



ATEA

Nordic-Baltic Sustainability Conference 2024

Integrating sustainable lifestyle choices and useful digital tools in community life

Janne Rajala

Senior Cloud Architect, Atea Hybrid Platform

Sustainability Ambassador, Green Habito president in Finland



Who is Janne Rajala

01

Senior Cloud Architect

02

Atea Hybrid Platform
Sustainability Ambassador

03

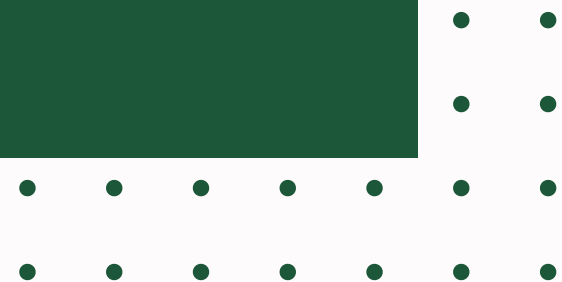
Green Habito Network
president in Finland

04

Over 20 years of experience

05

Husband, Father and Dog owner





103 out of 169 SDG targets can be directly influenced by a combination of seven digital technologies. These include, digital access, fast internet, cloud, IoT, artificial intelligence, extended reality and blockchain.



Digital policy context is vital: While digital technologies offer the promise to catalyze and accelerate SDG progress, they are only effective in a wider policy context. Setting the right enabling environment and incentives will be vital to set a direction towards greener ways of living and working, and to shape technology development towards positive outcomes for the planet.



SUSTAINABLE

Sustainable living

Environmental



- This pillar focuses on protecting our planet and its natural resources. It involves responsible management of land, water, forests, oceans, air quality, and wildlife.
- Environmental sustainability aims to minimize negative impacts on ecosystems, reduce pollution, and promote conservation efforts.
- Examples include using renewable energy sources, practicing efficient waste management, and preserving biodiversity

Social



- *Social sustainability emphasizes the well-being of people and communities. It considers social equity, human rights, and quality of life.*
- *It involves promoting fair labor practices, ensuring access to education, healthcare, and housing, and fostering inclusive communities.*
- *Examples include supporting local businesses, advocating for gender equality, and investing in community development.*

Economic



- *Economic sustainability focuses on maintaining a healthy economy while considering long-term viability.*
- *It involves balancing financial growth with social and environmental well-being.*
- *Examples include responsible business practices, ethical supply chains, and investments that align with sustainable goals*



The Benefits of Eco-Friendly and Sustainable Practices



Protecting the Planet

Sustainable practices help conserve natural resources, reduce pollution, and combat climate change, ensuring a healthier planet for future generations.



Saving Money

Sustainable practices often lead to financial savings in the long run. For instance, using energy-efficient appliances or solar panels can significantly reduce monthly utility bills.



Reducing Waste

By adopting a minimalist lifestyle and prioritizing recycling and composting, we can drastically cut down on the waste we produce, reducing the strain on landfills.

SUSTAINABLE ATEA

ATEA



A bold new plan for a better future

Doing our part to be the sustainable change we want to see in the world, Atea is aiming to be 100% circular, equal and have a positive impact on the society by 2030. We will achieve this by relentlessly pursuing five targets.



ATEA

VISION 2030

a look at Atea's Sustainability Plan



1:1

Achieve a 1:1 ratio between IT units sold vs recycled. For each one we put on the market, we'll take back at least one unit extending IT lifespan and preserving resources.

1M+

We will accelerate the journey towards sustainable IT by leveraging the purchasing power of 1 million IT users. This by increasing the commitment of entire organizations, including ourselves, through our collaboration platforms.

TP2B

Achieve Atea's vision as The Place to Be. This entails being an industry leader by continuing to build a diverse, gender-equality based workforce where together we build the future with IT.

-50%

Achieve at minimum a 50% reduction in CO2 emissions at Atea. This includes phasing out fossil fuels, reducing air travel, halving transport emissions and using 100% renewable energy.

100:1

Make our innovation handprint much larger than our carbon footprint, reaching a 100:1 ratio by leveraging power of IT, especially in the areas of blockchain technologies, AI and robotics.

2030

A person in a grey suit and purple tie is pointing their right hand towards a laptop screen. The screen displays a collection of colorful, glowing digital icons including a calendar, folder, group of people, lightbulb, envelope, magnifying glass, smartphone, music notes, globe, house, shopping cart, telephone, Wi-Fi symbol, and location pin. The background is a blurred office setting. The text 'DIGITAL TOOLS' is centered in a white, bold, sans-serif font on a dark green horizontal band.

DIGITAL TOOLS

DIGITAL TOOLS

for Community-based Sustainability



ShareWaste

Find local composting programs, connect with compost drop-off locations, and learn about sustainable waste management practices.



Nextdoor

Connect with neighbors, share resources like tools or garden equipment, and organize community events like cleanups.

