



# **Sustainable IT and the Digital CleanUp Challenge**



# Who are we?



**Lisa Legrand**

*Senior Consultant, Sustainable IT Lead*



**Sven Leën**

*Senior Manager, Sustainability Lead*

## About **ngage**:

ngage is a **management consulting boutique** located in Wavre, and founded in 2009.

**75 employees** work at ngage.

ngage helps its clients **transform their organization**, embracing **societal transitions** (sustainability, mobility and energy).



**Florence Clauss**

*Green ICT Program Manager*

**INFRABEL**

## About **Infrabel** :

Infrabel manages the rail traffic throughout Belgium. It employs around 10 000 employees all over the country, doing a wide range of activities.

The ICT department concentrates on the digitalization of train activities (traffic control, passengers information, workers safety) and the ICT assets management. In order to decrease the environmental impact of these missions, the Green ICT group was created.



# AGENDA



LET'S **MEET** !



INTRODUCTION **ON SUSTAINABLE IT**



THE DIGITAL CLEANUP WEEK, **A WAY TO EMBARK YOUR EMPLOYEES** IN THE STORY



**APPROACH AND TIPS & TRICKS** FOR A SUCCESSFUL DIGITAL CLEANUP WEEK



A LOOK ON A SUCCESS STORY: **DIGITAL CLEANUP AT INFRABEL**



GROUP DISCUSSION: WHAT WOULD A DIGITAL CLEANUP LOOK LIKE **IN YOUR COMPANY?**



CONCLUSION AND Q&A



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# What is the proportion of IT in global impact?

IT sector represents:

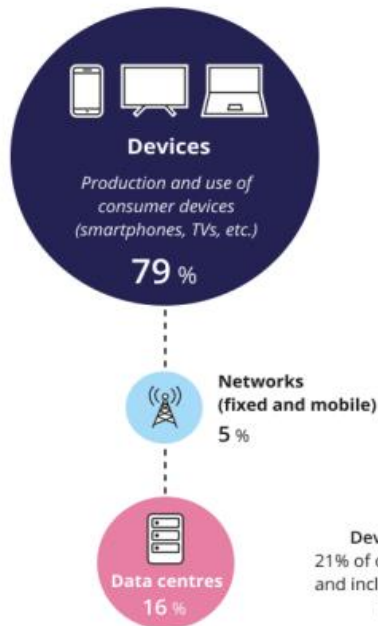
- **Roughly 10% of the world electric consumption**
- **4 % of all GHG emissions worldwide**  
*(compared to 2,7% for the aviation sector)*
- **Increase by 9% per year,**  
**twice as fast as most other sectors**



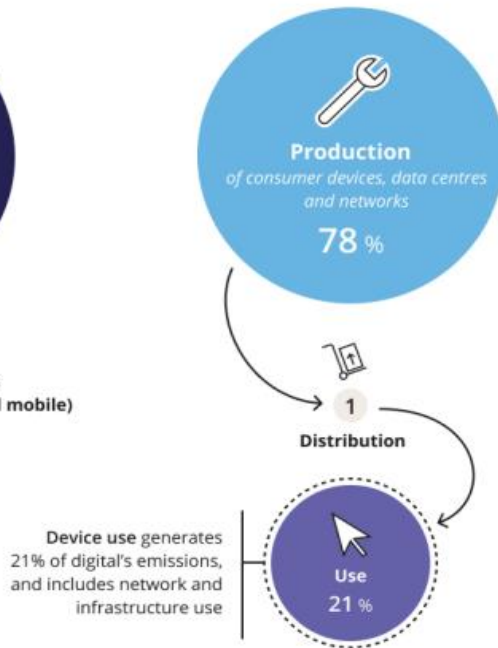


# Devices and their production account for the majority of the digital carbon footprint

Breakdown of the digital carbon footprint in 2020 by ICT component (%)



Breakdown of the digital carbon footprint in 2020 by life cycle stage (%)



Before we have even used our brand-new smartphone, television or computer:

it has already produced **close to 80% of the greenhouse gas emissions** that it will generate during its (too short) life.

