

@gerrymcgovern



90% +

WASTE

25%

300,000 BC - 1975

50%

CO₂

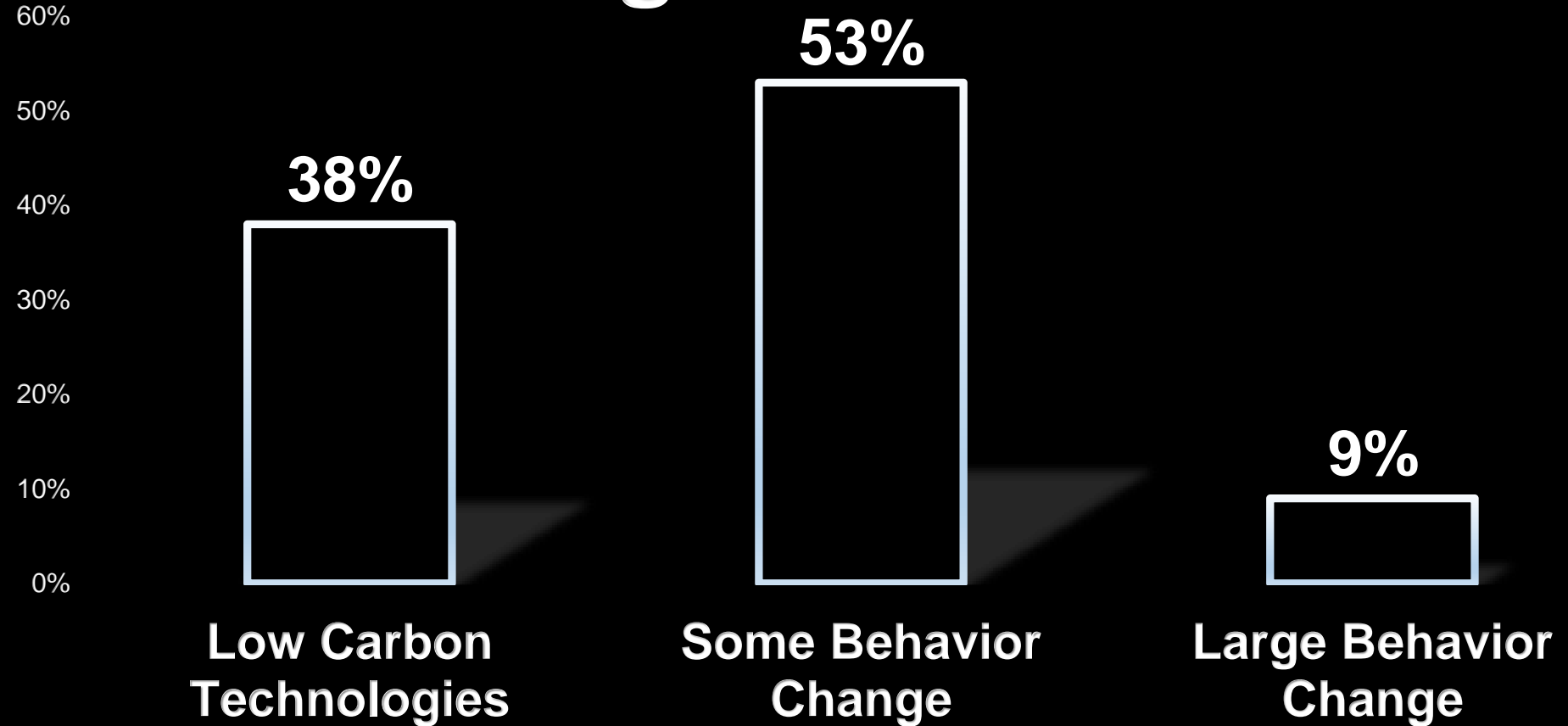
25%

1975 - 1995

1995

2020

Achieving Net Zero



Source: UK Committee on Climate Change

60 KG

CO2





90



STONES,

TAILINGS,

KG



GRAVEL,



SLAG

Global smartphone sales (millions)

