

Website

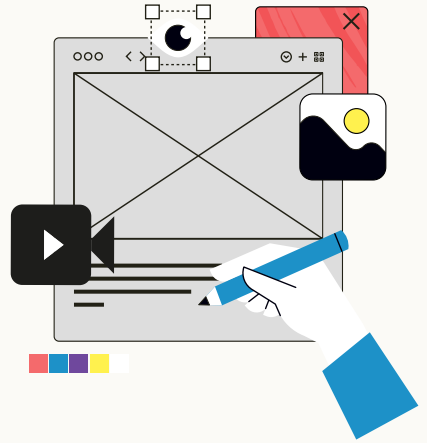
Decluttering

Toolkit

for Organisations

A practical guide for **reducing** your organisational **digital carbon footprint** through **smarter design, content** and **infrastructure decisions**.

# Visual & Interactive Design



## What this means

This includes your overall brand visuals, layout choices, interactive animations, and embedded media. These design decisions are often the first to be implemented, and can quickly balloon energy use without oversight.

## Why this matters

Motion and interactivity increase file size, loading time, and user energy consumption. While these features might enhance user experience, they can double or triple demands on energy, data, and device processing.

## To-do list

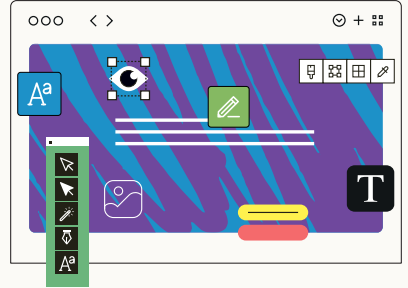
Audit and remove unnecessary hover effects, transitions, and animations

Optimise hero sections with static compressed images. Remove autoplaying videos

Use system-native scroll, drag, or swipe interactions instead of JavaScript-heavy ones

Design static versions of key sections for fallback

# UI Components & Web Fonts



## What this means

User Interface (UI) elements include buttons, iconography, and font choices. Web fonts, especially large font families or variable fonts, are a hidden but significant source of data transfer and energy use.

## Why this matters

Custom web fonts can add significant page weight, especially on first load or cache miss. Using multiple font weights, styles, or files increases HTTP requests. In lightweight pages, fonts can make up a large share of total page weight.

## To-do list

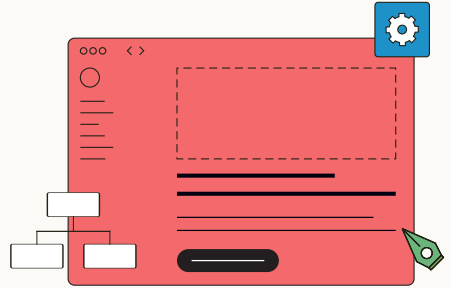
Limit typography to 1–2 fonts, loading only the weights and styles you actually use

Use system fonts where possible, or optimise web fonts with font-display settings and subsetting

Minimise unnecessary icons and button animations

Serve fonts locally to reduce third-party calls

# UX & Structural Navigation



## What this means

User Experience (UX) relates to how people move through your website or platform. Structural design includes navigation bars, dropdowns, sitemaps, internal links, and how clearly your information is organised.

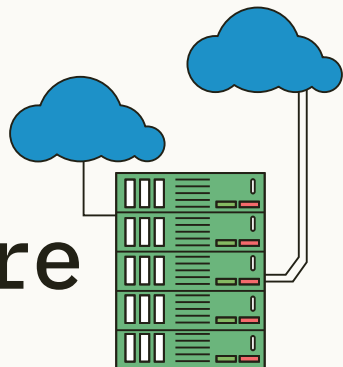
## Why this matters

Cluttered UX leads to longer session times, multiple clicks, and more server requests. The goal is to help users get what they need with fewer actions and less time spent loading pages.

## To-do list

 Simplify menu structures and flatten deep link hierarchies Minimise click paths to key actions (e.g. contact, checkout, sign-up) Remove outdated or duplicate pages Use clear CTAs and limit unnecessary redirections

# Hosting & Technical Infrastructure



## What this means

Where and how your site is hosted, including servers, data centres, CMS choices, and third-party scripts, has a major impact on carbon output.

## Why this matters

A site running on coal-powered servers emits significantly more than one hosted on green infrastructure. Scripts from ad tools, analytics platforms, and social embeds can silently double your emissions.

## To-do list

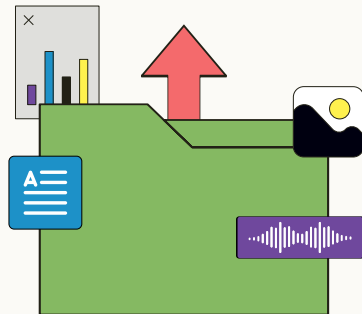
Choose a green host (e.g. Krystal, GreenGeeks, Cloudflare Green)

Use static site generators (e.g. Astro, Hugo, Eleventy) for content sites

Audit and remove unused plugins, tracking tools, and embeds

Lazy-load content and set up caching

# Content, Storage & External Tools



## What this means

This includes your actual content, videos, images, PDFs, blogs, as well as how you store and integrate third-party tools (e.g. CRMs, newsletter software, forms).

## Why this matters

Old files left on cloud storage still consume server resources. Embedding heavy third-party tools without optimisation slows things down and adds unnecessary calls.

## To-do list

 Archive or delete unused files and pages regularly Choose lighter, purpose-built tools instead of feature-heavy platforms (e.g. Google Analytics → Plausible) Use lightweight embeds or link externally to heavy media Compress PDFs and optimise all media uploads

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ORGANISATIONS

Digital emissions are real, shaped not only by how we design websites or manage storage, but increasingly by how AI systems are embedded across everyday tools and services. From cloud infrastructure to generative features, the digital landscape, and **its environmental impact, is evolving quickly.**

You **don't need to overhaul everything at once.** Many meaningful shifts, from reducing unnecessary data load to using AI more intentionally, are within reach. Lighter, more thoughtful digital systems perform better, cost less to run, and reduce pressure on energy and water resources.

This toolkit is a **practical step toward digital sustainability.** An invitation to question defaults, including the growing role of AI, and to carry these considerations into your team, projects, and the systems you help shape.

Toolkit by Ruth Wright-Palmer (Author, Researcher and Designer) [www.gldn.studio](http://www.gldn.studio)

This toolkit is a product of the Future Observatory and AHRC funded "Transition Templates AI & Digital: Pathways to Net Zero+" research project led by Dr. Joanna Boehnert (2025) [www.eco-labs.co](http://www.eco-labs.co)

This toolkit was peer reviewed by sustainable Web Developer Nick Lewis.

