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How sustainable is the move to digital?

Digital sustainability

Focuses on understanding and minimising the impact of digital products on the environment.

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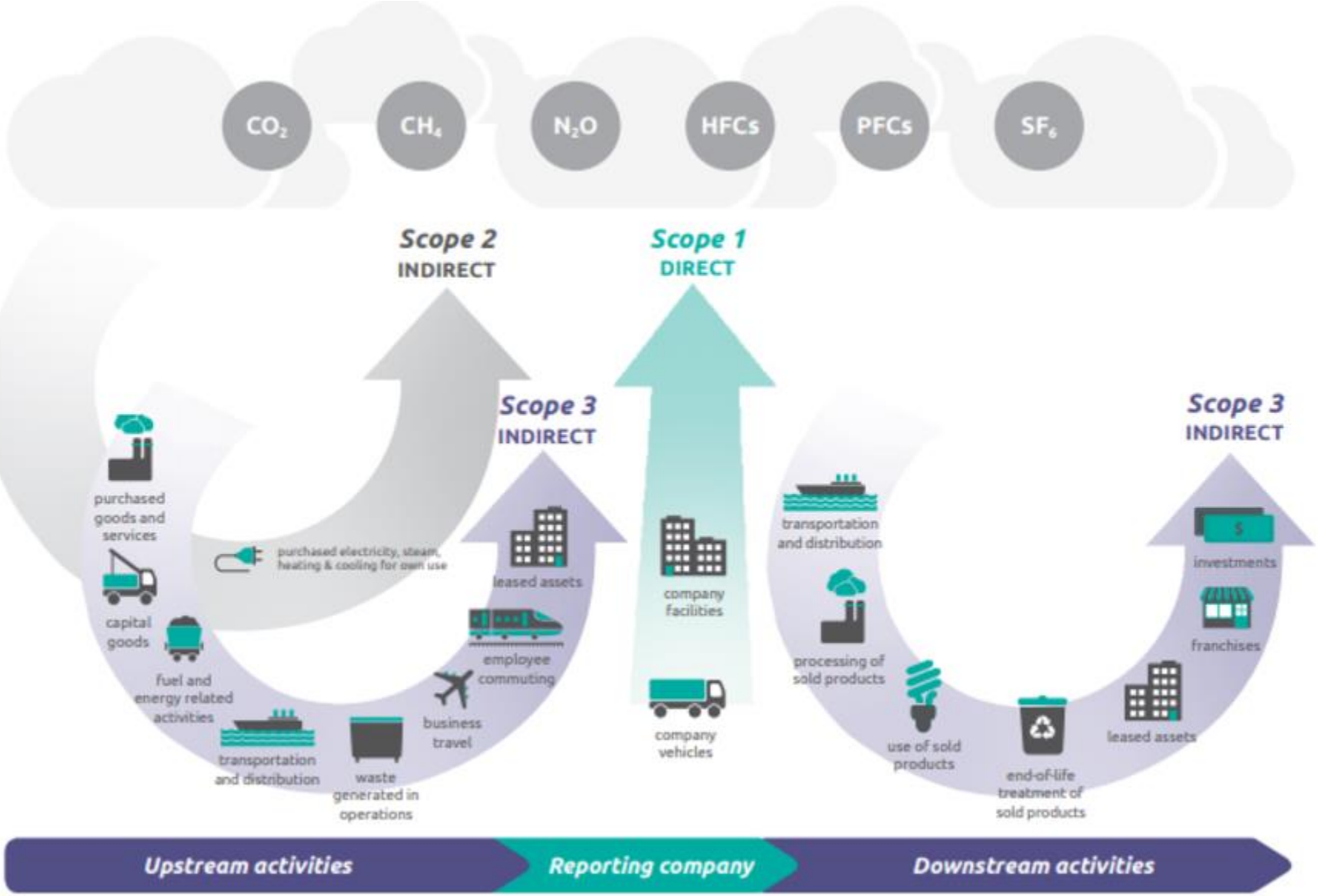
Our commitment

Cambridge University Press & Assessment has committed to being carbon zero on all energy-related emissions by 2048, with a 72% reduction by 2030


CO_2
CH_4
N_2O
HFCs
PFCs
SF_6
Scope 2
INDIRECT
Scope 1
DIRECT
Scope 3
INDIRECT
Scope 3
INDIRECT
purchased goods and services
capital goods
fuel and energy related activities
transportation and distribution
waste generated in operations
business travel
employee commuting
leased assets
purchased electricity, steam, heating & cooling for own use
company facilities
company vehicles
transportation and distribution
processing of sold products
use of sold products
end-of-life treatment of sold products
leased assets
franchises
investments
Upstream activities
Reporting company
Downstream activities

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ICT Industry = **2.1 - 3.7%** of global emissions

Aviation Industry = **2.1 - 2.5%** of global emissions

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DIMPACT project & tool
= **reporting**

Digital sustainability
= **real world impact**

To understand the impact of making certain decisions around our products and platforms on the planet and our customers, and to use this information to make informed choices.