1800
1600
1400
1200
1000
800
600
400
200
0

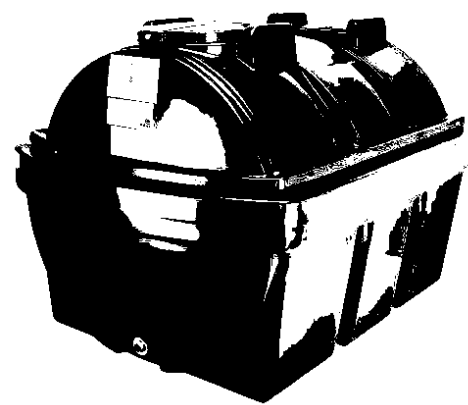
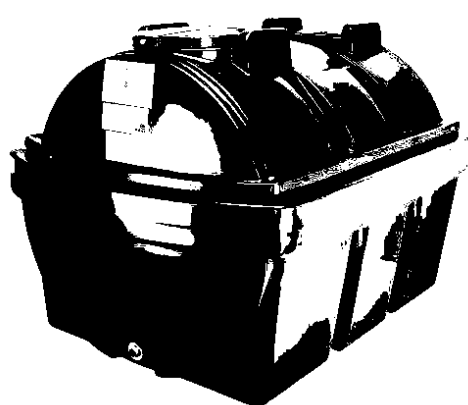
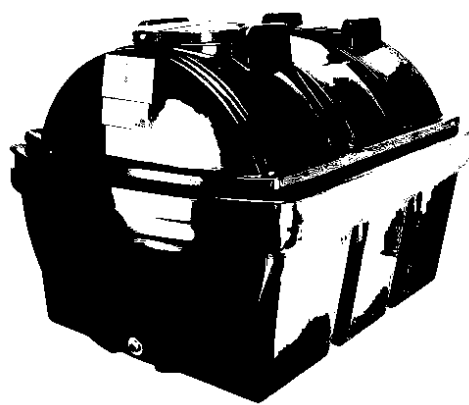
15 BILLION

1,535

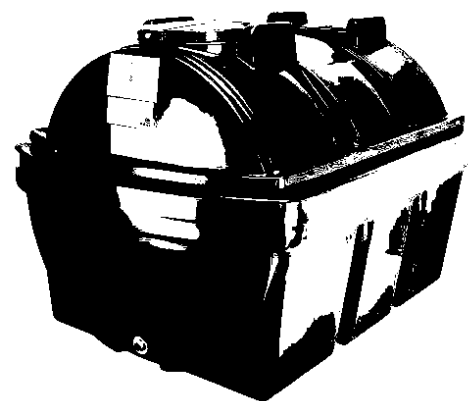
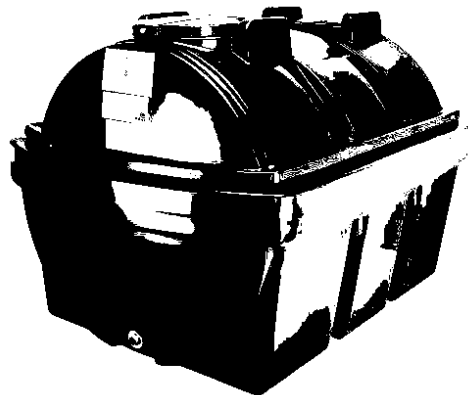
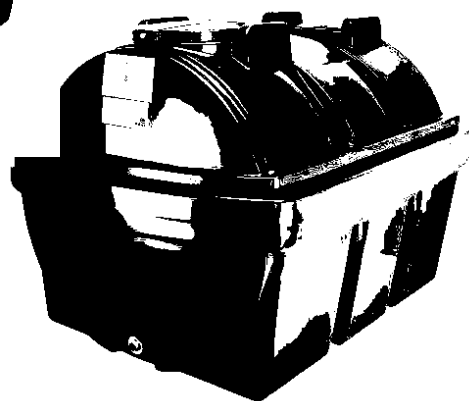
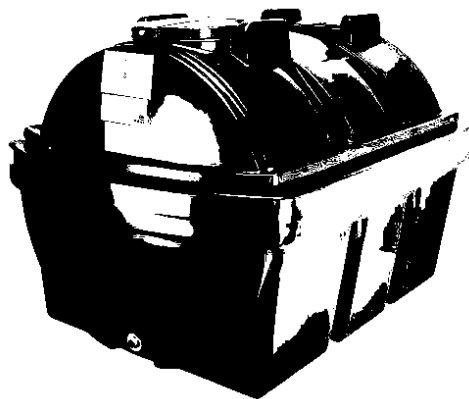
122

