



## DIGITAL CLEANUP DAY :

### A NEW NAME AND A NEW VISUAL IDENTITY FOR A GLOBAL PROJECT

After three successful years, the **Cyber World CleanUp Day**, co-supported by the **Institut of Sustainable IT** and the **World Cleanup Day France**, becomes a global program. It changes its name, graphic identity and project manager to become the **Digital Cleanup Day**. Its international deployment will be facilitated thanks to the support of **Let's Do It World Association**

**Cyber World CleanUp Day** was launched in France in 2020 by Sustainable ICT expert Kevin Guérin with the aim of raising public awareness about reducing the environmental footprint of digital technology. Every year, thousands of volunteers around the world take part in this **international day of Digital cleanup** by deleting unnecessary files or giving a second life to their digital equipment, organizing awareness workshops and sharing tips to reduce the footprint. digital carbon.

For more information on **Cyber World Cleanup Day**, please visit the website: <https://cyberworldcleanupday.fr>

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