

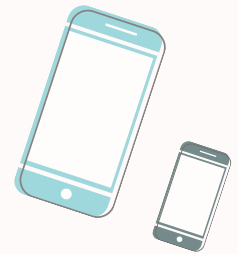


What's the impact of digitality?

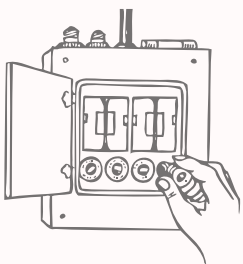
Information technology is responsible for 4% of annual CO₂e emissions. It will become 14% by 2040 if nothing is done given the trend and growth of the field, crypto-currency and artificial intelligence.

It's important to understand the carbon footprint of our digitality, but not to stop there. By only addressing carbon emissions, we limit our awareness and also our empowerment to exercise change.

A disposable smartphone weighs a few hundred grams and requires 220 kilos of raw materials and 12,000 liters of water to produce the elements that are integrated into a phone.



Approximately 75% of the annual CO₂e emissions of digital comes from the production of the equipment, tools and hardware infrastructure that supports the virtual world

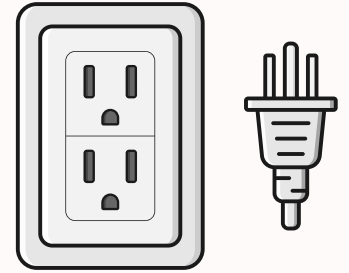


Our exposure to screens increases more and more leading to permanent changes in our way of communicating, sharing and living. But we have **the right to disconnect.**

The other 25% comes from the electricity needed to maintain and transmit the data

The right to disconnect

It means that every company has an obligation to negotiate with employees how to handle communication, how to be connected. For example, there are companies that do not send emails outside of working hours. Our brain is not made to be constantly solicited by digital tools; it changes our way of thinking, our ability to concentrate.



Daria suggests working in a group, a collective, or maybe launching an anonymous survey among other colleagues to open up a conversation about how others live this situation of hyper-connectivity and the possibilities for change.

In a nutshell, **Digital Sobriety** is a term that helps us understand the environmental impact of our digital lives within a more holistic framework that has to do with our rights, as social beings, to connect beyond electronic devices, to move our bodies, to have moments of rest, as much as to live in a clean, fair, and nourishing environment.



Want to know more about sustainable digital communication?

Ecoist Club, along with partners, developed the **Ecoist Club app** that you can download for free to get more information about these topics. Your information is not traced since there is no back end.

The app has a very pleasant design that embodies all the principles previously discussed. In chapter formats, you will find images, short podcasts and succinct text that expand on different aspects of digital sobriety.

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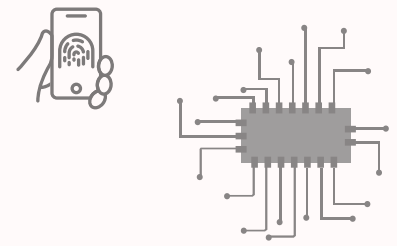
Google play
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Apple store



Daria's list of resources



- **More on digital ecological transition:**
 - <https://theshiftproject.org/en/home/>
- **More on ideas for digital cleaning:**
 - <https://cyberworldcleanupday.fr/outils.html>
- **An example of a company that reconditions junk equipment while offering social insertion:**
 - <https://www.insertech.ca>
- **Examples of digital ecodesign:**
 - <https://lowimpact.organicbasics.com/>
 - <https://www.vw.ca/carbonneutralnet/>
- **Books:**
 - **The Age of Surveillance Capitalism by Shoshana Zuboff:**

'She talks about the fact that surveillance capitalism is a new form of market that claims private human experience as raw material to be used in covert operations of extraction, production and sale' - Daria
 - **Digital Hell: The Inner Workings of a "Like" by Guillaume Pitron:**

'This talks about the impact of digital technology. All this data that we share on a daily basis, they are reworked by other tools. They are reworked by algorithms that work on artificial intelligence and without knowing it, I quote, we share around 150 gigabytes of data per day' - Daria

About our Speaker: Daria Manchenko

'Born in Moscow in 1985, I immigrated to Quebec in 2007. I also lived and worked in France and Hong Kong. Photojournalist, visual artist and digital artist, recipient of the CALQ grant, with more than 15 years of experience in management and production of media projects as a photo director / photo editor, I hold a Bachelor's degree in photojournalism (2007 – Moscow), a Master's in media communication (2011 – Montreal), a Bachelor's degree in film production (2015 – Montreal). "Barometer: Sound Portrait of Montreal" (2021), are the fruits of my reflection on the relationship between humans and technology.

Since 2020, I have been working on a digital sobriety awareness project "Ecoist Club" which helps develop healthy and eco-responsible relationships with digital through ad hoc, multidisciplinary and inclusive initiatives'.



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