



FACULTY  
OF LAW



UNIVERSITI  
MALAYA



## Online Exchange Project with Overseas Universities 2022

# 10 WAYS TO ACHIEVE SUSTAINABLE DEVELOPMENT IN DIGITAL SOCIETY

Prepared By:

**Harsimran Kaur Virk A/P Hardeu Singh**

**Kirthana Dewi A/P K.Muniswaran**

**Kirthana A/P Subramanian**

**Rashveen Kaur**

**Shalinni A/P Ganis**

**Representing University of Malaya, Malaysia**

Supervisor:

**Dr. Ong Tze Chin**

Illustrated By:

**Nurul Hana binti Abdul Hakim**



# INTRODUCTION

Digital society has been a constant-growing network. Digital society is where people live, shop, entertain and express ourselves online. This enables peoples' lives to be more convenient because online businesses and entertainments has made everything easily, cheaply and efficiently available. As any other growth, this network also comes with its negatives. The negative side of digital society is the invisible waste that it produces. Most people are not aware that consuming online also contributes to unrecyclable waste that impacts the environment negatively. In order to overcome this, Malaysia has been focusing on science and technology measures in improving consumer consumption and protection in the context of sustainable development. However, what is crucial is that it is necessary to optimise the processes that are connected to the development of science and technology, including the designs and materials, as doing so can result in a process that produces less waste, is more efficient, and has a lesser environmental impact. So, collective action to protect the consumers can only be achieved when there is widespread individual awareness of the environmental consequences of consumption. We believe that development should be parallel to sustainability and environmental balance to ensure everyone has equal possibilities and can have a better life without jeopardising the well-being of the environment.

**WHAT AN  
INDIVIDUAL  
CAN DO**



## WAY 1

# CHANGES IN ONLINE SHOPPING HABITS

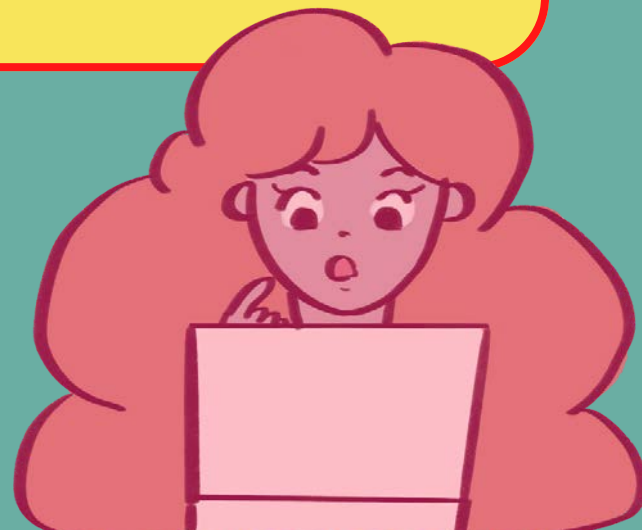


**Limit the number of items purchase online**

**We need to put a limitation on the number of items we purchase from online sellers each month. Moreover, before making an online purchase, we cannot just solely rely on the product descriptions provided on the website. Instead, we need to read the reviews left by previous customers before buying any products online.**

**Do thorough research on the products and the manufacturer before buying online products**

**Those products can be a product of greenwashing or not sustainably produced. Moreover, we need to avoid making impulsive online purchases based solely on the endorsements of social media influencers.**



## WAY 1

# CHANGES IN ONLINE SHOPPING HABITS



**Avoid being manipulated by the mega sale or cheaper products in online shopping**

**We must avoid falling for the traps set by online stores, as they tend to use dark patterns and covert advertising that could exploit people's minds into buying certain products or might deceive people that could lead to impulsive buying.**

**Report online shops that are greenwashing their products under misinformation**



**We must not encourage such online stores as nowadays companies are exaggerating their environmental credentials to win over online shoppers.**



## WAY 2

# USE YOUR SMARTPHONE WISELY



**Close or shut down the applications that are not in use properly**

**Make sure to close the applications that we're using on the mobile phone once we're done using them in order to stop them from running in the background and avoid the usage of excessive energy. Therefore, try to get in the habit of closing your apps right after you use them.**

**Avoid charging your phone if it is not absolutely necessary**



**It could not only cause the performance of your phone battery to degrade over time but also consume electricity. The fast charging method will consume more electricity because higher power will be needed to fast charge your phone.**



## **WAY 2**

# **USE YOUR SMARTPHONE WISELY**



**Reduce the amount of time you spend using mobile phones and applications that are energy consuming**

**There will be a screen time weekly report produced by our phones so we need to monitor it weekly to make sure that we are not wasting too much time using our phones.**