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

900 MILLION TONS CO2
1.35 BILLION TONS
MATERIAL
204 BILLION TONS OF
WATER



13,600 liters WATER



300 KG

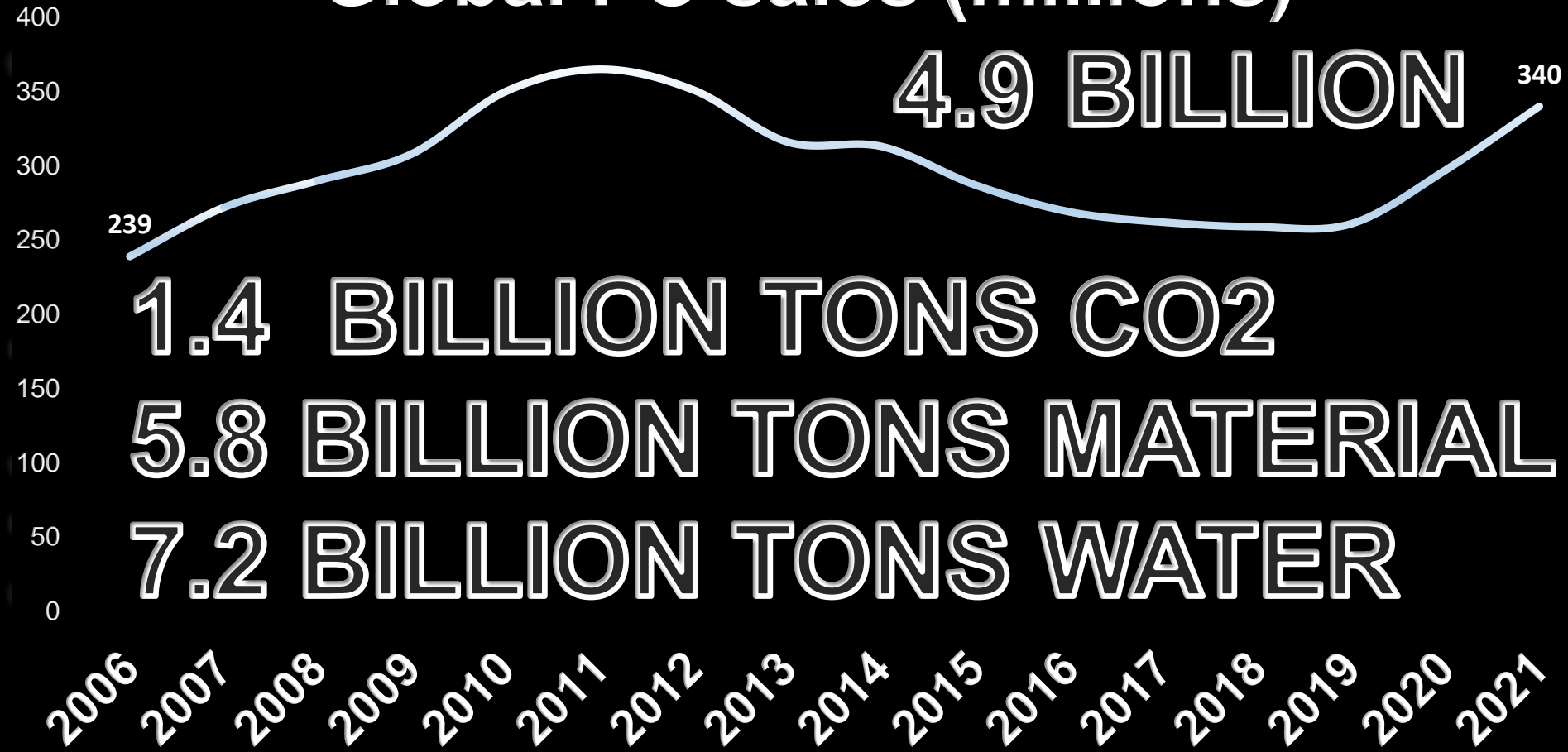


CO₂

1,200 KG

STONES, GRAVEL,
TAILINGS, SLAG

Global PC sales (millions)



4.9 BILLION

1.4 BILLION TONS CO2

5.8 BILLION TONS MATERIAL

7.2 BILLION TONS WATER



Life of a machine (years)

25.0

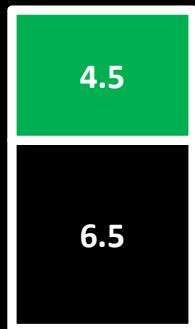
20.0

15.0

10.0

5.0

0.0



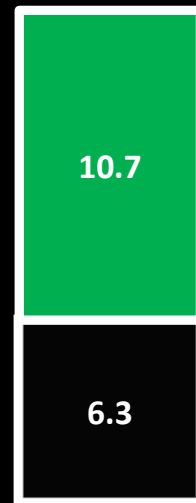
Vacuum cleaner

Optimal

Actual



**Washing
machine 2011**



**Washing
machine 2021**



Laptop

Data growth (zettabytes)

28% annual
growth rate
90% CRAP

2,142

612

175

2

12

33

47

0

2010

2015

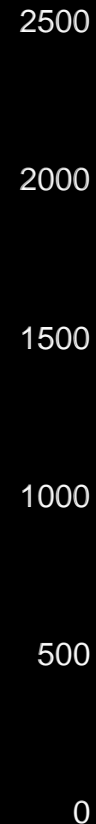
2018

2020

2025

2030

2035



A black and white photograph of an iceberg floating in the ocean. The top part of the iceberg is above the water, and the much larger bottom part is submerged. The sky is cloudy. The text is overlaid on the image to represent a 14-32-54 distribution.