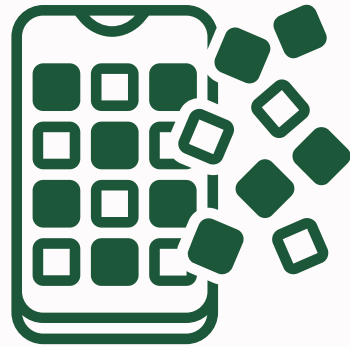


Freecycle

Share unwanted items instead of throwing them away, promoting reuse and reducing waste.

DIGITAL TOOLS

The Digital Sustainability Toolbox



Abundance of options

Countless apps and online resources address various and sustainability challenges.



Personalized solutions

Tools cater to different needs and interests, making sustainability accessible to all.

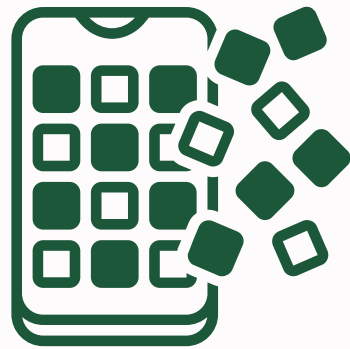


Empowering individuals

Technology puts information and action at our fingertips, enabling us to make informed choices.

DIGITAL TOOLS

for Waste Management



Waste sorting apps

- Identify recyclable materials and locate nearby drop-off points.



Composting guides and tools

Learn how to compost food scraps at home, reducing landfill waste.



Sharing platforms

Connect with others to donate unwanted items or find new uses for them

DIGITAL TOOLS

Power Up with Efficiency: Digital Tools for Energy Conservation



Smart home devices

Identify recyclable materials and locate nearby drop-off points.



Energy-saving apps

Track energy consumption and receive personalized tips for conservation



Renewable energy resources

Explore and connect with local solar, wind, or geothermal energy providers.

DIGITAL TOOLS

Microsoft

Sustainability Manager

- Enables organizations to more efficiently record, report, and reduce their emissions and water or waste impact.
- is an extensible solution providing comprehensive, integrated, and automated sustainability management for organizations at any stage of their sustainability journey.

Microsoft Cloud

This tool helps manage data at scale, track progress, and prepare for ESG data governance and reporting. Key features include:

- Calculate your ESG footprint
- Analyze ESG performance against goals
- Provide data governance
- Report impact and progress
- Deliver sustainable IT systems

Azure

- Azure provides sustainable technologies and resources to help organizations achieve their net-zero goals. Some offerings include:
- White paper: The Carbon Benefits of Cloud Computing
- Cross-sector initiative: Transform to Net Zero
- E-book: Four simple steps to unlock your net-zero carbon future
- Free app: Microsoft Emissions Impact Dashboard
- E-book: Microsoft Sustainability Guide



ECO-FRIENDLY DIGITAL LIFE

01

Monitor Your Inbox and Delete Unnecessary Emails:

- Sending and storing emails consume a considerable amount of energy due to the sheer volume of messages exchanged daily. Regularly clean up your inbox by deleting unnecessary emails.
- Consider using filters to organize and prioritize essential messages, reducing clutter and energy usage

02

Weigh the Pros and Cons Before Sending an Email:

- Before hitting that “send” button, ask yourself if the email is necessary. Could the information be shared more efficiently through other means?
- Reducing unnecessary emails not only saves energy but also declutters your digital space

03

Mind Your Streaming Habits:

- Streaming videos and music online contributes to digital pollution. Opt for lower video quality when possible to reduce data consumption.
- Consider downloading content for offline viewing to minimize streaming time and energy usage



04

Make Your Browsing More Efficient:

- Use browser extensions that block ads and trackers. Ad-heavy websites consume more data and energy.
- Close unused tabs and avoid excessive multitasking, as each open tab consumes memory and processing power

05

Think About How You Store Your Data:

- Cloud storage and data centers have environmental impacts. Be mindful of the data you store online.
- Regularly clean up and organize your files. Consider local storage options instead of relying solely on cloud services

06

Choose Energy-Efficient Devices:

- When purchasing new devices (such as laptops, smartphones, or smart home gadgets), consider their energy efficiency.
- Look for devices with energy-saving features and certifications. Properly dispose of old devices in an environmentally conscious way



Conclusion

01

Understand over-consumption and its impact to the world

02

Embrace Sustainable Lifestyle Choices

03

Utilize Digital Tools for Sustainability

04

Empower Communities through Collaboration

05

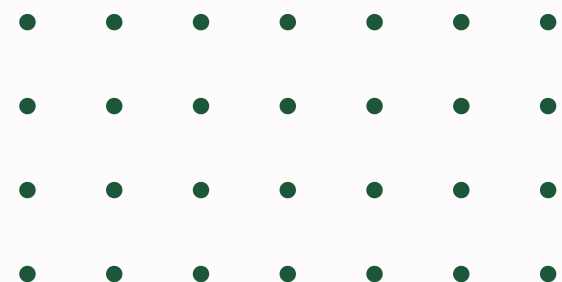
Find your area Digital Tools for Community-based Sustainability

06

Foster Education and Awareness

07

Celebrate Success and Share Stories





ATEA

THANK YOU

Janne Rajala

✉ janne.rajala@atea.fi

🌐 www.atea.fi

🌐 www.greenhabito.eu

