Moving from insights to action
on digital carbon impacts — A London Tech Week event

After several years of running DIMPACT fully online, we were delighted to host our own event as part of this year's London Tech Week. We wanted to focus the event on sharing insights with the wider industry, as well as practical measures to move forward from insights on the impacts of serving digital media and entertainment products, to action.

Recent years have seen a surge in companies setting Net Zero targets to reduce their greenhouse gas emissions, including many media companies. DIMPACT was born out of this movement as the first serious collaboration to create a tool that takes the complexity out of measuring the carbon emissions of digital products and services.
We wanted to use this opportunity to discuss how the media and entertainment sector, as well as the wider ICT sector that deliver content to end-users, could use insights from DIMPACT to collaborate to drive decarbonisation.

On June 15th, over 80 attendees joined us to hear 6 speakers talk across 3 panels. Our audience included people from across the media and entertainment sector, from publishers, media company professionals and advertisers, to device manufacturers and regulators.

At our first panel we heard from **Simon Parnall** (OFCOM) and **Sandrine Elmi-Hersi** (ARCEP & BEREC), who gave us an insight into how the UK and EU's regulators are looking to tackle the climate crisis and emissions in media, within their remits.

Simon highlighted the role of the media and communications industries in enabling net zero for the largest emitting sectors in the UK. He shared some of the independent research OFCOM are doing, and how they are sharing consumer advice to enable better choices and catalyse the industry to convene on sustainability matters.

Sandrine spoke on BEREC's research with industry players, sharing insights from their first sustainability-focussed report which was published last year. The report contained the EC digital strategy, 'Shaping Europe's Digital Future'. As Sandrine said, "data centres and telecommunications will need to become more energy efficient, reuse waste energy, and use more renewable energy sources." We also welcome BEREC's efforts for more standardised metrics for reporting ICT sector impacts.

In our second panel we were joined by DIMPACT's own **Becca Samson** (WeTransfer), and **Hanna Grahn** (Spotify), who shared with us the work their companies are doing to decarbonise their digital value chains.

Becca stated the ways WeTransfer are working to engage their advertising clients and suppliers, including measuring and reporting on the emissions in their digital supply chain as part of their participation in DIMPACT. Becca noted how, through their collaboration with us at DIMPACT, WeTransfer aims to provide transparency and credible data on emissions per advertising impressions to their clients.

Becca went on to explain how WeTransfer see themselves as having the role of an educator, sharing the message of sustainability with their partners, customers, and consumers. She shared some of the views of their partners, which included:

- The industry needs more transparency and standardisation
- Using recognised tools and methodologies is important for credibility
- Measurement and reduction must be prioritised before offsets
- It needs to be a win-win: sustainability and performance

Hanna spoke about media's role in promoting climate related content to educate, highlighting its responsibility to inspire a new generation of sustainable minds. She shared Spotify's own climate strategy which is built around two central tenets: reducing their own emissions to net zero by the end of 2030, and maximising their positive impact by using their platform to spread awareness and inspire climate action.

Finally, our third panel hosted **Daniel Jacobs** (Microsoft XBOX) and **Katy Bolan** (Google TV), who discussed the actions being taken by some device manufacturers to lower end-use emissions in homes.

Daniel gave us some unique insights to the work XBOX game developers have been doing to cut the energy consumption of XBOX games such as Halo and Fortnight. He explained how XBOX have significantly cut the power consumption of the console's default standby mode from 15W to just 0.5W. They have also worked to make XBOXs able to detect when the carbon intensity of the grid is lowest, so they can download updates during this time.

Additionally, real-time developer tools can allow game developers to understand the real-time energy consumption of XBOX's consoles while their game is being played – and how this compares to benchmarks. XBOX hopes this will drive developers to make more energy efficient changes to their work, and Daniel presented some real-world examples of this happening already. He also showed us how this approach may extend to media apps.

Following on from this, Katy discussed the important work Google TV have done in reducing their energy consumption, as well as Chromecast's role in prolonging the life of existing panel TVs in the era of the Smart TV – this is an especially important area to address the embodied emissions of producing new devices.

On behalf of everyone at DIMPACT, we'd like to extend a huge thank you to all our speakers, who gave us their time, insights, and expertise, and to our friends at Elsevier Connect and RELX who generously hosted the event for us.

We'd also like to thank everyone who attended this event, and everyone who has supported DIMPACT over the last few years. We were thrilled to have so many of you with us in person, and are grateful to all of you who are with us on this journey to more easily measure, understand and ultimately reduce the emissions of serving digital media and entertainment products.

– The DIMPACT team

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Insight to action on digital carbon impacts