What did we do?

Aim to identify areas with the highest emissions

Project with the DIMPACT tool to calculate the carbon emissions of our publishing workflow and the academic eco-system of websites for 2019 and 2020

Published article in Learned Publishing journal

DIMPACT project 2021 results

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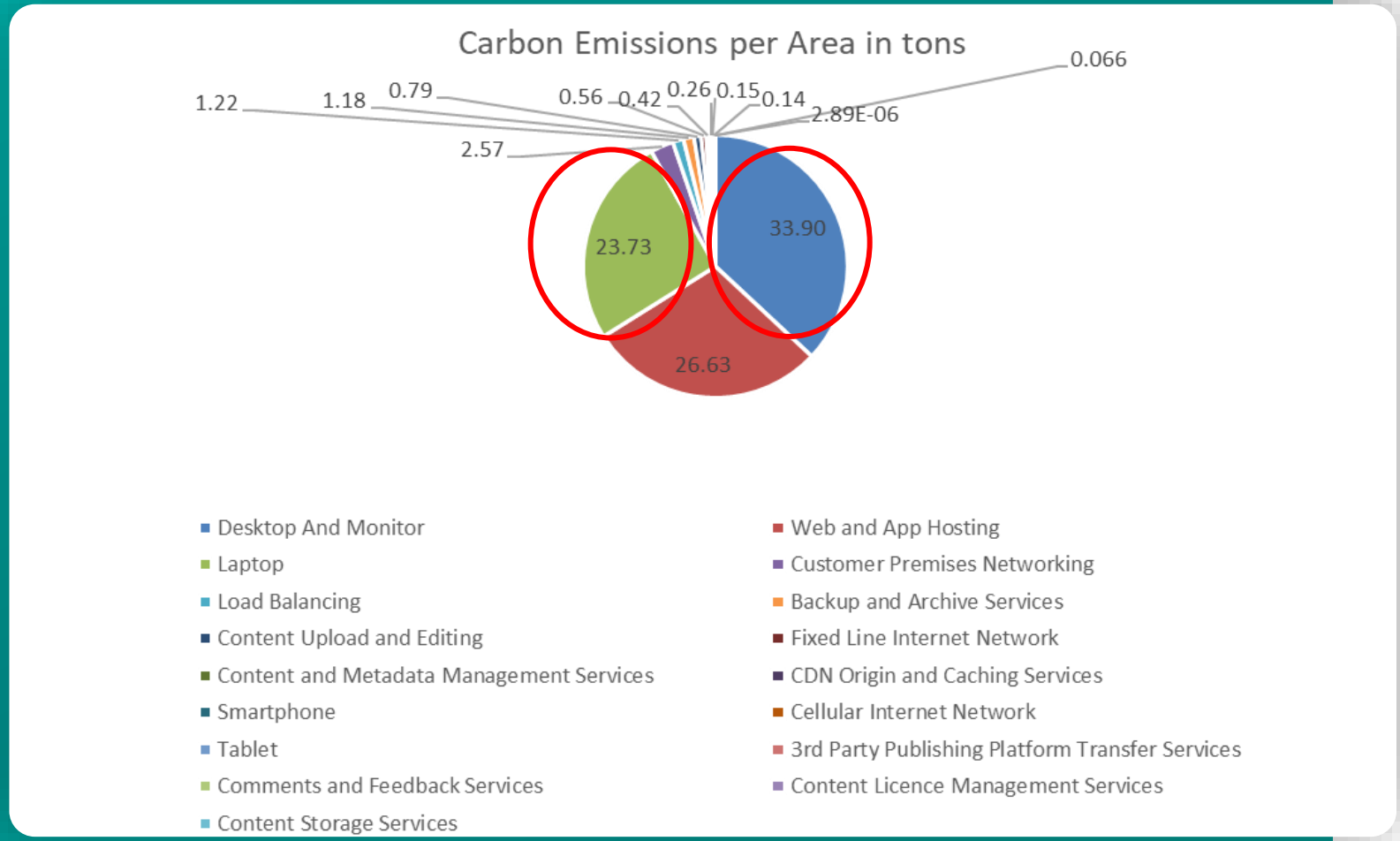
2021: 91.6 tons

