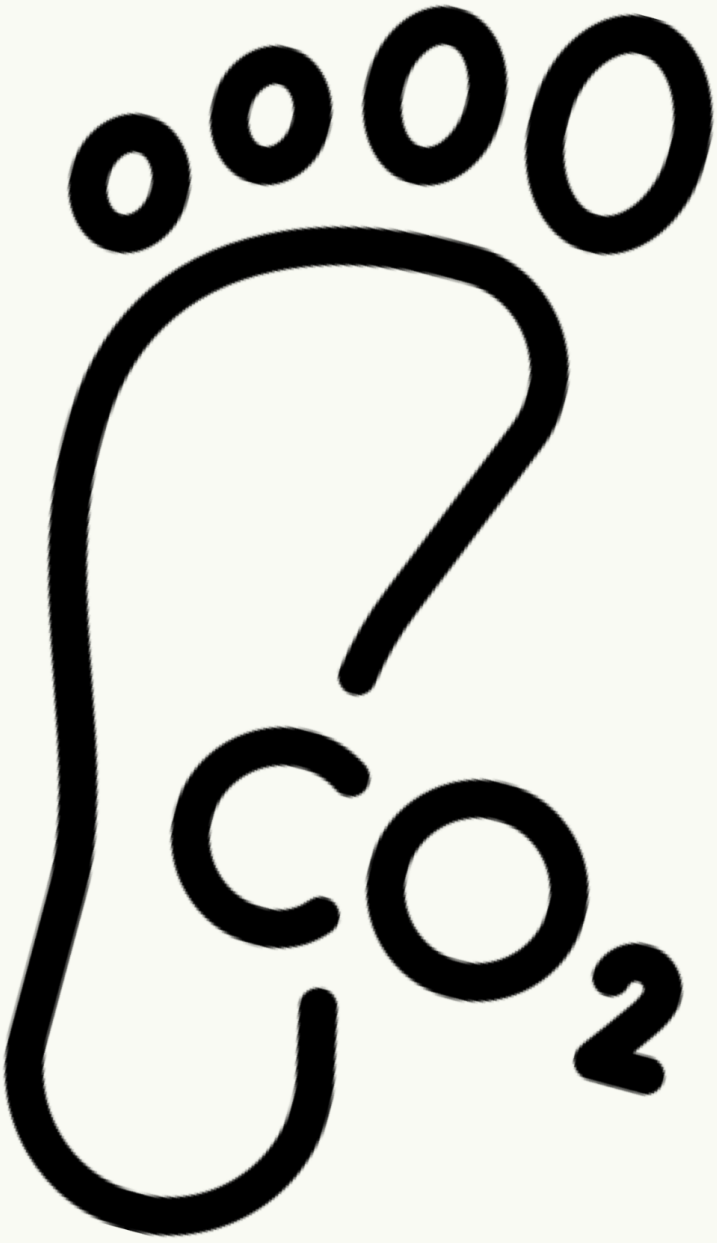
DID YOU KNOW?

Your e-mail has a carbon footprint



Here's How You Can Keep It To A Minimum

ECO TIPS • ECO TIPS • ECO TIPS • ECO TIPS •

SOME SIMPLE STEPS TO KEEP YOUR EMAIL CARBON FOOTPRINT TO A MINIMUM:[1]

Unsubscribe from mailing lists that are no longer relevant to you

Delete emails you do not need, starting with those with the largest attachments

Write concisely and keep messages as brief as possible

Delete ‘history’ when replying

Only add necessary attachments

Replace attachments with hyperlinks, this uses less energy

Link people to a copy of a document on OneDrive (or equivalent) rather than emailing a copy to everyone

Send emails only when relevant. Each time you copy in a colleague, you’re adding to their inbox and starting a new energy trail

Avoid ‘replying to all’ and properly target recipients

Use the email CO_2 calculator →

1. Carbon Literacy Project. “The Carbon Cost of an Email”. 2022

WHAT USES ENERGY?

Doesn't an email only exist online?

Electricity

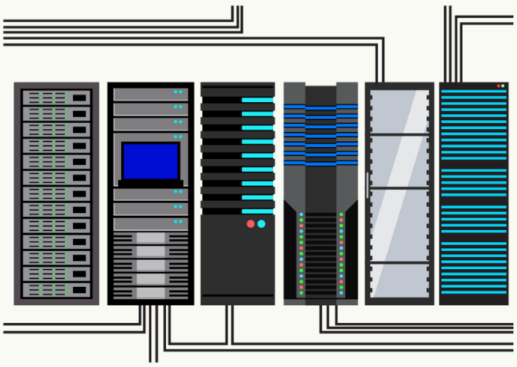
Every email processed uses electricity

When composing a message, your device is using electricity. When you send the message, the network connection uses electricity, as does the server that transfers your message to its recipient [2]

Data Storage

Everything "online" is physically stored on a device somewhere in the world

Typically, in warehouses containing large amounts of computers, consuming a large amount of energy [3]



4%

Digital pollution accounts for approximately 4% of global greenhouse gas emissions annually [4]

2. Sedna. "The Carbon Footprint of Carbon Copies: How Does Email Affect the Environment?". 2021
3. Green News."What's the story with data centres?". 2021
4. The Shift Project. "Lean ICT - Towards digital sobriety". 2019

DID YOU KNOW FACTS

Over 319 billion emails were sent and received globally in 2021[5]

A recent study estimates the carbon footprint of an email to be between 0.03g and 26g of CO_2e*[6]

*Carbon dioxide equivalent

Attachments, length, location, distance and device type influence the carbon footprint of an email

The University of Galway Good Email Guide guides us on how best to use emails

5. Statista. "Number of sent and received e-mails per day worldwide from 2017-2025". 2022
6. Burners-Lee, M. "How Bad are Bananas?: The Carbon Footprint of Everything". 2020