



**shrinker**  
**digital<sup>®</sup>**

**LOADING A WEBSITE CAN CONSUME AS MUCH ELECTRICITY AS BOILING A KETTLE OF WATER**

Webpages have grown 400% in size in the last 10 years

**THE INTERNET EMITS MORE CO<sub>2</sub> THAN THE ENTIRE AVIATION INDUSTRY**

**THERE ARE OVER 300 BILLION EMAILS SENT EVERY DAY.**

An email can have a carbon footprint of up to 50grams of CO<sub>2</sub>

**THE INTERNET IS THE WORLD'S 6TH BIGGEST CO<sub>2</sub> EMITTER**

**THE INTERNET CONSUMES 50% MORE ELECTRICITY THAN THE ENTIRE UK**

**AN ONLINE MEDIA CAMPAIGN CAN HAVE A CARBON FOOTPRINT OF OVER 340 TONS/CO<sub>2</sub>**

Every online activity requires electricity...

**BACKING UP YOUR PHOTOS AND VIDEOS TO THE CLOUD CREATES 355,000 TONS OF CO<sub>2</sub> PER YEAR**

The cloud is an energy hungry data centre, not a fluffy place in the sky.

**How is digital not a part of the UK's Net-Zero Strategy?**

# Digital activity is going to be the next frontier in the sustainability movement.

**We can't sit back and wait** for the internet to become net zero - it's today's emissions that cause tomorrow's climate change. We all need to take full responsibility for our digital carbon footprint today.

While **sustainability has become a global priority** globally, the digital carbon footprint seems to have been neglected by many decision-makers. The constant increase in digitalisation makes our digital world's carbon cost more and more relevant and impactful on our environment. This critical issue deserves serious attention and needs an acceleration on the transition to sustainable IT to shape a greener future.

Shrinker Digital are **sustainable marketing experts**, who are passionate about lowering the digital carbon footprint through the championing of more efficient electricity usage across all digital means of communication.

- **save you money & combat climate change**
- **strengthen your sustainability reputation**
- **gain competitive advantage**

Our aim is to extol the **virtues of energy efficiency**: from measuring and reducing your website's CO<sub>2</sub> to training your staff on how best to limit their carbon emissions when using email. We help companies draw less electricity from the national grid through:

- Training & Consultancy
- Website CO<sub>2</sub> Reduction (Analysis, Green Web Design, Green Hosting...)
- Energy Reduction & Savings
- Sustainable Content Creation



## The Internet is the world's 6th largest CO2 producer

**Every online activity**, from browsing the web, sending an email to posting on social media, **emits CO2**. That is because the internet requires electricity which is still produced mainly from the burning of highly polluting fossil fuels - it is the burning of oil, gas, and coal that emits the CO2 which is **causing our planet to heat up**.

**Online traffic is increasing** at an exponential rate, and we are rapidly running out of time to ensure the planet's temperature rise does not exceed 1.5 degrees Celsius as set out in the Paris Climate Agreement. We need meaningful solutions today to reduce the amount of CO2 our online actions & digital communications cause.

Shrinker Digital provide a **range of innovative services** aimed at doing just one thing - measuring and reducing the carbon footprint of your organisation's digital communications & media.



## The Polluting Nature of the Internet

## & How to reduce your Digital Carbon Footprint

### Did you know that the internet is responsible for creating more CO2 than the aviation industry?

We are demanding that every organisation, especially those with popular websites, take urgent action to ensure the digital carbon footprint of its website is as small as possible.

The less energy required to load sites, leads to less electricity being consumed, which in turn means less CO2 being pumped into the atmosphere.

A resource-optimised website doesn't just help the planet, its also makes commercial sense, too. More efficient websites will load faster giving firms reduced bounce rates and improved SEO rankings.

# Shrinker Digital's Digital Carbon Reduction Services

It's important to clarify that when we say "digital carbon footprint" we mean those **genuine CO2 emissions** that are created via digital (online) activities.

