

DIGITAL FOOTPRINT

HERE'S WHAT YOU NEED TO KNOW

Our online, digital presence has environmental consequences



Search Engines

Every single search input requires the use of multiple servers to send information back and forth. A single Google search produces between 0.2 to 7 grams of carbon dioxide emissions – 7 grams equates to driving a car 52 feet.



Video Streaming

To binge-watch or not to binge-watch? Watching an hour of video-on-demand streaming generates 55 grams of carbon dioxide emissions - equivalent to boiling an average electric kettle three times, or microwaving four bags of popcorn.

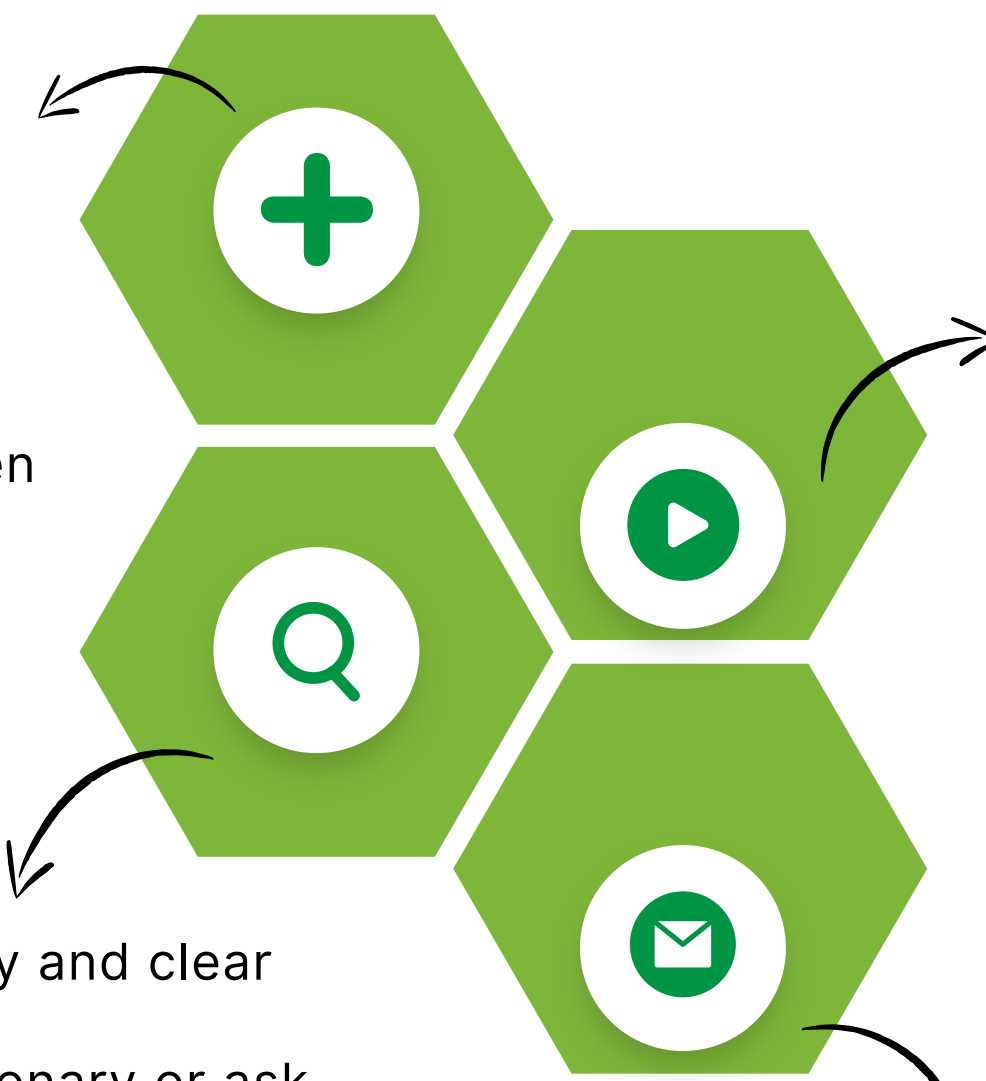


Emails

Can sending fewer emails help save the planet? If only it were that simple. Emails being sent to multiple contacts or containing tons of information/attachments can yield up to 50 grams of carbon dioxide – that amount of energy can be used to power 6.4 average smartphones.

Small Steps You Can Take

1. Use your current device for as long as possible (hold off on buying the latest technology)
2. Recycle/repair "broken" electronics
3. Plug out devices when done charging

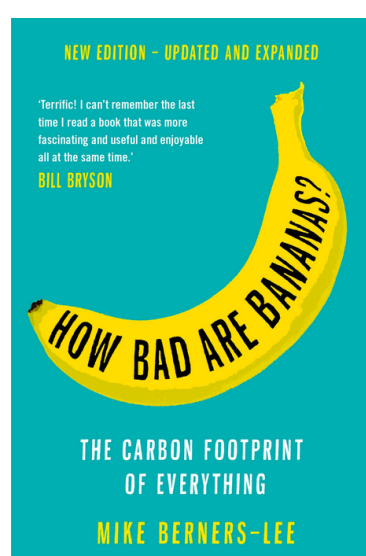


1. Empty search history and clear caches regularly
2. Consult a book/dictionary or ask someone in your direct surrounding
3. Consider using Ecosia as your primary search engine

1. Stream on a smaller screen (the carbon footprint of streaming on a 50" television is roughly 4.5x that of watching on a laptop)
2. Limit streaming to videos/films/ series that you *truly* want to watch that add value to your life

1. Rethink if you *really* need to send that email / add that large attachment
2. Empty inbox regularly
3. Delete/unsubscribe from spam
4. Have a simple email signature (no HTML elements)

References & Further Reading



Mike Berners-Lee: 'How Bad are Bananas?: The Carbon Footprint of Everything' (2010)

<https://greenecofriend.co.uk/digital-footprint/>

<https://carbonliteracy.com/the-carbon-cost-of-an-email/>

<https://www.carbontrust.com/news-and-events/news/updated-calculation-released-on-the-carbon-impact-of-online-video-streaming>

<https://www.treehugger.com/what-is-the-carbon-footprint-of-your-netflix-habit-5189605>

<https://www.greenqueen.com.hk/what-is-your-digital-footprint-how-can-you-minimise-it/>