**Set a timer to control yourself from spending too much time on the mobile applications**



**We can opt to set screen time limits for mobile applications that will produce excessive energy consumption.**



**Close all active tabs before exiting Google, especially on mobile devices**

**Every tab we open consumes working memory which can eventually lead to significant performance issues, so keeping the number of open tabs to a minimum is always in our best interest. Therefore, we need to utilize the bookmarks or reading lists button provided by Google.**

## WAY 3



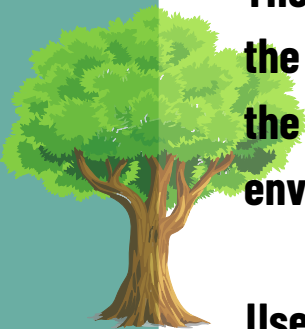
# USE BROWSER EXTENSIONS THAT PROMOTE ETHICAL AND SUSTAINABLE ONLINE SHOPPING

Use browser extensions that act as an online shopping assistant that helps in recommending sustainable brands in retail websites including the discounts that are included in those brands.

These extensions also allow the consumers to keep an eye on the carbon footprint of retail websites purchases and enables the consumers to figure out whether the purchase is worth the environmental cost.

Use extensions that allow the consumers to plant trees by shopping online. Consumers shop from the partner shops and the extensions will receive the fee that will be used to plant trees.

Optimise the usage of browser extensions that will offer the consumers a better choice of products in terms of its ethics and sustainability.





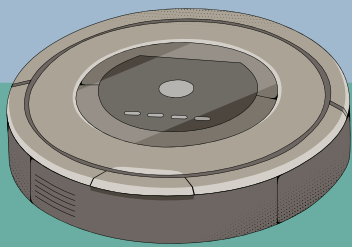
## WAY 4

# REDUCE THE USAGE OF AI MECHANISMS

AI mechanisms are created to ease our lives by assisting us. However, AI assistance has been evolving and this is creating more energy consumption. Hence, the usage of AI mechanisms has to be reduced as much as possible to pave the way towards sustainable development.



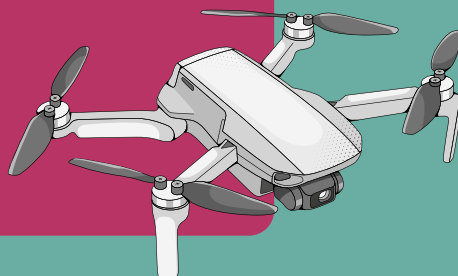
**Reduce the usage of AI empowered robots such as vacuum and mop robots when possible**



**Reduce the usage of AI devices such as Amazon Alexa, Siri or Cortana to switch on appliances, music and search on Google when its unnecessary.**



**Avoid using AI-based drone services**



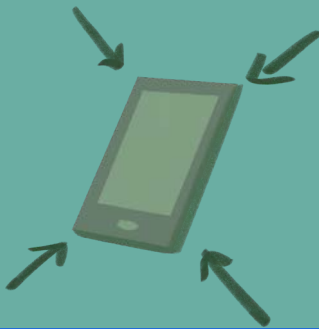
# WAY 5

## LIMIT STREAMING



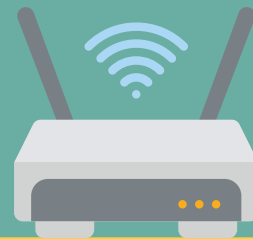
### DOWNLOAD MUSIC

This is because once a track is downloaded, it takes less energy to play it again. Mainly because greenhouse gases are produced by both the listener and the Service Provider when streaming.



### USE SMALLER DEVICES

A laptop or phone emits significantly less CO<sub>2</sub> than streaming on a TV does which means you leave a smaller digital carbon footprint.



### UTILISE WIFI INSTEAD OF MOBILE NETWORK

Stream videos, movies, and songs on WiFi rather than on mobile network. Mobile data is much more energy intensive than WiFi.



### REDUCE CONSUMPTION

Reduce consumption and try not to stream music for more than five hours at a time. Limit your TV streaming time, too, and be aware of what streaming for a certain number of hours does to the planet.

# WAY 6

## UTILISE RENEWABLE AND ECO-FRIENDLY SOURCES

### 1. Stop Using Power Banks

They are produced and discarded in massive quantities. Often, power banks are also not discarded appropriately. Every power bank not produced avoids up to 2 kg of CO2 emissions.