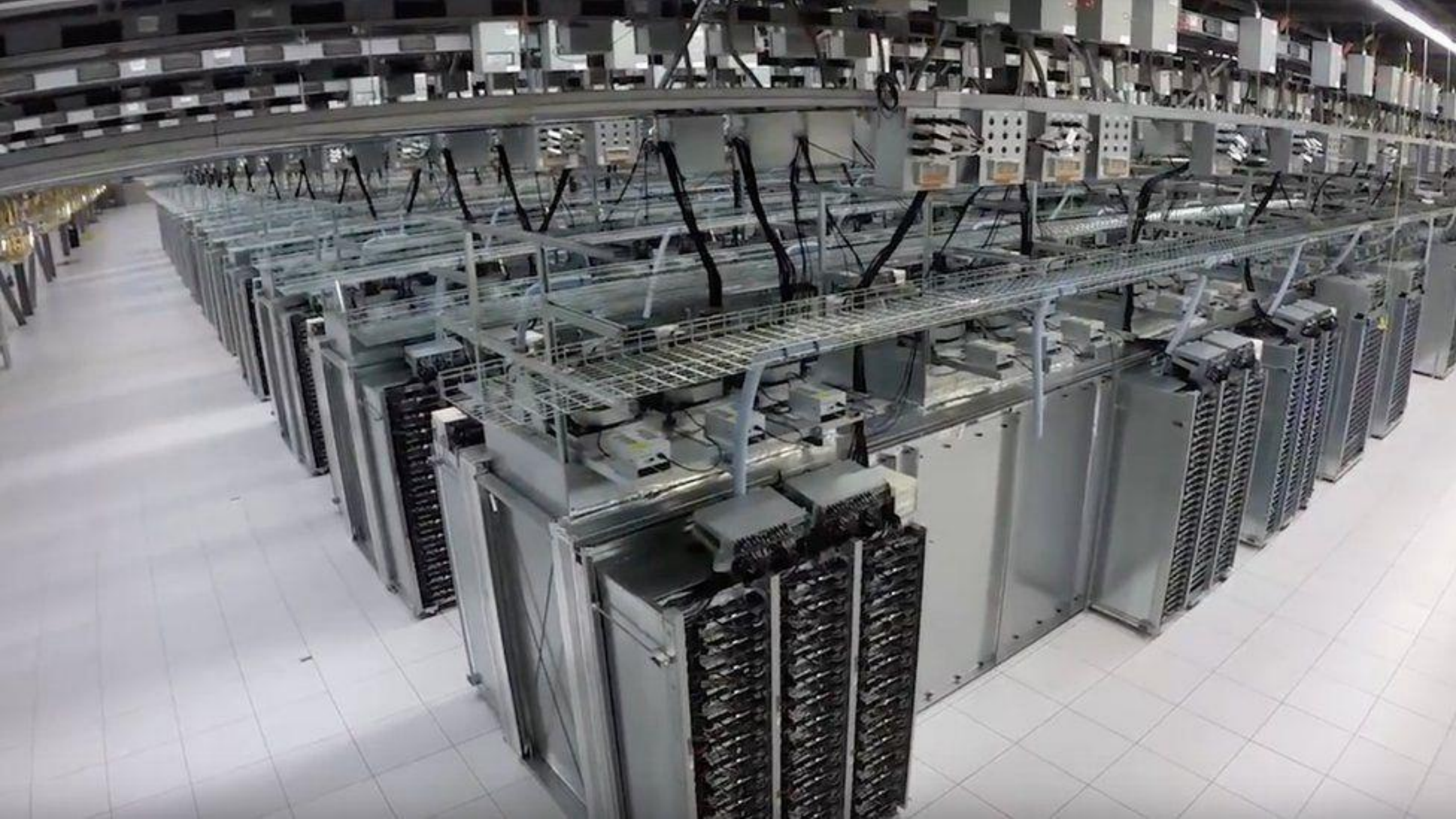
2020: 81.2 tons

2019: 64.4 tons

Majority from end user devices, particularly laptops and desktops

43% in 2020, 37% in 2019 customers accessing from outside “Global North”





