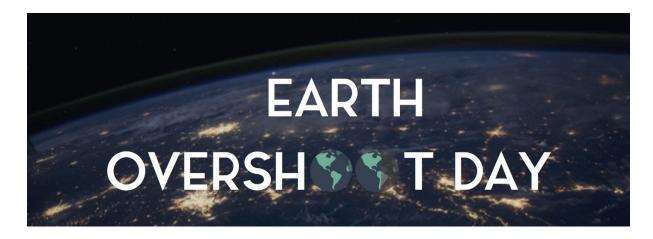Earth Overshoot Day
Journée du dépassement 2017

Paris, July 21st 2017 - On Wednesday, August 2nd on, the world will have consumed all the resources that the earth can renew in a year and will have pollute just what the earth can bear. The Internet is responsible for 2% of global carbon emissions and Cleanfox is has simple solution to help reduce digital pollution.

The Overshoot Day: what a sad day to celebrate

By this day, we will have consumed everything that the earth can renew over the course of a year. We will then live on borrowed time for the last 5 month of the year and what we consume will be stolen from the future generations.
The most upsetting about this is that we reach this milestone earlier each year. Last year it was on August 8th and in 1997 in late September.

2% of global CO2 emissions generated by the Internet

2%. It might seem a small figure but when you know that the world produced 36 Gigatons of CO2 in 2016, 2% is quite huge. The Internet, and data centers which are responsible for the majority of its carbon footprint, produces 720 Megatons of CO2 every year -a figure that keeps increasing.
And 5% of all this digital pollution is due to email stored in the data centers and which are useless for the most part.

Cleanfox: the simple way for everyone to help #movethedate

One email generates 10g of CO2, 10 billion emails are sent every hour and y 2019, the Internet will pollute more than civil aviation… But the good thing with digital pollution is that it is easy for anybody to help reduce Internet's carbon footprint. And if everybody joins in, it will be able to #movethedate
Cleanfox is an easy, free and secure app that helps you clean your inbox and thus reduce the CO2 emissions of the data centers. We want to end the pollution produced by unread

emails that stay in mailboxes for decades !

Not only do we help our users delete old emails to reduce their current impact on the environment but we also help them prevent future pollution by unsubscribing them from newsletters they don't read or/and didn't ever agree to receive. We thus avoid the risk of new newsletters rotting in mailboxes dedicated to junk mail.

In 10 month tens of thousands of cleanfoxers have deleted over 350 million emails. Over 720 000 trees will now be able to work on absorbing the CO_2 generated by a more useful source of pollution !

Sources :
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720 mégatonnes : calculé à partir des 2%