

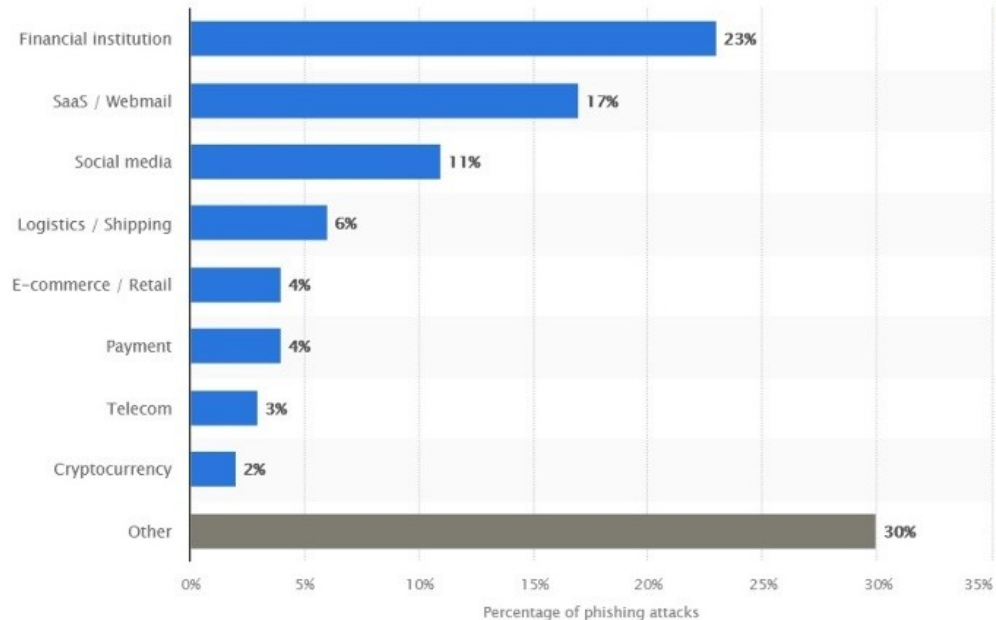
a world without spam email

## SPAM types

Classical SPAM email = Unwanted email

Phishing – email fraud or identity theft = 54% of digital vulnerabilities

**Most targeted sector by phishing: Financial institutions.**



Source: Statista.com

## SPAM Carbon footprint, 2025

- **In a year = 34.950 million metric tons CO<sub>2</sub>e**
- **More than the energy used in one month by Mexico, or**  
the energy used in a year by New Zealand, or Ireland, or Honk Kong or Ecuador

Source: [worldpopulationreview.com/carbon-footprint-by-country](http://worldpopulationreview.com/carbon-footprint-by-country).

MCAfee/ICF The carbon footprint of Email SPAM report.

The massive carbon footprint of Spam Emails, Todaytesting environmental impact spam.

what if there were no spam emails anymore?



## Project overview

Problem solving:

There is Spam email worldwide.

Including spam phishing leading identity theft, fraud which are 54% of digital vulnerabilities.  
Which main target are Finance system.

Also target crypto.

Solution:

Orbs.

No more spam worldwide.



## Potential Impact

### Potential Impact:

By 2025, the number of global e-mail users is expected to reach a total of **4.6 billion users**.

In 2021, there were an estimated 319.6 billion e-mails sent and received daily around the world. This figure is projected to increase to **376.4 billion daily e-mails by 2025**.

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E-mail marketing:

E-mail has managed to remain central to digital communication and continues to grow in uptake. By 2025, the number of global **e-mail users** is expected to reach a total of **4.6 billion** - an approximate six hundred thousand increase in users, up from 4 billion in 2020.

Click-through rates: When it comes to online advertising e-mail has seen higher click-through-rates than on social media. In Belgium and Germany, these were **5.5 and 4.3** percent respectively - compared to the 1.3 percent global average **CTR** for social media during the same time period.

source: statista



Phishing = 54% of digital vulnerabilities.

## Phishing - Statistics & Facts

Phishing – a common term associated with email fraud has emerged as one of the most prominent forms of cyberattacks today. Victims are lured via fake correspondence, often in the form of emails or social media messages leading to carefully constructed phishing sites. Such sites, often masquerading as log-in pages or online forms then capture users' data which is subsequently used to commit online fraud or identity theft. It is also not uncommon for links in one of these cleverly disguised messages to create a gateway for malware to make its way into a system.

**In 2020, phishing mails were a leading point of entry for ransomware, constituting up to 54 percent of digital vulnerabilities.** Poor user practices and lack of cybersecurity training were also significant contributors, both of which are **factors closely related to interaction with phishing messages.**





## Executive Summary

Problem:

There is Spam email worldwide.

Solution:

Orbs, Benefits the Financial Sector and crypto.

No more spam worldwide.

#### E-mail marketing:

Despite the increasing popularity of messengers, chat apps and social media, **e-mail has managed to remain central to digital communication and continues to grow in uptake. By 2025, the number of global e-mail users is expected to reach a total of 4.6 billion**- an approximate six hundred thousand increase in users, up from 4 billion in 2020.

#### Click-through rates:

Not only that, when it comes to online advertising **e-mail has seen higher click-through-rates than on social media**. In Belgium and Germany, these were 5.5 and 4.3 percent respectively - compared to the 1.3 percent global average CTR for social media during the same time period.



## Project Plan

Develop Orbs

Integrate support for digital money, currencies.

Benefits the Financial Sector and ~~Crypto~~ Sector.



## Conclusion

A world without spam can be achieved.

This means increased Safety for the Financial sector, Crypto, and Users,  
**and less digital vulnerabilities.**

**And a reduction 34.95 million metric tons CO2e per year.**

Orbs.

orbs