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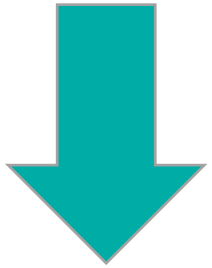
Where our emissions come from

Identified “heavy” pages

Pages with large amounts of images, videos and GIFs



Creation of Standards and Guidelines

3-6x

heavier than standard pages

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Online Events

ALPSP Redux 2022
2 day conference

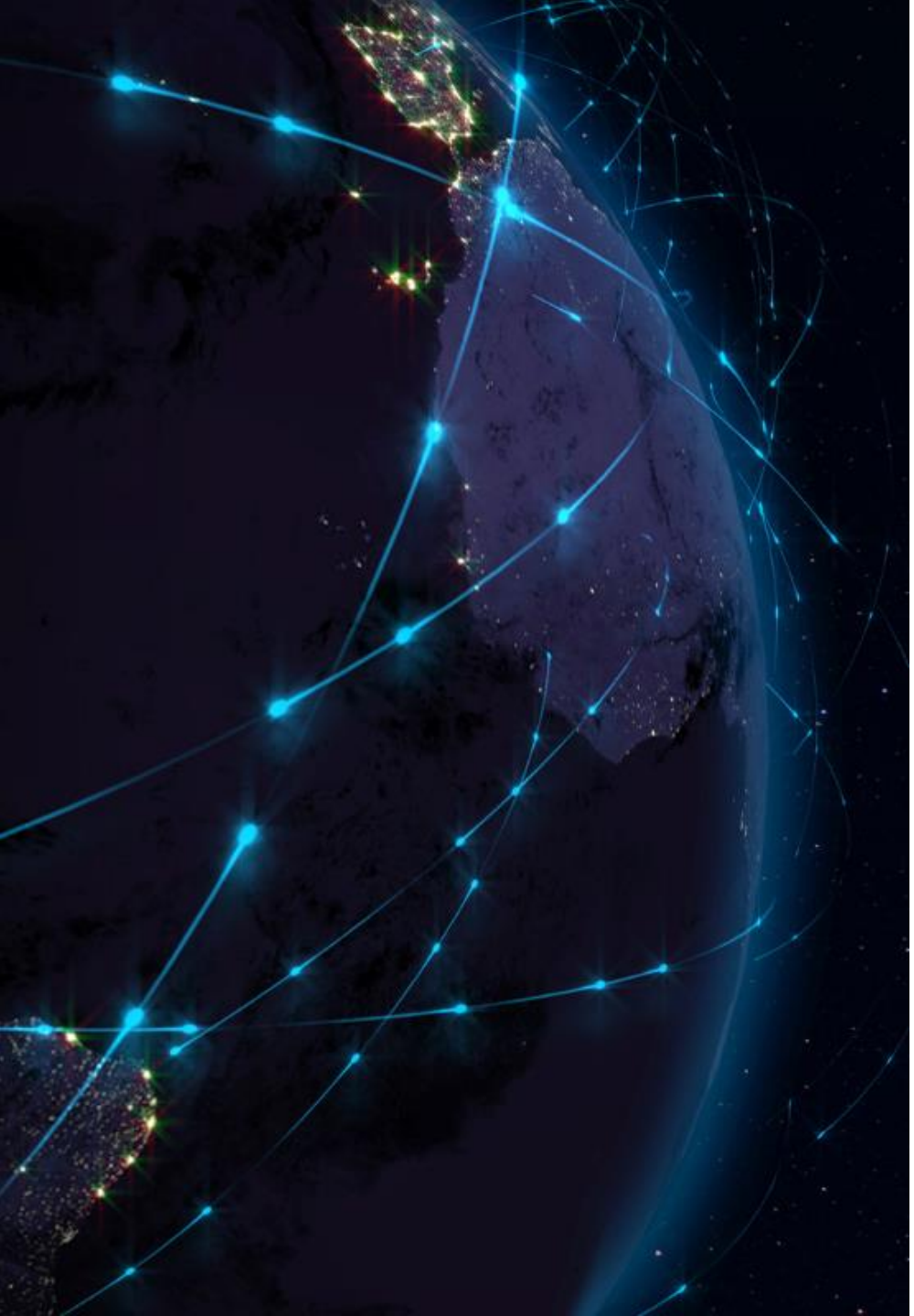
100 participants
avg. per session

14 countries
73% UK & 17% US

15-20kg of CO2
Carbon emissions from conference

1
hour long car journey

1,130kgCO2/kWh
Round trip flight London to NYC



