



# Are you using digital data sustainably?



**Digital waste consumes  
energy unsustainably**

Digital waste is all the forgotten e-mails and files in your cloud storage. It costs over 11 million kWh of electricity per year for UG to maintain all the mail data (including yours!) which is enough to provide for 4500 households!



**Don't say yes to digital mess! Shrink your digital footprint today**

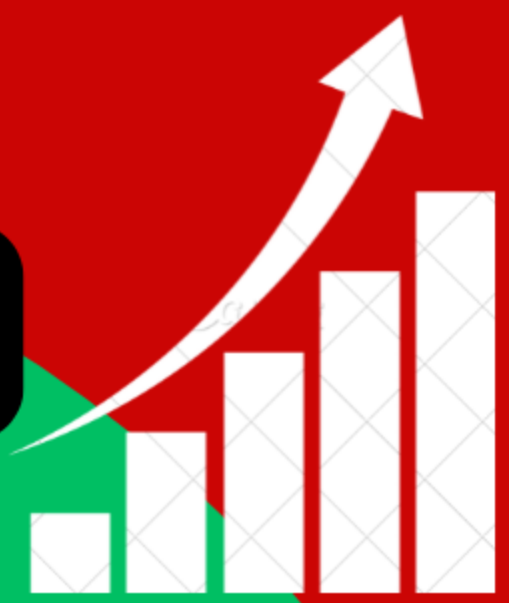
[rug.nl/digitalcleanup](https://rug.nl/digitalcleanup)



# Digital waste exploits natural resources



**Digital data is growing exponentially**



Digital hoarding increases carbon, water, and land footprint. The impact is significant as the data annually grows. It is expected that there will be a 33% increase in digital data in the coming two years. This results in a mountain of digital waste that is constantly maintained with energy.



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# Promote responsible digital behavior



**Minimize your  
digital footprint**



Reduce your digital waste and promote sustainable electricity use by deleting redundant files and e-mails on the drive from your UG account and proportionally lower your and UG energy consumption.



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