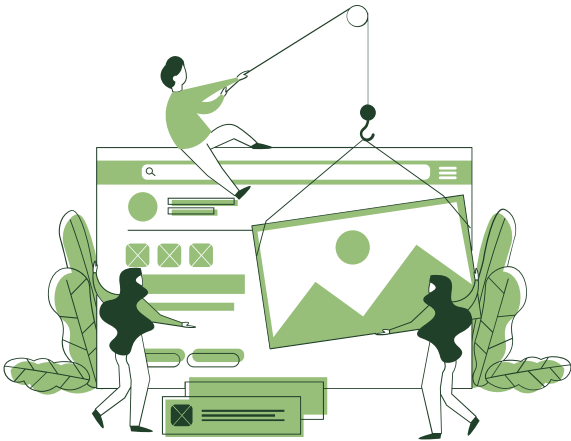


6 SUSTAINABLE AND GREEN DAM PRACTICES

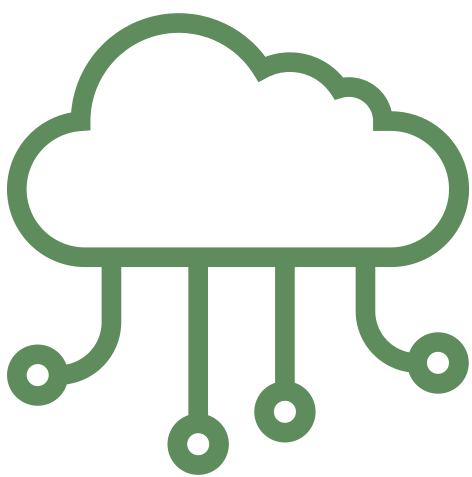
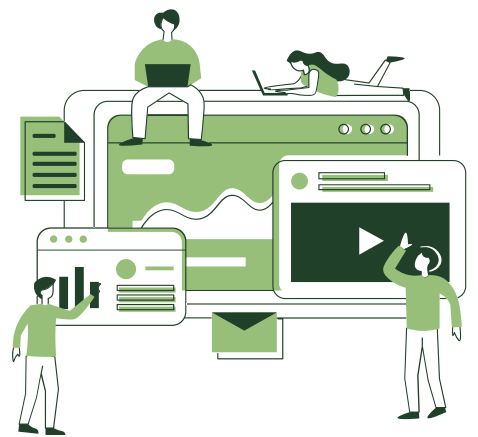
CUSTOM INTERFACES

Custom user interfaces for tasks such as uploading assets or editing metadata, can help reduce energy use. This makes the system more efficient, lowering the time the server needs to process tasks and reduces energy use during each session. It also helps avoid file duplication, meaning less effort is wasted and fewer files need to be stored. (Gellner & Diamond, 2018).



ENERGY VS. FLEXIBLE INTERFACE

A simpler user interface can make the system process less data, as it eliminates unnecessary features and streamline tasks. This allows the system to work more efficiently, requiring less energy to perform actions. However, if the interface is too basic, it might not allow users to perform all the tasks they need which leads to inefficiency. If the interface is too complex, it could slow things down and require more processing power (Gellner & Diamond, 2018).



CLOUD-BASED SOLUTIONS

By putting all tools into one platform, the organization of assets will be better and easier to search for. This makes also allows the user to get rid of any assets they're not using. Most cloud-based systems are energy-efficient and powered by renewable energy sources. Businesses can reduce their energy use and carbon emissions compared to using on-premises servers (Lim, 2023).

OPTIMIZE LARGE FILE SIZES

High-resolution files take up more space and use more energy to store and access compared to smaller, lower-resolution files. By using a DAM system that can automatically resize and optimize these large files, businesses can save energy and cut down on their carbon emissions (Lim, 2023).



SUSTAINABLE INFRASTRUCTURE MANAGEMENT

Old servers and networks use a lot of energy and create e-waste, as they need constant repairs and updates. Moving to cloud-based DAM systems can help reduce energy since modern data centres are more efficient and run on renewable energy. Additionally, cloud storage reduces the need for physical hardware, lowering electronic waste and ensuring a longer lifecycle (Adacan, Vasiliev, & McGillicuddy, 2017).



AUTOMATION

By optimizing digital workflows and automating tasks such as asset conversion and storage management, businesses can ensure that only necessary resources are consumed. The ability to manage digital assets from a centralized, energy-efficient platform reduces the overall carbon footprint of the asset management process, supporting green practices throughout the organization (Adacan et. al, 2017).

