DIGITAL CLEANUP DAY :
RESOUNDING SUCCESS FOR
THE INTERNATIONAL DAY OF DIGITAL CLEANUP

It's no longer a secret for computer enthusiasts, whether novice or seasoned: our dear computers and other tablets or smartphones are a source of pollution hitherto unsuspected. Beyond their use, it is their design that is particularly harmful for our dear planet and each user has a role to play in reducing the environmental footprint of digital technology. It is from this premise that Kevin Guérin, a computer scientist with more than 20 years of experience to his credit, decided to launch Cyber World CleanUp Day in France in 2020 by creating a partnership between the Institut of Sustainable IT and World Cleanup Day France.

The goal: To raise public awareness of environmental issues related to computer terminals. A look back at an annual event with a worldwide reputation, the 4th edition of which was held from March 13 to 18, 2023..

Mobilize to create a collective momentum, raise awareness of the environmental footprint of digital technology, preserve the planet, involve all stakeholders... These are the different missions of the International Day of Digital Cleanup.

An initiative based on a simple and laudable credo: to allow any user to act concretely on the environmental footprint linked to digital technology by cleaning up their data or by offering a second life to their digital equipment through reuse and recycling. . Because the observation is clear: files that have become unusable or obsolete on our equipment occupy disk space, consume energy unnecessarily and lead to a faster renewal of our equipment or the purchase of new storage equipment. On the other hand, only 15% of mobile phones put on the market are collected and it is estimated that 100 million phones "sleep" in the drawers of our French fellow citizens.*

Thus, the manufacture of new terminals representing 70% of the impact of digital technology through its high consumption of resources and the cost of transport, it was urgent to act.

To do this, the **Cyber World CleanUp Day,** proposed to involve all the actors of this vast awareness, from companies to communities, through associations, educational establishments, but also all daily users. The goal: to make as many people as possible aware of the environmental footprint of digital, to help consume less equipment and storage space, but also to extend the life of digital equipment and change production habits and data transfer.

Ultimately, the project team wants to bring together at least 3.5 million citizens, or 5% of the world's population. Proof that the mission is not unattainable, this **international day of digital cleanup,** which takes place every 3rd Saturday of March each year, has become international thanks to the support of **Let's Do It World Association** under the name of **Digital Cleanup Day**. An undeniable success synonymous with international ecological hope.

This day has taken place in more than 91 countries and we are proud of this success, however **cleaning must continue** on a daily basis by organizing Digital Cleanups all year round in order to prepare for the 2024 edition of Digital Cleanup Day.

PRESS CONTACT
contact@cyberworldcleanupday.fr
WEBSITE
https://cyberworldcleanupday.fr/
FACEBOOK & **LINKEDIN**
#DigitalCleanupDay

Source 2020, Ecosystem, French eco-organization responsible for the collection, depollution and recycling of waste electrical and electronic equipment (WEEE)