**INSTEAD**



### 2. Use Solar Power Banks

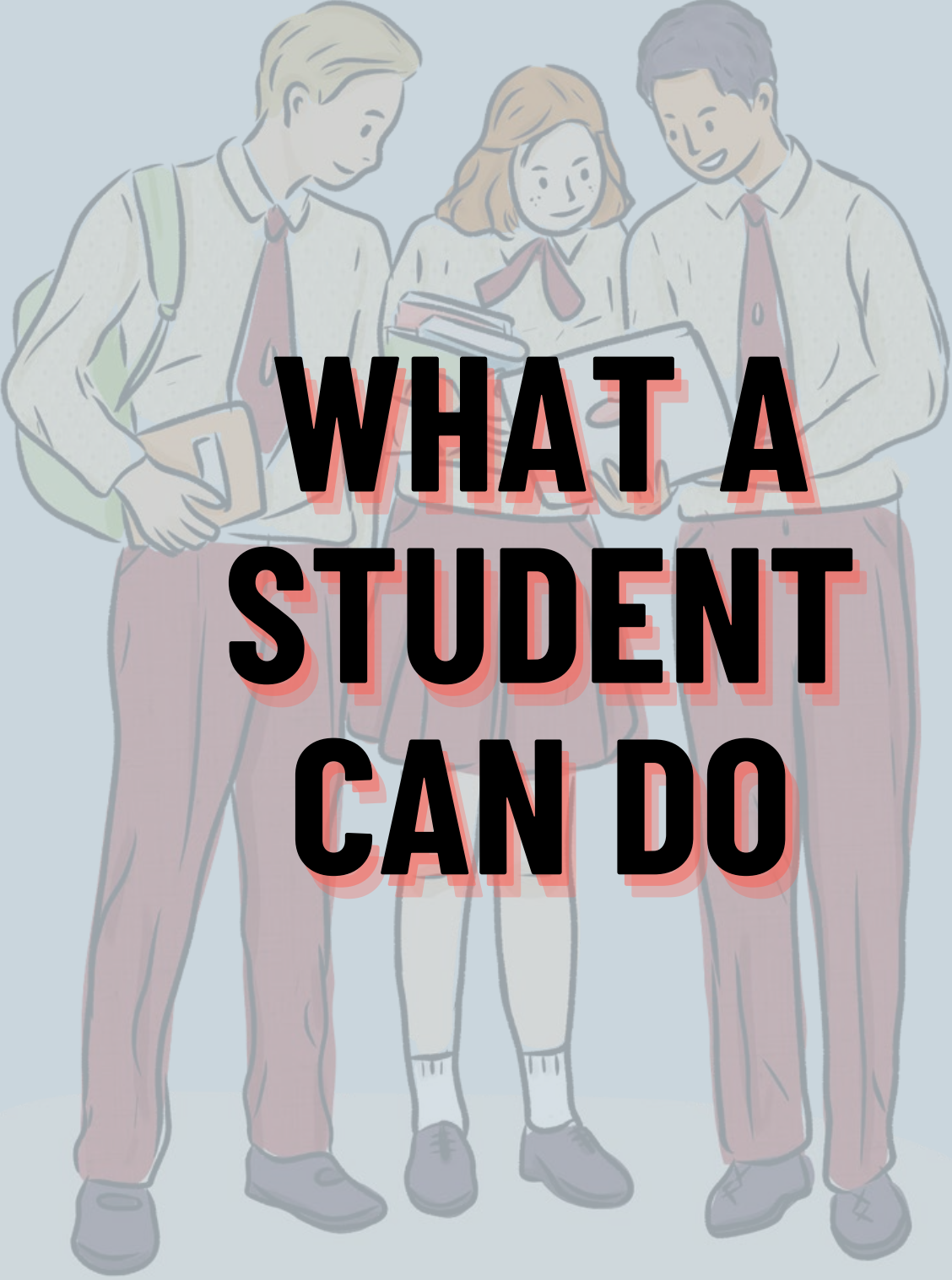
Reduce and greenify your power consumption when charging your electronic devices.



### 3. Look Into Eco-Friendly Sources

Greedy companies use cheap, polluting plastics for their phone cases, laptop casing and wearable technology i.e smartwatch straps. Eco-friendly cases and wearable technology reduce carbon emission, water usage and waste production. Always check for an eco-friendly version first before purchasing to protect your tech and the environment.



