

CAPITAL NEWS

Getting on top of email overload

Don't you just love to hate email? Email overload is the curse of most business organisations and now it has come in for more abuse. As the UK prepares to host UN COP26, the Government has suddenly woken up to the fact that email overload is bad for our health in more ways than one. Albeit this is not new, many of us have been concerned about the email carbon footprint for over a decade.

At first sight the email CO2e look small; 4g for one email and about 50g for one with a medium (3 to 4MB) attachment.

However, consider that on average business people receive upwards of 60 emails a day and of which they probably only need 50%.

Now the bigger picture emerges. It is estimated that if each of the 33m plus UK business users sent one less email a day that would reduce the CO2e by about 16,433 tons, equivalent to flying 30 times from London to Madrid.

Add to this the energy used to manage the servers which process and store all the email and it's easy to see why email is yet again under fire.

The question is whose fault it is that email is a high profile target for climate change organisations? Is it the users who are at fault or is there something more sinister going on?

A decade ago, most users had stringent inbox limits primarily to keep down the cost of the storage and servers need to maintain an organisation's email system.

Now with the advent of the cloud, almost limitless storage discourages any form of email management and instead encourages us to keep everything regardless of whether or not its of value. Many organisational cultures too foster the most appalling use of email, send the email not only to the person who really needs it but to as many other people as you think of just in case something goes wrong.

Reducing the email carbon footprint needs to be tackled not just by individuals, but business leaders responsible for setting their organisational culture and the major email providers such as Google, Microsoft and BT. This will take time.

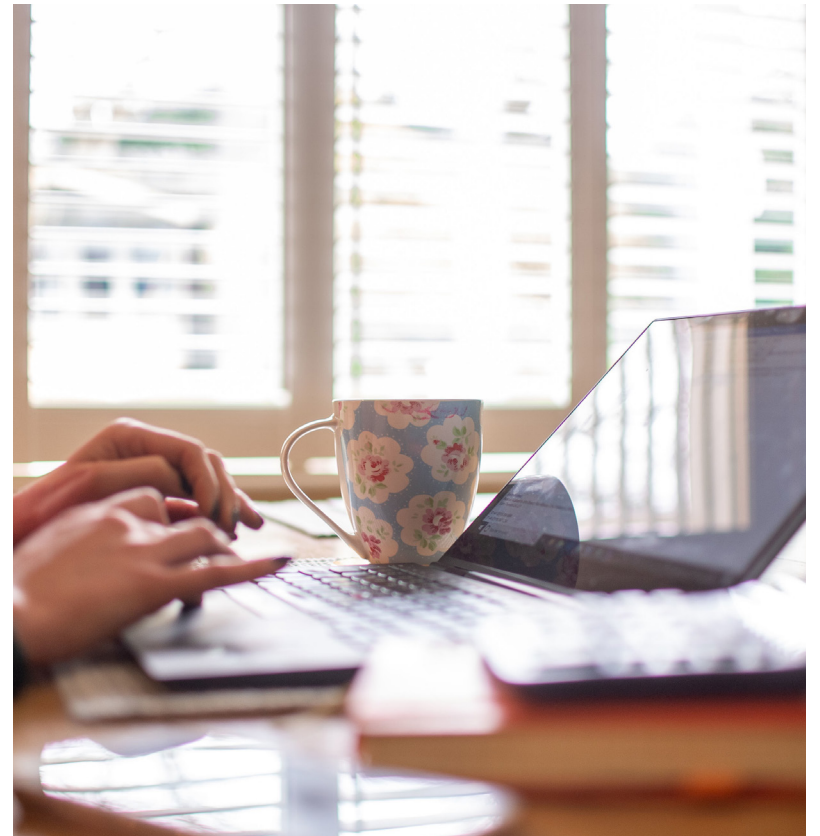
For the immediate future, here are quick actions everyone can take to contribute to managing climate change through better use of email (from business to social users).

- Reduce the number of emails you send each day. Before hitting send, ask yourself, why am I sending this email? What will it achieve? What value does it add for the recipient(s)? If, you don't have a good answer

don't send the email. If you do still need to send the email, ask yourself is there a better way for me to communicate this message for example using a collaborative tool like Microsoft Teams. Share files rather than emailing them.

- Reduce the number of newsletters to which you subscribe. If you keep trashing a newsletter, unsubscribe. Deleting is not an option, you generate CO2e to process these unnecessary emails.
- Be ruthless about reducing the amount of spam/junk email. Block it/ report it and make sure you empty the Junk folder regularly. A decade ago, the CO2e needed to process spam alone was equivalent to driving 1.5 times around the world. Despite good spam filters, the volume of spam has remained similar because as one blocks one group so new forms of spam emerge.
- Clean out your inbox regularly and at least once every three months to keep the size down. Remember the bigger the inbox, the more CO2e is needed to preserve it in working order. Small creates a beautiful carbon footprint when it comes to email and inbox size.

Monica Seeley



The curse of the email



The local Independent Experts for all your Residential Conveyancing

- Inclusive low cost fees with no hidden charges
- Licensed Conveyancers registered with CLC for complete consumer confidence & protection
- Established in 1987 and continuing to offer a personal and professional service where client satisfaction is paramount

Call in and see us or phone for an estimate of our charges.

First Floor, 15 Westham Road, Weymouth (opposite Wilkinsons)

01305 778271

www.wessex-conveyancing.co.uk

LANDLORDS...

are you getting the service and insurance advice you need to protect your property?

As our client you are important to us. You can expect your dedicated account handler to give you the best advice when setting up your policy and continued support when you need it.

At David Upshall Insurance Services we pride ourselves on our old fashioned service, whilst embracing the latest technology.



BUY TO LET
HOLIDAY HOMES
COMMERCIAL UNITS

We're here to help...

To find out more, contact our office on: **01305 268883** or **David Upshall** on: **07818 035450**
email: **david@davidupshall.co.uk**

Authorised and regulated by the Financial Conduct Authority



DAVID UPSHALL
Insurance Services

44 South Street, Dorchester, Dorset DT1 1DQ

E: **info@davidupshall.co.uk** • W: **www.davidupshall.co.uk**

Business Insurance • Commercial & Residential Landlords Insurance
Holiday Home Insurance • Personal Insurance • Travel Insurance