Although regularly conducted by air as an adjunct to maritime transport: The footprint created its **distribution** appears **anecdotal** in comparison (1%)





# Sustainable IT, what does it encompass?



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# Digital CleanUp Day

## WHAT?



**Global initiative** happening once a year in **March**



**Raise awareness** on the impact of the digital world and ICT on the planet



Invites all participants to **clean up their data & collect unused hardware**



## WHY?



**Less digital waste**



Smaller **environmental footprint** and creation of a sustainable workflow



Less **security** risks



**Cohesion** between employees – team building event while sharing common **values & goals**



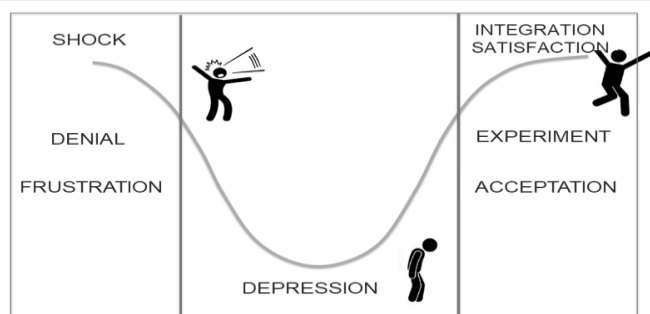
Less storage **costs** & less energy consumption



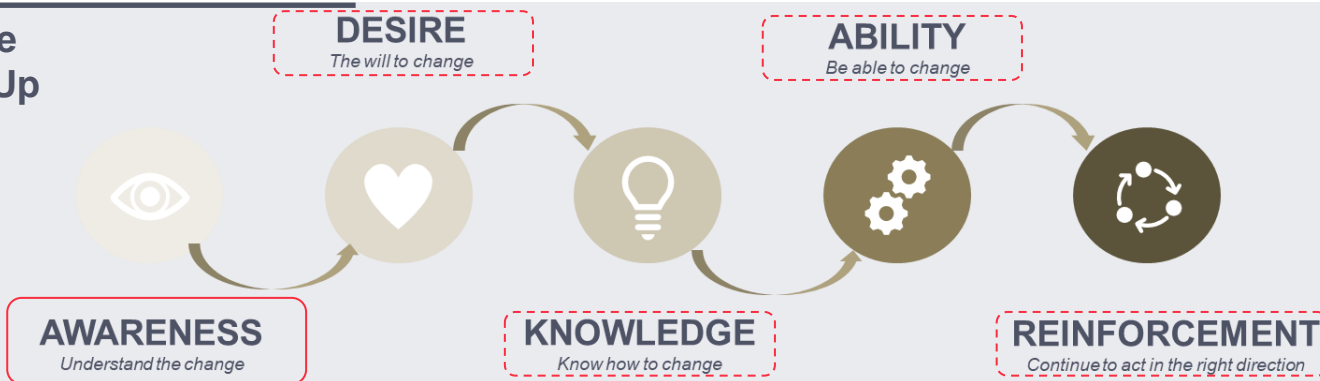


# The Digital CleanUp as a tool to raise awareness

## The Change Curve



## The use of the Digital CleanUp



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# Initial choices to make

DURATION



One Day



One Week

SCOPE



One Team



One Department



One Site



One Country



The international group

ACTIVITIES



Data cleaning



Hardware collection



Extended awareness event





# Step-by-step approach



Preparation of the Digital Cleanup Week



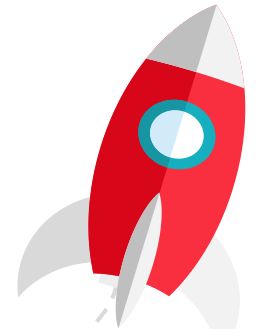
The Digital Cleanup Week and the **accompaniment**



**Results** calculation and **communication**



Reinforcement of best practices **on the long term**





# Phase 1: preparation of the Digital CleanUp



- Set-up the **project team**
- Define the **scope** of your initiative
- Build the **roadmap** of your Digital CleanUp organization
- Look for **external partners**
- Define the **cleaning rules** with IT and security team
- Build comprehensive **guidelines and documentations**
- Define **roles & rights** of the different participants
- Anticipate **practicalities**
- Define your **calculation method**
- Prepare **communications** to employees
- ...





# Step-by-step approach



Preparation of the Digital Cleanup Week



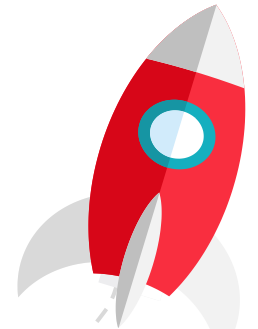
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## Phase 2: The Digital Cleanup Week and the accompaniment

- ❑ Execute a **snapshot of the current data situation**, to ease results calculation
- ❑ Send **guidelines and documentations** to participants
- ❑ Hold a **kick-off event / meeting** of the initiative
- ❑ Animate « **do it together** » **sessions**
- ❑ Share a **recap checklist** for participants
- ❑ Send **reminders and status** during the week
- ❑ **Answer questions** from participants
- ❑ Hold a **closing session**
- ❑ ...