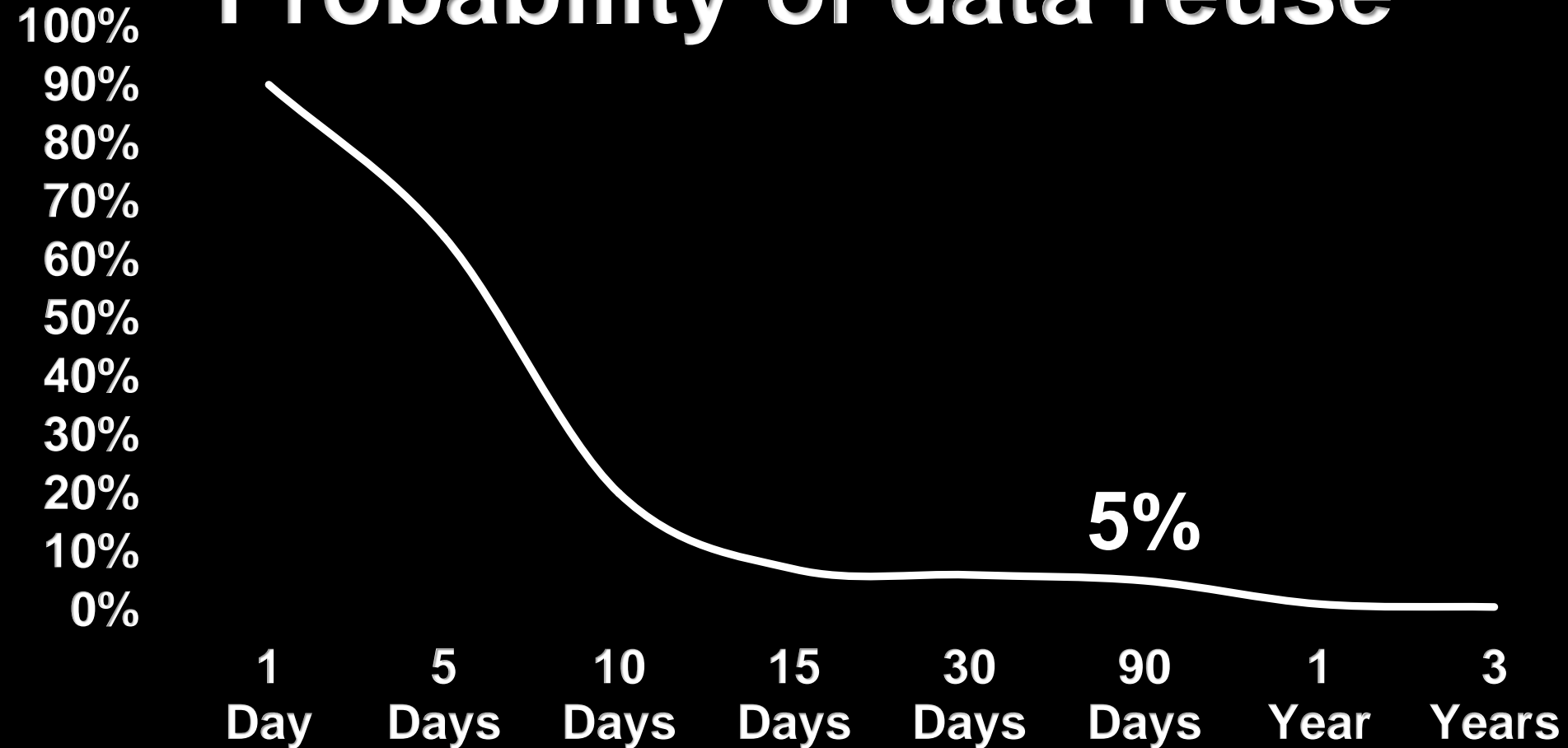
14% USEFUL

32% USELESS

54%

UNKNOWN

Probability of data reuse



Life of a Data Dump



Buildings: 20-40 years

Infrastructure: 15-20 years

Servers: 3-4 years

Water: 1-5 million liters day

Largest: 1.6 million sq m



1. Hold onto. Fix Repair

2. Don't hoard

3. Don't waste. Be aware

4. Be prepared. Refreshed, repaired, re-nurtured

5. Besides. Be ready to

6. Be reparable

7. Be ready to charge

8. Be ready to charge

9. Be ready to charge

10. Be ready to charge

11. Short charges

12. Don't leave it plugged in all day

13. Don't drain your battery completely

14. Use quality

5. Minimize notifications

6. Disable location services

7. Turn off unused apps

8. Turn off background refresh

9. Wait for updates

10. Battery level: 50% - 80%

11. Plug out charger

12. Dim the screen

13. Use dark mode

14. Turn off auto-brightness

15. Turn off auto-rotation

16. Turn off location services

17. Turn off background app refresh

18. Turn off push notifications

19. Turn off background app refresh

20. Turn off background app refresh

#WorldWideWaste
@gerrymcgovern

HOLD



1. Hold onto. Fix it.
2. Repair it.
3. Buy refurbished.
4. Buy designed to last.
5. Get lowest spec.
6. Best energy ratings.
7. Avoid multiple screens.
8. Avoid energy-hungry apps.
9. Buy energy-efficient.
10. No screen savers.
11. Monitor brightness after 5 mins.
12. Sleep mode after 10 mins.
13. Uninstall apps.
14. Close apps, tabs when not using.
15. Shut down WiFi, Bluetooth.

ONTO

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World Wide Waste

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