GOOD KARMA PROJECTS

FREE UP SPACE
#FREEUPTHEPLANET

#EARTHDAY2020 / @GKPROJECTS

TAKE CLIMATE ACTION

#FREEUPTHEPLANET

All of the TV shows and movies you stream, the important documents that you need access to from anywhere, your emails, all of the information that you have uploaded to social media sites — it may take up little or no space on your devices, but all of that data is not just floating around in space. This data is saved and processed in data centers, massive buildings occupied by nothing but row after row of computer servers that are running nonstop to make sure that when you need to retrieve a photo stored in the cloud, you'll be able to have access to it right away. Data centers are responsible for between 1-1.5% of global electricity usage and most of it comes from non-renewable sources.
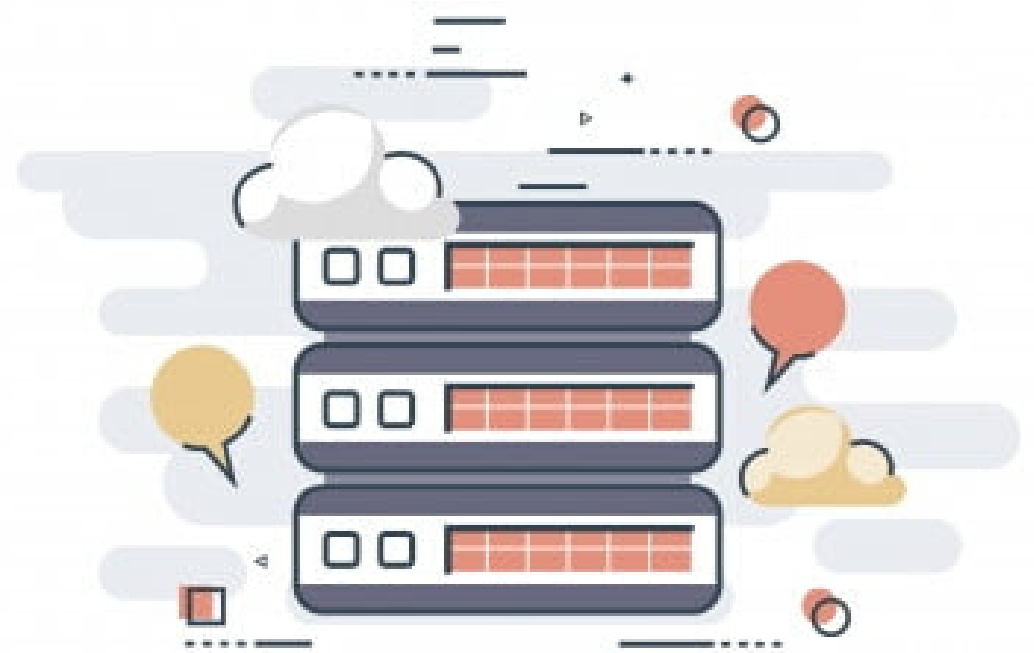
While the main focus is on limiting emissions from the automotive, aviation and energy sectors, it's the communications industry that is on track to generate more carbon emissions than all of the aforementioned sectors.

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DID YOU KNOW

World's data centers use more than Norway's total electricity consumption.

Sending 65 emails equals to the CO2 emissions of driving 1km in a car.

Google has 5.6 billion searches per day. Which produces approximately 409 milion kg CO2 per year.
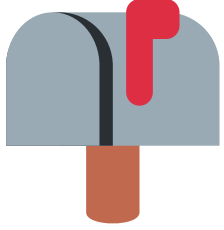
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All data stored on the internet uses energy. Let's free up some space and save some energy!

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1. ❌ **Delete all spam, old and non-important emails.**

2. 📫 **Unsubscribe from all newsletters you're no longer interested in.**

3. 🗑️ **Clean-up the cloud. Tidy up your pictures, documents and data in the cloud.**

SHARE THESE EASY STEPS WITH YOUR FRIENDS!

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The internet, email, and cloud-based services have cut down on tons of physical resources like paper.
But the carbon emissions produced from powering, manufacturing and cooling computers, smartphones, and data centers can add up. The greening of the internet is the next endeavor in our hyperconnected era.

Find out more at:

https://gkprojects.org/the-invisible-impact-of-the-internet/

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