# Step-by-step approach



Preparation of the Digital Cleanup Week



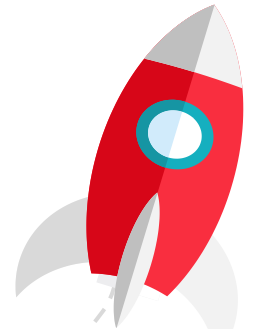
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**Results** calculation and **communication**



Reinforcement of best practices **on the long term**





## Phase 3: results calculation and communication



- Execute a **snapshot of the new data situation**
- Calculate the results** for data cleaning and hardware collection
- Aggregate the results and convert them** into equivalents that speak louder for communication
- Define **next steps** for sustainable IT activities
- Communicate** results and next steps **to employees**
- Communicate** your results **externally**
- Communicate your results **to the Digital CleanUp initiative** for global results
- ...





# Step-by-step approach



Preparation of the Digital Cleanup Week



The Digital Cleanup Week and the **accompaniment**



**Results** calculation and **communication**



Reinforcement of best practices **on the long term**





## Phase 4: Reinforcement of best practices on the long term

- ❑ If not existing yet, define your Sustainable IT strategy
- ❑ Set-up a **governance** for Sustainable IT
- ❑ Identify **ambassadors** in different teams / departments
- ❑ Share **regular tips & tricks** with employees
- ❑ **Keep communicating** on actions taken by the sustainable IT team
- ❑ ...





# Step-by-step approach



Preparation of the Digital Cleanup Week



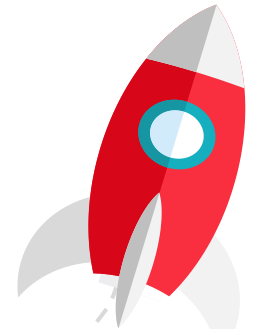
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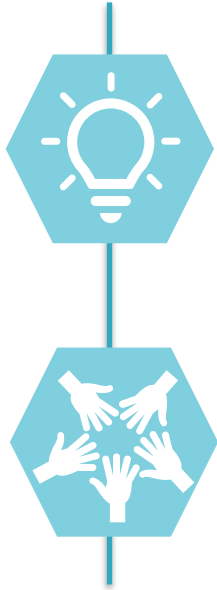


Reinforcement of best practices **on the long term**



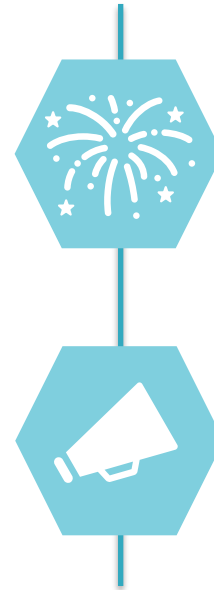


# Wrap-up of key takeaways to have your employees on board



Give **clear and structured guidelines** to employees to guide them in what is expected from you

Organize kick-off session and “**do it together**” moments



Plan some **quick wins**, easy to get employees started

**Communication is key:** communicate on the what, why and when to create engagement, and keep communicating on results and further initiatives





Make the distinction between **short-term** actions and **long term** best practices



Be as **concrete as possible** to accompany the employees in the process

**Cleaning up your emails**  
Concrete actions during CyberWCUD

1. Delete all answers to meeting invites "Accepted", "Tentative", "Declined"
2. Filter on short email answers such as "thank you", "ok", "FYI"... and delete them
3. Filter by **size of attachment** and delete heavy emails you don't need anymore
4. **Unsubscribe from newsletters** you no longer read (you will find a link "unsubscribe" at the bottom of each newsletter)
5. Erase all emails stocked in your "deleted mail box"

**Cleaning up your Sharepoint**  
Long-term actions to implement

1. **Avoid synchronizing** an entire Sharepoint on your PC. Choose **relevant folders** for you.
2. Avoid creating v1 v2 of documents, use **SharePoint versioning** instead
3. Reduce Powerpoint weight by **reducing the image size**
  - Select the image in your powerpoint
  - Select the tab "Picture format"
  - Select "Compress Pictures"
  - "Delete cropped areas of pictures" is selected by default and will have the biggest impact to reduce the size.
  - Select a lower resolution: "Print" is in general more than enough for printing/screen quality.