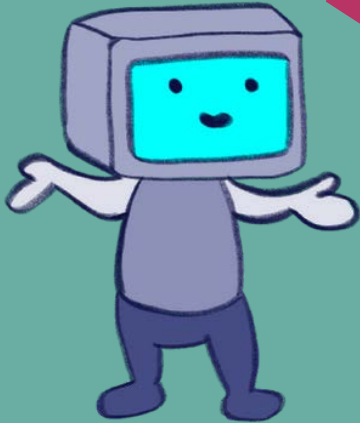


**WHAT A  
STUDENT  
CAN DO**

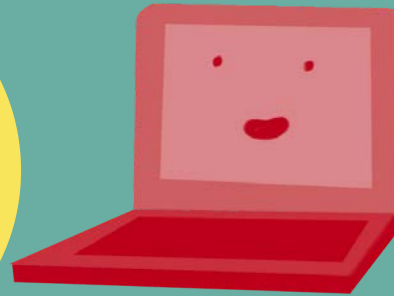
# WAY 7

## AFTER CHARGING YOUR LAPTOP, AVOID LEAVING IT PLUGGED IN FOR TOO LONG

The environment suffers when batteries lose their ability to store energy and as we replace our outdated laptops and other gadgets with new ones

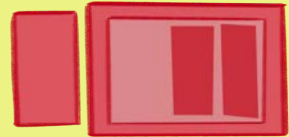


- Typically, laptops contain lithium-ion batteries
- Your laptop's battery life may be impacted if you leave it plugged in all the time

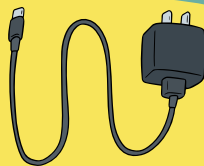


**1**

The longevity of your laptop's battery may be impacted over time if you keep it plugged in while using it. Randomized and partial charging is acceptable



Does not need full charge



**2**



**3**

The best move is to keep your laptop charged between 40% and 80% of its capacity

The environmental effect of manufacturing a laptop is greater.

We must reduce its carbon footprint by using it wisely so that there is no need to replace new ones.



## WAY 8

# REDUCE ONLINE STORAGE

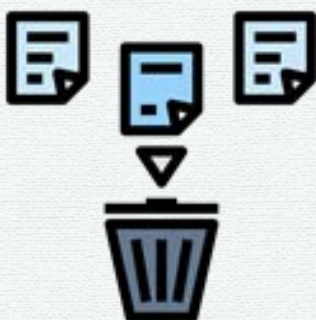


**Reduce draft emails**

**Delete online messages on social media applications such as WhatsApp, Instagram and more.**



**Avoid storing data on backup cloud**



**Clear data stored on cloud websites such as Google Drive & Cloud Wave System**



# WHAT A SCHOOL/UNIVERSITY CAN DO



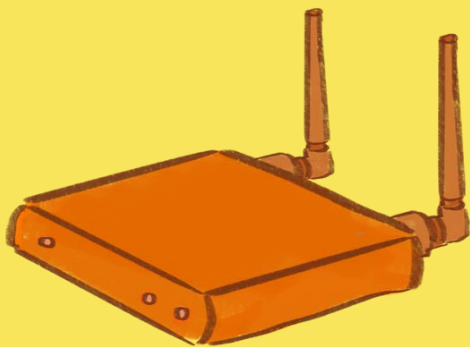
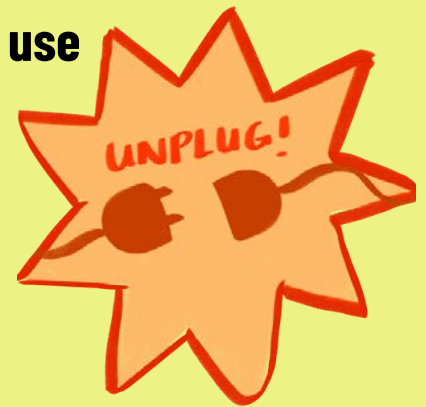
# WAY 9

## ENCOURAGE SCHOOL OR UNIVERISTY TO DISABLE WIFI ON A ROUTER AFTER SCHOOL HOURS AND DURING HOLIDAYS



**1**

Simply unplugging your WiFi router or modem after school hours or during long holidays is the simplest and most obvious way to switch off your WiFi when not in use

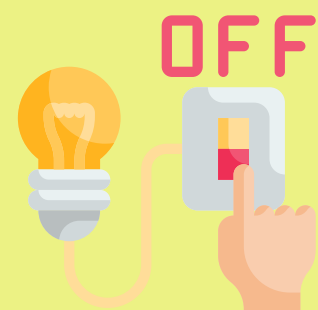


Before starting of the school hours, the school or university management may plug it back

**2**

**3**

It's crucial to understand that disabling your WiFi when not in use doesn't always imply disabling all of your internet connection



