

SUSTAINABILITY

United Internet Media,
WEB.DE, GMX and mail.com:
We take ecological and
social responsibility





Our sustainability strategy
is an ongoing process.

We know that there is
still a lot to do!

Sustainability challenges in the digital industry



Rapid population growth

- Internet users 3 billion (2016) – 5 billion (2023)
- Increasing number of devices per user
- User behavior (e.g. streaming)
- Exponential data growth



Operation of the Internet

- ~ 4% share of global GHG emissions*
- Growth of 9% per year*



Server Center

- Energy + water consumption
- Rare earths



E-Waste

- 54 million tons/year**
- Fastest growing waste segment worldwide



Digital Responsibility

- Impact of digital products on environment & society
- Digital Ethics

*source: Ferreboeuf, H. et al. 2019. Lean ICT – Towards digital sobriety. The Shift Project. https://theshiftproject.org/wp-content/uploads/2019/03/Lean-ICT-Report_The-Shift-Project_2019.pdf

**source: Tiseo, I. 2021. Outlook on global e-waste generation 2019-2030. Statista: <https://www.statista.com/statistics/1067081/generation-electronic-waste-globally-forecast/>

Sustainability of our advertising environments – Examples



100% Green Energy

- Our servers and buildings are powered by 100% renewable energy



Top energy efficiency of our servers

- Certified according to ISO 50001
- Less server hardware despite triple data volume since 2017



AfB Cooperation

- Refurbishment and resale of used IT hardware
- Recycling as a final step



Responsible Journalism

- Certified: Journalism Trust Initiative
- Press Code of the German Press Council
- Climate Channel (18 items/month)



United Internet for Unicef

- Largest German Unicef corporate partner
- 66 million euros in donations since its foundation



Charta der Vielfalt

- Signed as a group in 2021
- Promoting diversity in the organization and the world of work

Contact

www.united-internet-media.de
info@united-internet-media.de

Brand Portfolio

GMX



mail.com



Das Örtliche

Gelbe Seiten