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**INFRABEL**

**// GreenICT**


# Digital Clean up Days @ Infrabel

**ADM & Ngage event**

Florence Clauss

06/02/24



- 
1. **Intro: Green ICT at Infrabel?**
  2. **DCUD in 22' & 23'**
  3. **Feedbacks & future**



# **1. Intro: Green ICT at Infrabel ?**



# 1.1 Sustainable ICT is good for business!

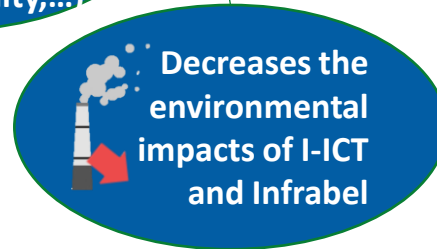
- *Reasons to act* -



Respects Infrabel's strategy (Plan GO//, Perf. Cont., Sustainability,...)



Economic benefits at longer terms



*And much more*

## 1.2 The story behind Green ICT



### Start

- Traineeship within the ICT department: how to “greenify” our activities?
- Small group wanting to act
- Transversal actions next to their job
- No visibility

### Real team

- Begin 2023: Infrabel wish to promote Green ICT and our actions
- Creation of a real team
  - One full time person
  - A team of Greeners = ambassadors within all ICT teams
- Publication of a strategic action plan

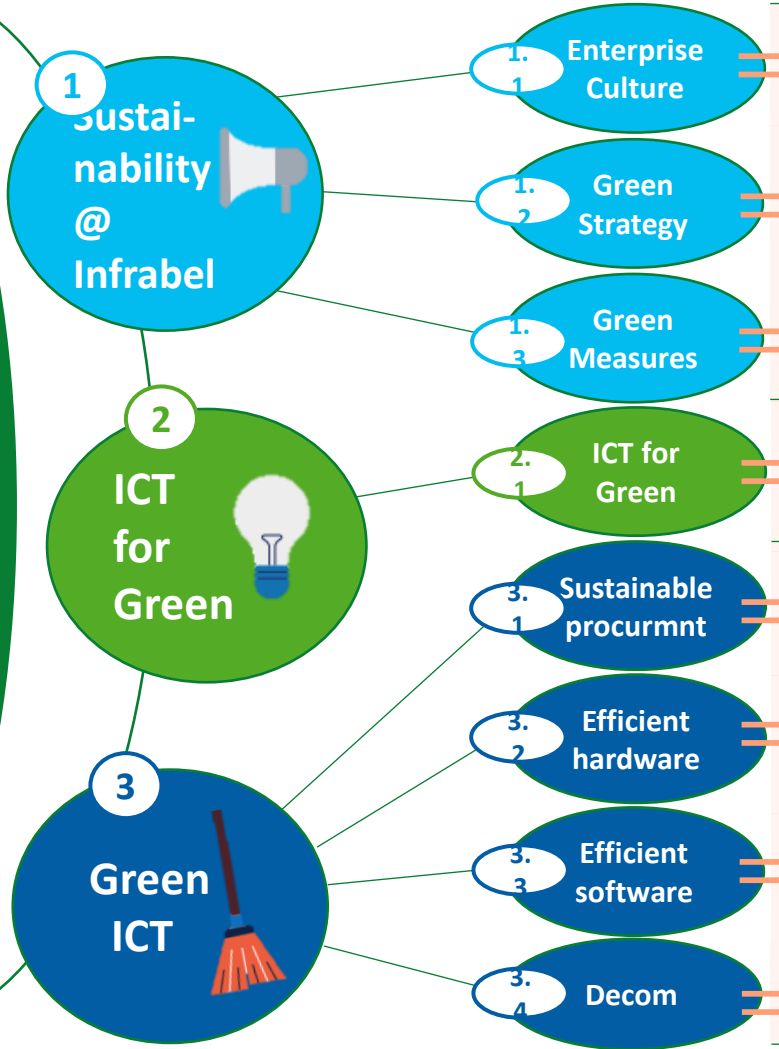
### Currently

- Sustainable IT label, proving our efforts
- Second version of action plan
- Management support
- Greater visibility within the all company



