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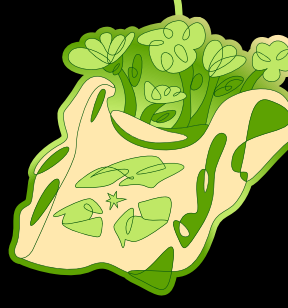
DIGITAL ASSET MANAGEMENT AND SUSTAINABILITY



As the Digital Asset Management industry continues to grow, so does its effects on the climate. Implementing green practices into DAM is imperative to meet sustainability goals.

WHY DOES IT MATTER?

IT currently accounts for 2% and AI data centers account for 1% of global carbon emissions and this number continues to grow with the rise of AI integrating with different industries (Athey & Van Malssen, 2025).

ENERGY USAGE IMPACTS OUR DAILY LIVES

Digital content has an environmental footprint and the storage of large media files result in excessive energy use and demand (Istrate, R., Tulus, V., Grass, R.N. et al., 2023).

GREEN PRACTICES IN DAM

Implementing these practices in DAM systems can minimize harm to the environment.

- Minimize duplicates
- Centralize large file assets
- Automate deletion of unused assets
- Set retention rules or standards for assets

- Add sustainability metadata categories: energy usage, file size.
- Tiered storage: less used assets archived, most used stored in the main categories.

LIFE CYCLE ASSESSMENT

Life cycle assessment is the analysis of one product's environmental impact from beginning to end, (Quist, 2024).

CREATION STAGE

Taking note of data in the creation stage includes metrics like: energy used to produce asset, digital file size, overall footprint of creation process.

STORAGE MANAGEMENT

Measuring current DAM energy usage, identifying assets that consume more energy, automating deletion of assets and removing duplicates.

END OF LIFE

Implement sustainable asset migration, archiving and deletion processes. Measure energy usage when delivering assets to clients or users.

THE TIME TO ACT IS NOW

SUSTAINABLE PRACTICES MATTER

- Digital Asset Management is beneficial in storing assets, organization and promoting efficiency.
- By implementing sustainable practices such as enabling auto deletion of duplicates, energy usage significantly decreases.
- As AI infrastructure continues to grow it is projected to emit 24-44 million metric tons of carbon dioxide into the atmosphere (Nutt, 2025).
- Tracking energy usage and implementing sustainable measures lower DAM's carbon footprint.

IT'S TIME TO TAKE ACTION!

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