

Hungry for Data, Starving the World

Dr Chloe Sharp

SNAP OUT

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About Me Journey from PhD to MD



Social Media

Talking about the environment



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#ecofriendly

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Climate Emergency

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Hertfordshire County Council ✓ @hertscc · Jul 16

Today we have declared a **#ClimateEmergency** and committed to developing an ambitious programme to improve sustainability in the county.

The declaration received unanimous cross-party support at today's County Council meeting. **#climatechange**

hertfordshire.gov.uk/about-the-coun...



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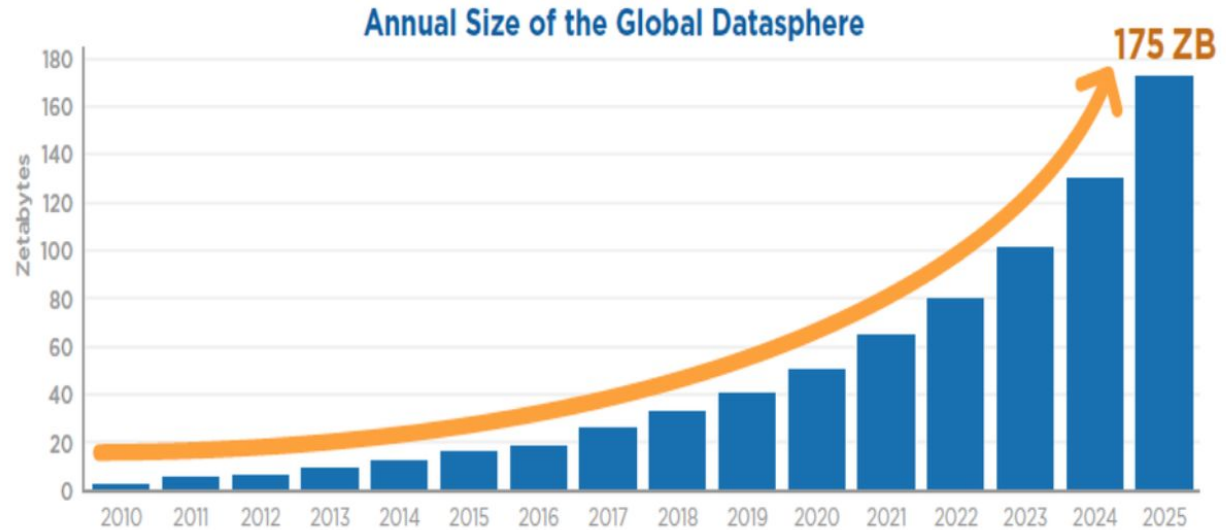
sharpchloe



@drchloesharp

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Data on the rise



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018

IDC Datasphere growth IDC REPORT FIGURE

Data Centres



Data Centres:

Electricity

"The energy footprint of the tech sector as a whole is currently estimated to consume approximately 7 percent of global electricity, but could increase to as much as 20 percent by 2025."
(Greenpeace)

Data Centres:

Coolants

Coolants are commonly comprised of Freon/halocarbon or chlorofluorocarbons.

These can contribute to the depletion of the ozone layer. (Green House Data)

Data Centres:

Land

Around 50% of data centres are between 5 ,000 and 50,000 sq. ft - they require vast amounts of land.

Future of data storage?



What can we do to
reduce
environmental
pressure?



Thank you

Any Questions?

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