# 1.3 Green ICT Strategy

3 axes  
8 pillars



1.1 Enterprise Culture	Encourage all Infrabel workers to work more sustainably (training, awareness sessions,...)	DCUD
1.2 Green Strategy	Apply <b>Sustainability's politics</b> and define priorities targeted for Green ICT	
1.3 Green Measures	<b>Measure</b> benefits and status of Sustainability and Green ICT actions within I-ICT (KPI's)	
2.1 ICT for Green	<b>Use digital</b> to decrease the environmental impact of other directions within Infrabel	
3.1 Sustainable procurement	<b>Purchasing</b> ICT material more responsibly	
3.2 Efficient hardware	Manage <b>hardware assets</b> (telecom & IT, incl data centers) more responsibly	
3.3 Efficient software	Manage <b>softwares</b> (incl. their development) more responsibly	DCUD
3.4 Decom	Improve assets' <b>end of life</b> and increase their potential reusal solutions	



## **2. DCUD in 22' & 23'**



# 2022: let's try!



## Preparation

- No Green ICT official team
- Infrabel not part of ISIT
- Internal article to invite all Infrabel workers + contest

## Workshop

- 1h of online workshop, in NL & FR
  - Sustainable IT overall awareness
  - How to measure its digital impact?
  - Tips & tricks to reduce data storage
- After the workshop, 1 week to do the personal clean up

## Q&A

- Assistance/Q&A to answer any question during this week (FR & NL)

## In practice

## Results

- 80 participants, and 49 filled in the Results Doc
- Total of 768 GB deleted (emails + local storage + OneDrive)

# 2023: let's do it better!



## Preparation

- Better organisation
- Help, advice and support from:
  - ISIT (Infrabel is now a member)
  - The global DCUD organization
  - A real Green ICT team
- Again, an article to promote the DCUD and link to subscription

- Sources:
- [Le Digital CleanUp Day 2024 - \(isit-be.org\)](#)
  - [DCD - Practical information DigitalCleanup Day for companies.pdf - Google Drive](#)

## Workshop

## ObyO

## In practice

- A 1-hour workshop, based on 2022 workshop, but improved (again NL & FR)
- New action: reselling of personal smartphones with ObyO
  - Infrabel smartphones already given to NGO's
  - Personal smartphones: possibility to resell it for money

## Results

- 140 participants, and 23 filled in the Results Doc
- Total of 356 GB deleted (emails + local storage + OneDrive)
- Only 1 smartphone resold



**INFR/ABEL**

# Digital Cleanup Day 2023

Webinar 16/03/2023



**//GreenICT**



# Program of the Digital Clean Up Days

Today

Webinar online

16 March 2023

1



1 hour to learn about the **digital impact of technology**, the objectives of the initiative, receive **tips** and granting a second life to your old devices.

Individual Cleaning

Until 30 March 2023

2



+ Recycling smartphones action (ObyO)

Take 2 hours to clean your **mailbox and your files**. Support yourself with the tips and contact the Green ICT team with any questions you encounter. Send us your saved storage volume

Forms

Measure the positive impact

Mid April

3



Green ICT will share the saved storage **volume** of **Infrabel**, the rest of the **world** and the number of **old devices** that have been granted a second life through the **Obyo** app.

Good practices

Ad vitam eternam

4



You keep the good practices up in your **daily** work and towards the future.

# Measure your own impact

What is the current volume of my mailbox?

Account Information

Account Settings

Automatic Replies (Out of Office)

Mailbox Settings

Manage the size of your mailbox by emptying Deleted Items and archiving.

96,4 GB free of 99 GB

2,6 GB used

What is the saved volume during the Digital Clean Up Days?

**Option 1** : Look at the volume of the bin at the end of your cleaning session

**Option 2** : If the bin is not empty, take the difference between before and after the cleaning session.

At the end, **empty your bin** !

Deleted Items Properties

General AutoArchive Policy Permissions Synchronization

Type: Folder containing Mail and Post Items

Location: \marco.docquier@infritel.be

Descriptions:

Show number of Unread Items

Show total number of Items

When posting to this folder, use: (IPM)Post

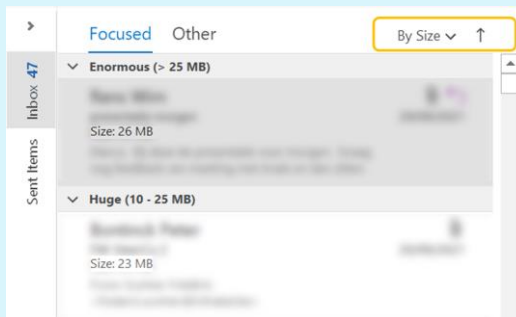
Folder Size... Clear Offline Items

# Simple actions, nevertheless very useful

## Action #1 Filter the size

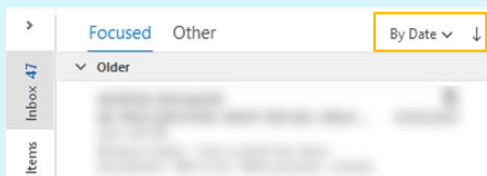
Remove as many mails as possible, the:

