Sustainable
digital marketing
for all

shrinker digital

Can you picture your personal life without your smartphone, apps or GPS? Or your business without the cloud, emails or downloaded files? These actions have an associated carbon footprint that is now as large as the global aviation industry – but Shrinker Digital are leading the way in reducing it WORDS BY EMILY MILLER

Many of us aren't aware that every search query, streamed video, and every email we send adds up to an ever-increasing global demand for electricity. Multiply that by billions of users worldwide and the fact that most of our electricity still comes from the burning of polluting fossil fuels, and you have an industry that accounts for a lot more CO2 emissions than anyone realises. Our increasing reliance on digital devices has an environmental impact that's increasingly harder to ignore.

For the past four years Shrinker Digital, a Leicester based digital marketing company, have been helping organisations to get their messages out to the widest possible global audience, whilst taking into account the negative impact that traditional digital campaigns would have on the environment.

"We are incredibly proud of the marketing campaigns we have done in collaboration with local governments, charities, and NHS departments – particularly in getting coronavirus messages to communities whose first language isn't English," Smita Amlani, Shrinker's Digital's Commercial Director, told us.

"We have devised and implemented innovative ways of overcoming barriers to information that many people face, such as data poverty, language, and learning difficulties. Of course, what really set us apart from the competition is the factoring in of the digital carbon footprint when creating our messaging. This is incredibly important when dealing with organisations in countries such as Switzerland with their strong focus on their 'net-zero plan.

"Reducing the digital carbon footprint of any digital message will soon become as important as the quality of the message itself, for both businesses and public institutions," Smita explains. "The environmental impacts of digital products and services are starting to be recognised and discussed in the media. People are waking up to the fact that the 'cloud' is in reality massive, energy-guzzling data centres that presently consume approximately 3% of the planet's electricity and are only getting bigger and dirtier. This problem will remain until we either achieve 100% renewable energy or are able to place such servers into space or under the sea."

Consumers are already shifting their purchasing decisions to companies that actively consider the environmental impact of their business operations. Using their innovative digital roadmap, The Shrinker Methodology, Shrinker

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Digital consult with businesses and educate consumers on how we can all begin making small adjustments to our digital behaviour today to help mitigate the impending climate crisis of tomorrow.

5 tips to help shrink your digital carbon footprint
1. Delete old emails on all devices and don't send anymore 'thank you' emails – should every adult in the UK send one less thank you email, it could save 16,433 tonnes of carbon a year – the equivalent of taking 3,334 diesel cars off the road!
2. Consider the size of your email attachments.
3. Turn off autoplay on videos on your phone.
4. Lower your monitor brightness or switch to 'dark mode' on your phone.
5. Download videos rather than streaming them.

In a world where digital communication is only going to grow, it is more essential than ever to consider its associated carbon footprint. Partnering with digital marketing experts will become crucial to any business that wants to remain relevant in the eyes of its customers.

Find more on how to reduce your digital carbon footprint at shrinkerdigital.com.