaks helps to save energy. Discover our full event programme below to make sure you don't miss anything.



Discover the programme

Website adjustments

- Wholegrain Digital have developed a website carbon calculator and a guide for reducing digital footprints
- The biggest issues with websites are:
 - Large images and video files
 - Fonts and content that is stored all around the web on different servers
 - Lots of coding on each page especially from DIY sites like WIX and WEEBLY or platforms within Wordpress sites like DIVI
 - Apps and bots on sites
 - The time it takes for people to navigate your site
- A green site is also fast and efficient for your user

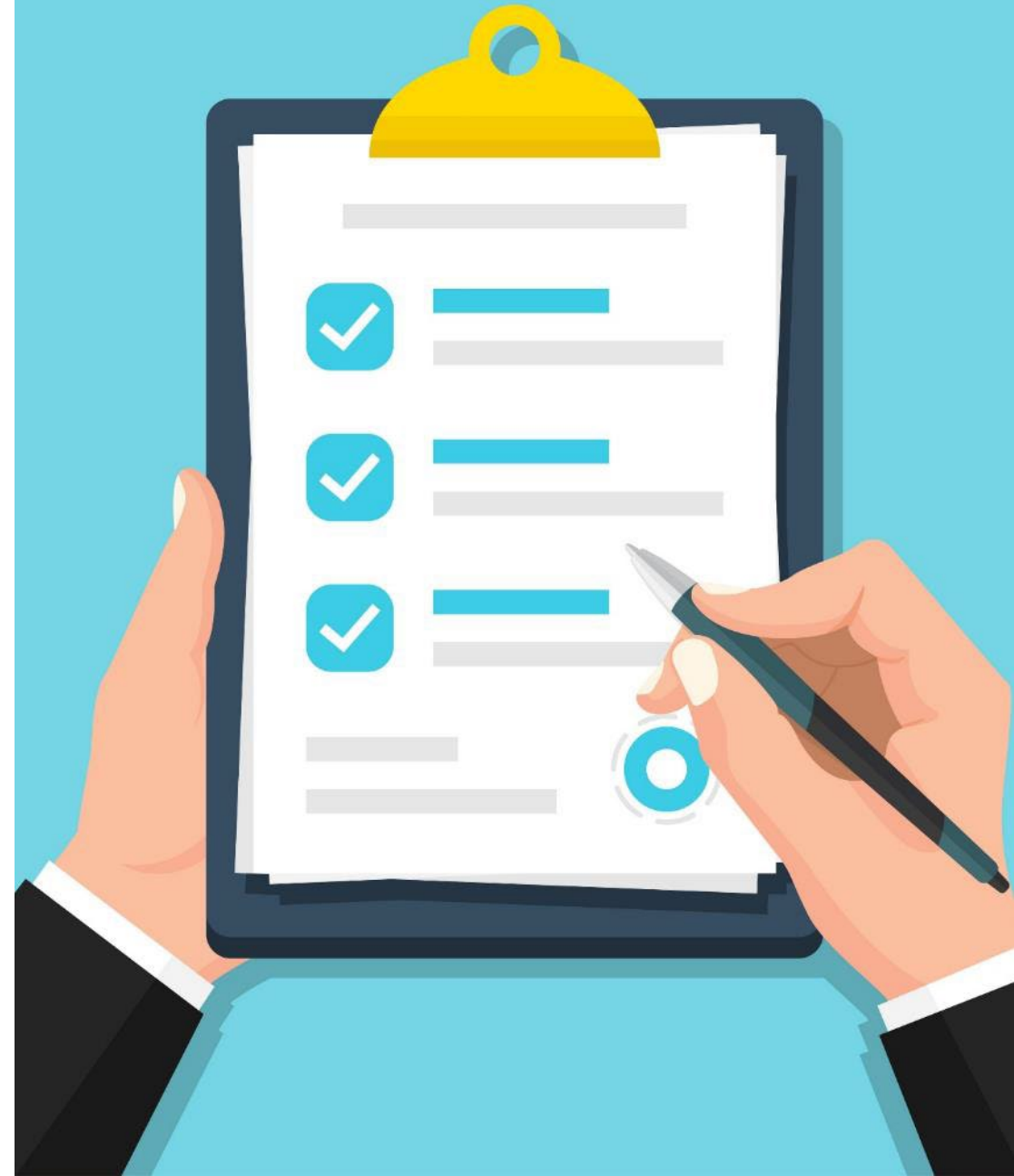


Addressing websites

- Optimise your images and reduce their size
 - Saving in different formats further reduces their size e.g. WebP format, reduces size by 65%
- Reduce video usage
- Lazy load images and iframes
- Using pre-installed or standard fonts
 - Otherwise devices could be calling in fonts that are hosted around the world
- Refactor your code to make it more energy efficient
- Change to green hosting
- Remove duplicate pages and content

[Greenpixie](#) can run an audit of your website and advise how to reduce its impacts

Note down which of these you could do in your org



Monitoring and measuring online impacts

Digital storage

- Size of storage used

Emails

- No of emails deleted
- Or emails in server

Website

- Size before and after

[Website carbon calculator](#)

- Video conferencing

[Video conferencing calculator](#)

