Digital Clean-Up Day

Domain:	**Place**:	**Duration**:	**Target audience**:
Digital Age	Stockholm, Sweden	Half-a-day workshop	Researchers

Mission

Engage professionals to reduce their digital wastes and use creative and engaging methods to improve mental health and digital work environment in the workplace.

Engagement activities

This interaction was organised as a working session, with researchers from RISE and other local research institutions and research-based companies being allowed to join during the afternoon either for the entire activity, or for one activty: "Declutter your smartphone", Tidy up your laptop", "Organise your mailbox", "Audit your social media".

Artistic activities

A video work was created to set the mood and tone of the different activities. It was displayed during the working session, and is now available online.

IMPACT

Eye's opening

Fresh and innovative format

Awareness raising on the environmental challenges of the Digital Transition

Definition of actionable goals and strategies to reduce digital footprint

Setup of an environnemental friendly routine

WHAT HAPPEND?

The Digital CleanUp Day is an existing initiative that was launched in 2020 by the NGO Let's Do It! World. To make the Digital Cleanup Day more engaging and impactful, RISE's researchers reimagined the concept. Instead of focusing solely on the abstract **environmental benefits**, they brought in the **emotional** and **physical** dimensions of decluttering—mirroring the satisfaction of tidying up a physical space.

This interaction is a powerful way to take climate action by **reducing CO2 emissions** and extending the lifespan of digital devices.

As it raises awareness of the digital footprint and the energy and climate impact of unused digital resources for digitally-focused organisations, it's a **win-win** for both the environment and sustainable tech use.

PARTICIPANTS ENGAGEMENT

The session kicked off with an introduction to the concept and purpose behind the Digital Cleanup Day. Armed with instruction sheets detailing four engaging activities, participants dove right in! They started by picking one activity to focus on for 15 minutes, then switched to another, keeping the energy high and the process dynamic throughout the session. Here are the four impactful activities they could choose from:

- Declutter your smartphone: Say goodbye to unused apps! Participants removed applications that no longer served a purpose, freeing up space and refreshing their devices.

- Tidy up your laptop: From sorting through photos and videos to deleting duplicate and useless files, participants got their laptops organised and running smoother. Important files were archived for safekeeping, too!

- Organise your mailbox: Participants tackled overflowing inboxes by filtering emails, unsubscribing from irrelevant lists, and deleting old threads. By the end, their inboxes were cleaner, more manageable, and far less stressful.

- Audit your social media: Time to take control! Participants reviewed their social media accounts by deleting old content, making accounts private, and cleaning up their followers and friends lists. They also removed unused accounts, ensuring their digital presence was more intentional.

The centerpiece of this transformation? A specially created video work that set the mood and tone for the activity. It guided participants into the right mindset, turning digital cleaning into not just a task but an inspiring, reflective experience. The result was a deeper connection to the action and its impact—both personal and global!

The structured yet flexible format made the cleanup experience fun, interactive, and deeply satisfying. Participants left feeling lighter, more in control, and motivated to keep up their digital decluttering journey.

Artistic activities

This wasn't your average Digital Cleanup Day, but a reimagined, immersive experience!

By customising the original instructions and transforming them into an engaging in-person event, we've added an artistic twist to elevate the activity. At the heart of the experience is a **mesmerising video** installation that runs throughout the session, setting the tone and rhythm for the cleanup exercises.

The video showcases everyday cleaning routines in a calming, repetitive style, bringing out the meditative and almost ritualistic nature of tidying up. Paired with sounds directly from the activities themselves, it creates a rhythmic flow that immerses participants, keeping them focused and engaged. Cleanup becomes not just a process, but a **rewarding ritual** with the satisfaction of a refreshed, decluttered digital space as the end product.

The activity is designed as a four-part journey, guiding participants through the successive steps of decluttering their digital spaces—from their personal devices to their online social connections. By the end, participants feel liberated, with more mental space and clarity. The instructions are written in a playful, humorous tone, paired with striking graphic designs that underline the absurdity of our digital hoarding habits and the attention economy, all while addressing the serious environmental impacts of our digital waste.

This transformation turns the Digital Cleanup Day from a simple task into an experiential activity—something participants can truly connect with and enjoy. And it doesn't stop there! A fully online version has been developed, complete with videos and step-by-step instructions, allowing participants to follow along from anywhere:

Find the video on Vimeo:

> After Digital Clean Up Day I started to reflect more frequently how much energy I am using on an everyday basis and how everyday activities on my digital devices are connected to wider ecosystems
> **A participant**

Impact of the interaction

The workshop was a game-changer! It opened participants' eyes to the often-overlooked environmental impact of digital technologies and data usage.

Indeed, Sweden is leading the way in sustainability and digital innovation. With a robust climate policy framework–including ambitious climate goals, legislation, and a forward-thinking climate policy council–Sweden is committed to tackling environmental challenges. However, it's also one of the most digitalised nations in the world, with citizens among the top internet users and the digital sector contributing significantly to its GDP.

Participants understood their own part they were playing in the environmental footprint of data storage, self-reflecting on the need to improve their practices.

Some figures claim that streaming accounts for 3-4 percent of global greenhouse gas emissions, in other words, the same order of magnitude as flying

In 2015, the video "Gangnam style" was viewed approximatly 2.5 billion times worldwide. This resulted in an energy consumption of 400GWh (which equals the annual consomption of around 90 000 households)

The workshop introduced a fresh, innovative format for the Digital Cleanup Day that's ready to be replicated far and wide. And the momentum doesn't stop there–an exciting online version is in the works, making it possible for anyone, anywhere, to join the movement remotely.

This event was made truly special thanks to the energy and enthusiasm of the participants. They left feeling inspired and motivated to tackle their digital clutter head-on, with many eager to continue their Digital Cleanup journey in the months ahead. We also worked together to define actionable goals and shared simple yet powerful strategies to help them manage their digital footprint more effectively. The result? A ripple effect of positive change that's just getting started!

Resources

By providing the venue, projection equipment, and even access to an in-house artist at no additional cost, RISE's researchers were able to host this interaction at a low cost

One key highlight was the collaboration with the in-house artist, who invested 20 hours into crafting engaging and visually impactful materials that elevated the entire experience.

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