Digital lifestyle of the future: get rid of unnecessary CO2. Up to 75% CO2 could be avoided in digital applications. This has many advantages.

The issue: The CO2 balance per German citizen* per year averages 12 tons (t). To limit global warming to 1.5 degrees Celsius, only about 2 t of CO2 may be emitted per person per year. Emissions from digital lifestyles with some everyday applications account for up to 1.032 t of CO2 per person. We have to change that.

The question: What if you were online while protecting the climate?

The solution: That works! Think Digital Green shows answers with a scientifically based model calculation and real-life recommendations for action. These can be applied immediately with the help of the **Think Digital Green wizard**.

How can you start? Please contact us for our interactive sessions using storytelling. Languages: German and English, French. In organizations, teams love to get ready to reduce the digital carbon footprint. 30 % of our guests start actions immediately.

We will be happy to organize a life-demonstration of our **Think Digital Green-Calculator:** You can calculate your own footprint and learn how easy it is to get rid of unnecessary CO2.

Good to know: Think Digital Green formats that can't do one thing: be boring

What is the Think Digital Green approach? Background information

1. Everyday digital applications were investigated. Specifically: Surfing the Internet, e-mailing, using messenger and social media, video conferencing and streaming (music/video). During use, data is transmitted to the end device. These have been analyzed.

2. The model directly correlates data, energy and CO2. It uses plausible, publicly available values for data transmission to the end device as an indicator of CO2 consumption for the applications. The associated

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infrastructure is also included proportionately for the resulting energy consumption. Last update: 08/2022.

3. Per application was modeled for personas: a) usual use, b) mixture of usual and partly Think Digital Green use, c) almost completely using tips of the Think Digital Green assistant. The latter has reduced its footprint by 75 %.

4. Some results: The greatest savings can be achieved through video conferencing with adapted camera use and streaming with the lowest possible resolution on WLAN. The purchase of remanufactured devices is also recommended.

So what now?

Everyone without prior knowledge or sacrifice can start to protect the climate being online.

The main benefits:

- Organizations become climate-neutral more quickly saving tons of CO2.
- Users save energy and can measurably reduce emissions be it at home, in the home office or at work.
- Generate powerful messages for corporate communications: You get recognition and the reputation of being a pioneer.

What is going through your head now?

We will be happy to listen to you ☺

Susanne Grohs-von Reichenbach, Founder

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The website is sustainable and generates only 0.06 g CO2 per visit.

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