

DIGITAL CARBON FOOTPRINTS

REDUCING THE CARBON COST OF EMAILS

NO THANK-YOUS

Don't send unnecessary emails

Research found that if every adult in the UK sent one less email per day, we'd save 16,433^[1] tonnes of carbon a year! Stop sending short, unnecessary emails, and reduce your impact on the planet.



STORAGE

Stop hoarding

The electricity needed to store 10,000 emails for a year is the same as approximately 50g of carbon ^[2]. This is on top of the associated carbon cost of receiving them in the first place.



PAGE VIEW

Limit emails per page

The more emails you see in your inbox per page, the more processing power needed. Ask yourself - do you really need to preview 50 emails at a time? If not, consider dropping it down.



EMAIL SIGNATURES

Remove images

Adding a 1MB image to your email signature increases the carbon cost of the email by 5 times ^[3]! Ditch the image and replace with some text explaining the change.



Join Blooloop in our campaign to remove images from email signatures. Find out more at:

<https://blooloop.com/sustainability/opinion/ditch-email-signature-images-reduce-digital-carbon-footprint/>

^[1] <https://company.ovo.com/think-before-you-thank-if-every-brit-sent-one-less-thank-you-email-a-day-we-would-save-16433-tonnes-of-carbon-a-year-the-same-as-81152-flights-to-madrid/>

^[2] <https://www.forbes.com/sites/adigaskell/2023/02/23/how-eco-friendly-is-it-to-delete-your-emails/?sh=46bf5257776d#:~:text=For%20instance%2C%20they%20argue%20that,around%20five%20grams%20of%20CO2.>

^[3] [https://www.eco2greetings.com/News/The-Carbon-Footprint-of-Email-vs-Postal-Mail.html#:~:text=A%20normal%20email%2C%20one%20without,filtering%20and%20reading%20your%20messages.&text=E](https://www.eco2greetings.com/News/The-Carbon-Footprint-of-Email-vs-Postal-Mail.html#:~:text=A%20normal%20email%2C%20one%20without,filtering%20and%20reading%20your%20messages.&text=Every%20email%20processed%20uses%20electricity.)