

AG Impact, Digital Clean-up Toolkit 2025

Contents

Businesses have a major part to play in tackling the climate, ecological and social emergency.....	2
Reducing your digital carbon footprint, not only benefits you, but it can also significantly reduce greenhouse gas (GHG) emissions.....	2
A digital clean-up is an easy way to see immediate impact and engage your team	3
Getting started checklist	3
Top tips to engage your team – communicating for impact	3
Digital waste FAQs	4

Businesses have a major part to play in tackling the climate, ecological and social emergency

- Using business to raise awareness and accelerate action
- Balance profit with people, planet and ethics
- Join a movement, collective action
- Activism
- Reduce carbon footprint
- Local action
- Align business goals with purpose i.e. SDGs

Reducing your digital carbon footprint, not only benefits you, but it can also significantly reduce greenhouse gas (GHG) emissions

- Reduce carbon footprint
 - By reducing the number of files and storage, this will cut the carbon emissions used in storing the data
- Prolongs the life of devices
 - Having reduced data storage means your device can operate more efficiently, improving performance and longevity
- Speeds up and simplifies information sharing
 - Easier access to information and files can save time and increase productivity
- Reduces cost by freeing up server capacity
 - Avoids unnecessary storage costs. Reduces energy use

A digital clean-up is an easy way to see immediate impact and engage your team

- **Digital technology is responsible for around 4% of global greenhouse gas (GHG) emissions.** This more than the entire aviation industry. In 2025 emissions will reach over 7% of total emissions
- The GHGs emissions that digital technology resources, devices, tools and platforms produce can be easily **ignored because they are invisible**
- Sending an email emits 17g of CO₂e

“If every Brit sent one less thank you email a day, we would save 16,433 tonnes of carbon a year – the same as 81,152 flights to Madrid.”

OVO Energy, Think before you thank campaign

Getting started checklist

1. **Decide who will be involved and the timelines** for the ‘Digital Clean-up’
2. **Define the activity objectives and choose the digital spaces** you want to clean-up: Outlook, One Drive, etc.
3. **Plan how you will engage your team** in the Digital Clean-up – remember, make your messaging accessible and impactful
4. Understand your carbon footprint – **measure the data** before the Digital Clean-up
5. **Send a calendar request** to book the ‘Digital Clean-up’ activity into calendars
6. **Organise a team meeting** to review what is waste and what needs to be kept

Top tips to engage your team – communicating for impact

- Consider different formats; video, audio, images or group activity clean ups can increase engagement and improve accessibility
- Translating the “grams” of CO₂e into easy-to-understand messaging, brings a shift in perspective and an increase understanding (see our Digital waste FAQ examples)
- Use carbon equivalents to help this connect with your audience

- Share your results to educate others and scale impact

Digital waste FAQs

- A typical business user creates **135kg (298lbs) CO2e from sending emails every year**, which is the equivalent of **driving 200 miles in a family car**
- If every adult in the UK **sent one less “thank you” email**, it could save **16,433 tonnes of carbon** a year – the equivalent to taking **3,334 diesel cars off the road**
- Around **62 trillion spam messages are sent every year**, requiring the use of **33bn kilowatt hours (KWh) of electricity** and causing around **20 million tonnes of CO2e per year**
- The **average iPhone user has 50 GB of storage in the cloud** and it's growing all the time. **That's more than 10,000 photos!** So, the less photos, videos, emails or files we all store in the cloud, the less energy and resources will be used

Source: <https://www.bbc.com/future/smart-guide-to-climate-change>

Source: *How Bad Are Bananas?* Mike Berners-Lee

Source: <https://www.theguardian.com/environment/green-living-blog/2010/oct/21/carbon-footprint-email>

Source: <https://giki.earth/what-is-your-digital-carbon-footprint-and-how-can-you-reduce-it/>

“Small acts, when multiplied by millions of people, can transform the world” **Howard Zinn**

If you have any questions, are interested to know more about our impact or would like to work with us, email us at hello@ag-impact.co.uk