- **Enormous** (> 25 MB)
- **Huge** (10-25 MB)
- **Very large** (5-10 MB)
- **Large** (1-5 MB)

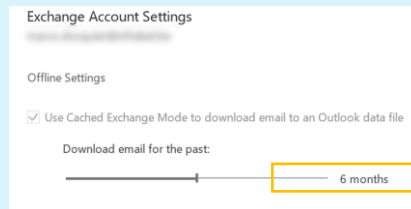


- Add the size of every new e-mail ?
- > View
  - > ...
  - > Add Columns
  - > Max. number of lines in compact mode = 3
  - > Size
  - > OK

## Action #2 Filter on date



- Select a smaller history range ?
- > File
  - > Account Settings...
  - > Double click on the mail address
  - > Reduce the period with the cursor
  - > OK



# Let's start on a new basis

## Habit #1 Write in a lean manner

- Stop : add attachments → Use **URL links** to Sharepoint/ Teams/ your personal OneDrive\*  
(\* modifying the sharing parameters accordingly)
- Stop : endless mail chains → Let's give the preference to direct messages (**chat Teams**) when anticipating exchanges of 3+ mails
- Lighter writing
- Reduce number of recipients  
*E.g. Does everyone need to know my approval, 'Ok'?*

## Habit #2 Automatically emptying bin

The screenshot illustrates the process of automatically emptying the Deleted Items folder in Microsoft Outlook. A yellow box highlights the 'Tools' menu in the Outlook ribbon, with an arrow pointing to the 'Empty Deleted Items Folder' option. Another yellow box highlights this option, with an arrow pointing to a confirmation dialog box titled 'Microsoft Outlook'. The dialog box contains a warning icon and the text: 'Everything in the "Deleted Items" folder will be permanently deleted. Continue?' with 'Yes' and 'No' buttons.



# **3. Feedbacks & Future**



## 3.1 Feedbacks



**What about  
2023?**

- More participants, but poorer results, why?
  - Same workshop as 2022, interested people had already cleaned up
  - Good habits: continued awareness and tips, less to clean
  - Maybe the assistance was necessary? Or more reminders?
- Fail of the smartphone action
  - Will not be done again

**Improvement?**

- How to attract more participants?
  - To join the workshop
  - To clean their data afterwards
- Make something impactful?
- How to reach people who are not sustainability aware?

Not one ideal solution, need to test, try, and improve

## 3.2 Edition 2024



Still in  
preparation

During 2023

- Increasingly more Sustainable IT awareness session
  - Label Sustainable IT for the ICT department
  - Training for newcomers + developers
  - Greeners community
- But still basic issues (display on, order new assets,...)



In practice

- Workshop again? (not sure)
  - And assistance after?
- Digital collage:
  - Collaborative awareness workshop
  - For Greeners + other motivated people (all Infrabel)
- TBC: tool for every user to see its M365 personal impact
  - Outlook, OneDrive, Sharepoint
  - Personal/team/organisational dashboard
  - Check the evolution, put targets



## 3.3 Conclusions



+

- **Concrete** tips & tricks:
  - Way to measure (thus compare)
  - Easy clean up solutions
  - Future good habits
- Bring **new** topics/new ways to do it
  - To attract new people
  - Not to bore already interested people
- **Management** increasingly aware

-

- Reselling of smartphones
  - Other possibilities to do it
  - Infrabel contract
- Do the same workshop, addressed to the same people
- No communication of the results

What's working?

No ideal solution

- 
- Not one good way to do it: **adapt** the event to your company!
  - Important to think how to **reach everyone**
    - Put something mandatory? Contests? Assistance?
  - Importance of **awareness**: what is the environmental impact of digital?
  - **Communicate** before and after

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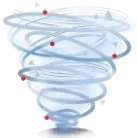


# Group Discussion

Form groups of 4- 5 and exchange ideas on...



What **scope / activities** would you choose for your company? How do you imagine your Digital CleanUp?



What **major challenges / difficulties** do you anticipate?



If you had to add **an original “special touch”** in the Digital CleanUp for your company, what would it be?



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