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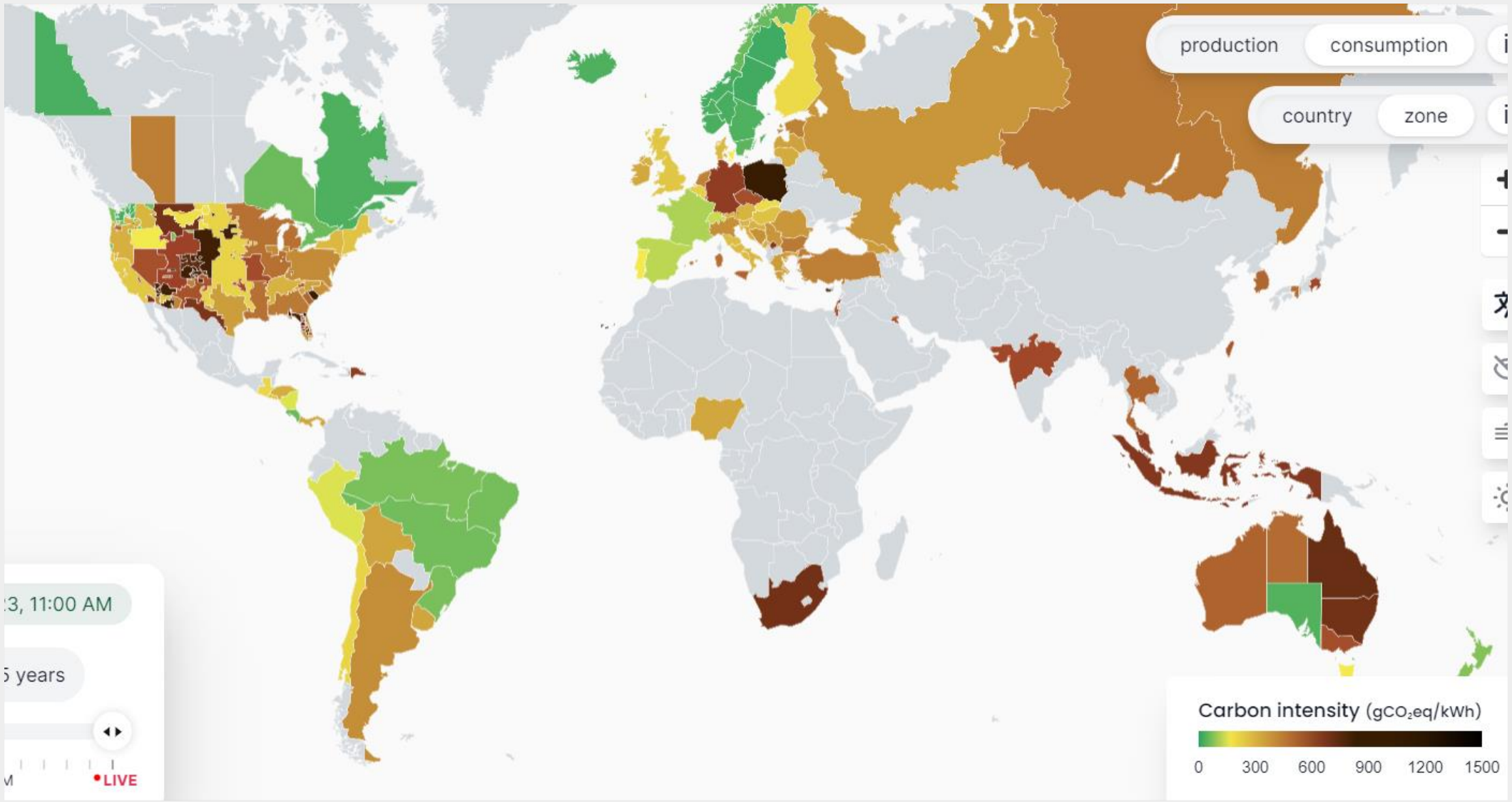
Country grid emissions

UK	Australia	Brazil:	South Africa:
189.7 gCO2e	657 gCO2e	74gCO2e	928gCO2e


production
consumption
country
zone
3, 11:00 AM
5 years
LIVE
Carbon intensity (gCO₂eq/kWh)
0
300
600
900
1200
1500

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Going Forward

- Expanding digital sustainability across the business
- Refining data for DIMPACT tool
- Including Cambridge Advance Online in calculations
- Digital Sustainability Guidelines


Any Questions?

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Thank You!