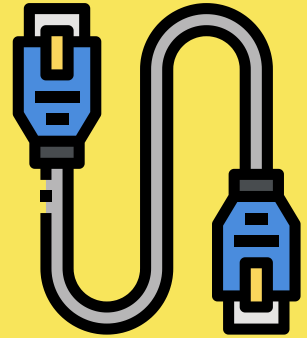


# WAY 9

**4**

**You must remember that you are just turning off the wifi capability when you turn off your WiFi network.**

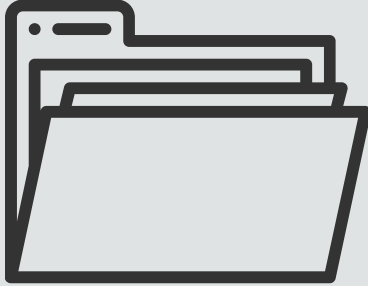
- **An Ethernet cable will still work for utilising the wired internet.**



- **To wirelessly transport data from your wireless router to your WiFi-enabled devices like smartphones, tablets, and PCs, WiFi transmits electromagnetic fields (EMFs) to everyone within its range by using radio frequency to connect with your devices.**
- **EMFs are yet another environmental hazard.**
- **The World Health Organization classifies RF radiation from wireless energy as a Class 2B carcinogen, along with other contaminants like diesel fumes**

## WAY 10

### MANAGE THE USAGE OF E-FILING SYSTEMS



Utilise electronic filing ("e-filing") because of the substantial environmental benefits

E-filing provides a wide range of vital environmental benefits which includes reduction in the usage of woods, energy consumption, and greenhouse gas emissions

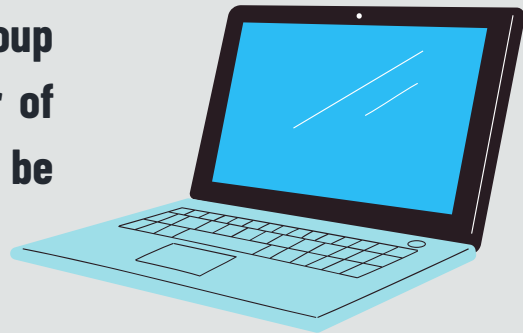


E-filing avoid environmental costs such as printing documents to be filed, copying documents to be served and physically delivering documents as the documents are provided electronically

## WAY 10

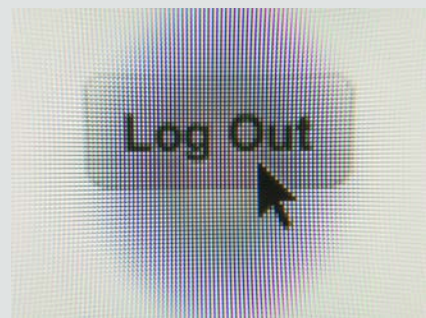
### MANAGE THE USAGE OF E-FILING SYSTEMS (CONT.)

Encourage lecturers to hand out group assignments to reduce the number of documents or assignments to be submitted.



Delete assignments or data stored on cloud that are more than 8-10 years.

Allow e-filing system to automatically log out of the website when it is left idle for 5 to 10 minutes.



## **CONCLUSION**

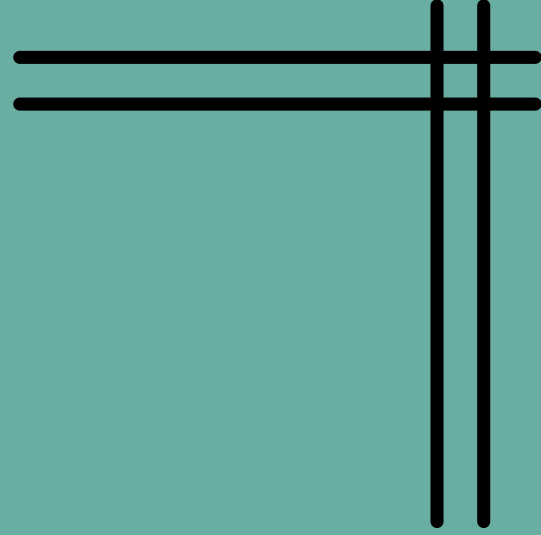
**These are just a few steps towards the sustainable development goal in regards to energy consumption by consumers.**

**The main focus here is for consumers to use digital platforms and mechanisms wisely.**

**We believe that there is a possibility to achieve the sustainable development goal regarding energy consumption in near future through the measures we have demonstrated.**

**However, we would like to remind that this change may take some time and countless effort from all authorities and countries worldwide.**

**On the bright side, we believe many countries and authorities will be open and welcoming to this initiative.**



*Thank  
you!*

