

digital behaviour handbook

carbon positive guidelines

working document 1.0
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carbon positive guidelines: contents

1

the digital vices and planet friendly **alternatives**. Targeting the main areas of concern: archiving, communicating, devices, navigation and streaming.

2

data terms glossary. Describing the most widely-used words surrounding data and providing some less alluding, descriptive lexical alternatives.

3

creating bottom-up political change. Curated advice and direct action methods to support the cause and achieve legislative change.

the digital vices and planet friendly alternatives

method of discovery

- Shadowing
- Workshops

aim

- Understand digital vices
- Effectively address your habits
- Lower your personal carbon footprint

archiving

Vice: Backing up many files on the cloud.

Alternative: Either frequently clean your cloud or use physical storage. Data centres host cloud data and are responsible for approximately 25% of digital emissions.

Vice: Excessive media library you do not often look into.

Alternative: Back up only the essentials. Digitally backed up files consume a lot of energy to be stored, while excessive physical backups can reduce the life span of your device, creating need for more manufacturing to keep up with the frequent equipment replacements.

communicating

Vice: Letting emails stack up, CCing many recipients and sending large files. Sending a 1 MB email is equivalent to keeping a lightbulb on for an hour (and

that's without the added impact of storing it!).

Alternative: Target your recipients, sort your emails upon receiving them, replace attachments with hyperlinks and unsubscribe yourself from unread newsletters.

Vice: Being in video conferences all day.

Alternative: Favour audio over video calls. Make a conscious effort to turn off your camera in meetings, by doing so you consume 96% less. You can let people know you are doing this for the right reasons, not just being rude!

devices

Vice: Using a larger screen without a good reason.

Alternative: Use as small a screen as appropriate for the task. A laptop computer for example will consume on average 80% less than a desktop computer.

Vice: Always purchasing new devices, disposing of old ones.

Alternative: Carefully maintain your devices, the usual lifespan of laptops and phones is 2 years, but with a bit of careful maintenance can easily be doubled.

Vice: Devices create greenhouse gas emissions even when you are not using them.

Alternative: Put your devices on stand-by mode and turn them off if they are inactive for more than an hour. Use connectivity with moderation. Whenever possible, use Wifi over 4G/5G on your phones.

navigation

Vice: Excessive browsing.

Alternative: Bookmark your favourites, and instead of googling go directly to your desired website. Long term these practices drastically reduce your GHG.

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Vice: Having many tabs open.

Alternative: Creating a document with the addresses, bookmarking, or simply closing unnecessary tabs is crucial to avoid idle data waste.

streaming

Vice: Repeatedly streaming the same content.

Alternative: Reduce your streaming as much as possible, if you are intending on consuming the same media repeatedly the best approach is to download it on your own device. This is especially important when it comes to video, as it represents about 60% of global data flows.

Vice: Idle Streaming such as falling asleep to content or background playing.

Alternative: Deactivate autoplay in your application services, set a timer on your device or simply enjoyed already

downloaded content. Although electricity is still being used backing up content ensures that you are only able to play however much content you have indicated (for example queuing 2 movies or albums). Instead of platforms streaming for hours on end. So in itself content that is backed up has a finite playing time.

Vice: High-Definition Content Streaming.

Alternative: First check what resolution your device can display. Oftentimes people will stream 4k content, when their device does not support it, consuming just as much as if for streaming in 4k, but without any of the added benefits. When streaming, even if your device supports the level of quality it is important to adjust the definition. Video streaming is the most harmful kind of digital behaviour, so whenever possible try and stream at a lower quality.

Vice: Streaming Video only for the Audio.

Alternative: It is important to seek a audio file or perhaps download the audio instead of streaming. If there is no other alternative, streaming in a lower quality is advised.

big data

refers to the vast amounts of structured and unstructured data that can come from a myriad of sources.

alternative: wealth of information/ computerised information

cache

temporary store of data used in web browsers to save frequently accessed web pages.

alternative: internet knowledge stockpile

cloud

buzzword that refers to any Internet-based application or service that is hosted remotely. In telecoms, this is the part of the network through which data passes between two points.

alternative: data processor, digital information processor

cloud computing

distributed computing system over a network used for storing data off-premises. The delivery of hosted services over the internet, which falls under three categories: public, private, hybrid.

alternative: online computer services

cloud storage

Off-premises file storage. Cloud storage is often classified by temperature. Hot storage is most often utilised for personal use, it requires fast and consistent response times such as interactive video editing, web content, online transactions etc. Cold storage is used for data that is accessed less frequently and does not require the fast access of warmer data. That includes data that is no longer in active use and might not be needed for months or years. Data retrieval and response time for cold cloud storage systems are typically much slower than services designed for active data manipulation. Practical examples of cold cloud storage include services like Amazon Glacier and Google Coldline.

alternative: by internet storage

data centre

A physical facility that houses many servers and data storage devices. Data centres might belong to a single organization or sell their services to many organizations. This is a facility containing many networked computers used for storing, processing, and distributing large amounts of data. It houses IT equipment such as servers, routers, and firewalls, as well as necessary infrastructure for the building such as power supplies, backup generators and ventilation systems. As the focal point of critical IT operations, data centres are the beating heart of a business.

alternative: facility, computer centre, digital information factory, machine hive, web hive, web operations

idle data use

Internet traffic that occurs while you are not actively using your device. This can come in many forms such as automatic account syncs, communications, notifications, updates etc. Ultimately it accounts for a huge volume of digital traffic.

alternative: sleeper use, unknowing digital pollution

streaming

technique for transferring data that supports a steady, uninterrupted stream of content, allowing for superior visual or audio quality
alternative: digital flow, computerised transfer

contact us

to contribute to our alternative digital dictionary.
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creating bottom-up political change

method of action

- Digital
- Analogue

aim

- Taking a stand
- Contributing towards legislative support
- Popularising the cause

take a zoom stance

Although there are many instances such as mandatory testing that require individuals to turn on their camera during virtual calls, try and keep your camera usage to a minimum where possible. Turning your camera off and using only your audio during virtual meetings is 96% less harmful to the environment.

Make this an opportunity to inform others! You can use our custom zoom icons to display when your camera is offline to let people know you are not being rude, just mindful to the environment! Access them here.



advocate for reform

Contact your local representatives: It is most effective to call only your own representatives. This also helps you build a relationship with them. Try to keep your calls focused on one issue at a time. You might have a lot you want to address with your representative, but you will get your point across better if you focus on issues individually instead of leaving a message with your opinions on all issues at once.

Track important legislation: If you are passionate about this particular issue you can track legislation to find out what decisions are being made.

Meet with representatives: The best way to get your message across is in person. So, while setting up a meeting with your representative might seem scary, it can be highly important. It is hard to ignore the opinions of someone sitting right in front of you! It can be difficult to get on their calendar, so do not give up! Keep contacting their office until you can set something up.

going analogue

Advocating in person although daunting is one of the most efficient ways of spreading awareness. Taking a digital sabbatical is always recommended, both as a statement and to reduce your personal digital carbon footprint.

target your social media posts

Make your social media be an exemplification of digital frugality. By posting lower definition, meaningful and bold content you can raise awareness towards the issues of digital pollution.

We have curated a database of social media icons and posts you can use and personalise to communicate your beliefs. Access files here.



thank you.

We appreciate your time. For more information
or to contribute to the project, contact us here:

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