For most businesses, such activities include:

- Internet or Intranet Usage.
- File creation & storage/retrieval to a database
- Media & Comms creation
- Email usage



## Loading a website can consume as much energy as boiling a kettle

Approximately 50% of the electricity consumed from website **usage occurs at the users' end** - charging and powering their devices. The remaining 50% is split between powering the enormous data centres and the infrastructure used to carry the data.

The electricity savings and subsequent CO2 reductions that will come from using our services will be **felt across the internet's infrastructure.**

When considering those energy savings created from Shrinker Digital making your website or media content more energy efficient, these benefits would be felt locally, regionally, nationally and even internationally.

**There are over 300 billion emails sent everyday.**

Effectively, we would be **reducing the CO2 of your "upstream" Scope 3 "value chain"**, i.e. your customers would be using less power to view your website/media.



## Websites

There are currently 1.7 billion websites, with over 250 million active sites. The only thing more astonishing than the amount of electricity being consumed each year from visiting them is the simple fact that almost every single one could quickly & easily become at **least 30% more energy efficient**.

Shrinker Digital's Website Carbon Reduction Reports is the first step in measuring and then reducing the carbon footprint of your website.

In addition, we offer a full range of sustainable web services: **creating a low-carbon website from scratch**, moving your existing website to a **"green" data centre**.



## Email

Emails are still high prevalent in today's business world. However, **the average employee creates over 168KG of CO2 each year** just from email.

Shrinker Digital **offer in-depth training and professional consultation** for your management and staff on how you can reduce the CO2 emanating from your use of email. When improving email efficiencies, your business would benefit directly from reducing disk storage costs, improved time efficiencies, and general reduction in electricity usage.

## Media

You can no longer control who sees your content. Given the **viral nature of social media** and the improved share-ability, there is the potential for your content to be viewed anywhere in the world on any device. This can lead to **much larger than anticipated emissions** of your media. For this reason, it is essential to consider the carbon footprint of every piece of content you produce, share, upload to your organisation's online/digital platforms.

# 'Website Carbon Reduction Report'



Before an organisation can contemplate strategies to deal with their digital carbon footprint, first, it is essential to measure it.

Combining information taken from a wide range of online analytical resources, we create a "website carbon reduction report" containing the following:

1. Current level of CO2-e emitted each time your website is visited.
2. Breakdown of the resources (and their size) that are being transferred across the internet.
3. General website information such as visitors, bounce rate, and average page views.
4. Webpage load speeds.

From this information we can tell you **the size of your website's annual carbon footprint.**

More importantly, our report also contains a set of instructions, that when implemented, will see an

improvement in the site's energy efficiency as well as page load speeds - vital for SEO rankings.

## "win-win"

Our solution is **quick, cost effective**, and has a meaningful impact in reducing the amount of CO2 being pumped into our atmosphere.

Whilst we see the primary benefit of having more efficient resources on a website as an environmental one, there are also a **raft of commercial advantages**, too. These include improving your customer's online experience, featuring higher in SEO rankings, and gaining a meaningful and marketable competitive advantage over your competition.

It is a true "win-win" for all involved.

**"If you can't measure it, you can't manage it"**

- Peter Drucker



## What is “Sustainable Media”?

For the last 5 years, every piece of content Shrinker Digital has ever created has had one thing in common - a desire to embody media content in **the smallest digital media file** possible without negating its image quality.

Our company name comes from this very ethos.

Every piece of content has the environment at its core. Whether it's making content specifically for one social media platform or for uploading to your website, **we ensure every piece of content** has the smallest possible carbon footprint - from

the point of its inception to delivery and upload to your platform.

Only in this way can Shrinker Digital guarantee your organisation's media content will have **the smallest impact on the planet** - wherever it is viewed in the world.





We help your organisation measure, reduce, and maintain its digital carbon footprint through:

- Website Analysis & Development/Creation
- Training & Consultancy
- Sustainable Content Creation
- Social Media Marketing

Don't sit back and wait for the Internet to become net-zero. Get in touch to include your digital emissions in your net-zero strategy and to:

Remember, **it's today's emissions that cause tomorrow's climate change.**



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