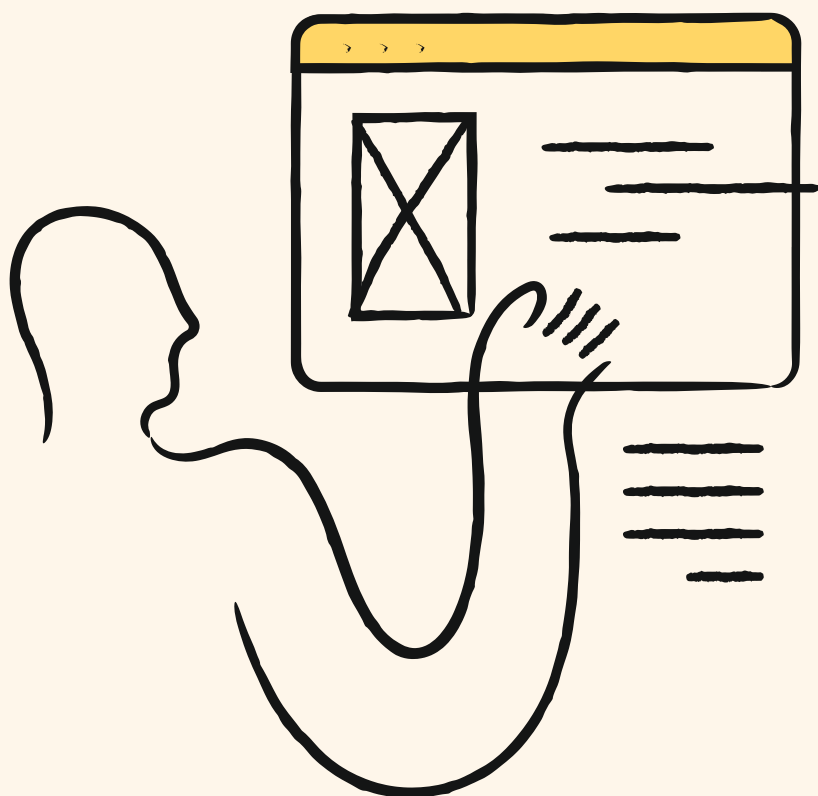




Digital Clean-up Toolkit 2025



Activate purpose. **Empower change.**

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

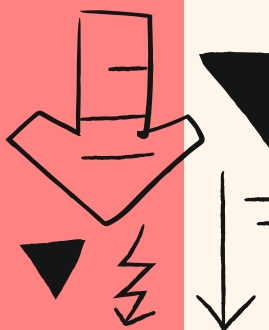
Having reduced data storage means your device can operate more efficiently, improving performance and longevity

→ 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

