



# **‘The archive and abr dn – Towards sustainable digital preservation’**

**Presented by**

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**abr dn.com**

June 2021

The logo for Standard Life, featuring the words "Standard Life" in white sans-serif font on a dark blue rectangular background. A small orange triangle points upwards from the top right of the word "Life".

Standard Life

1825 - 2017

The logo for Aberdeen, featuring the word "Aberdeen" in a dark blue serif font. A stylized blue wave graphic is positioned to the left of the letter "A".

Aberdeen

1983 - 2017

The logo for Standard Life Aberdeen, featuring the words "Standard Life" in dark blue sans-serif font, followed by a small blue triangle pointing up, and then the word "Aberdeen" in a dark blue serif font with a blue wave graphic to its left.

Standard Life Aberdeen

2017 - 2021

The logo for abrdn, featuring a stylized lowercase letter "a" composed of a grid of white dots, positioned above the lowercase word "abrdn" in a white sans-serif font, all on a black rectangular background.

abrdn

2021 - Present

# The constant in an ever changing world



## Environment



### 2020 Highlights

In our operations

50% by 2025

Our interim emission reduction target.

Our procurement spend to be from suppliers with science based targets.

98%

Of the electricity we procure directly is renewable

110%

The % of operational carbon we offset, including emissions from home working

In our investments

Net Zero

We joined the Net Zero Asset Managers Initiative

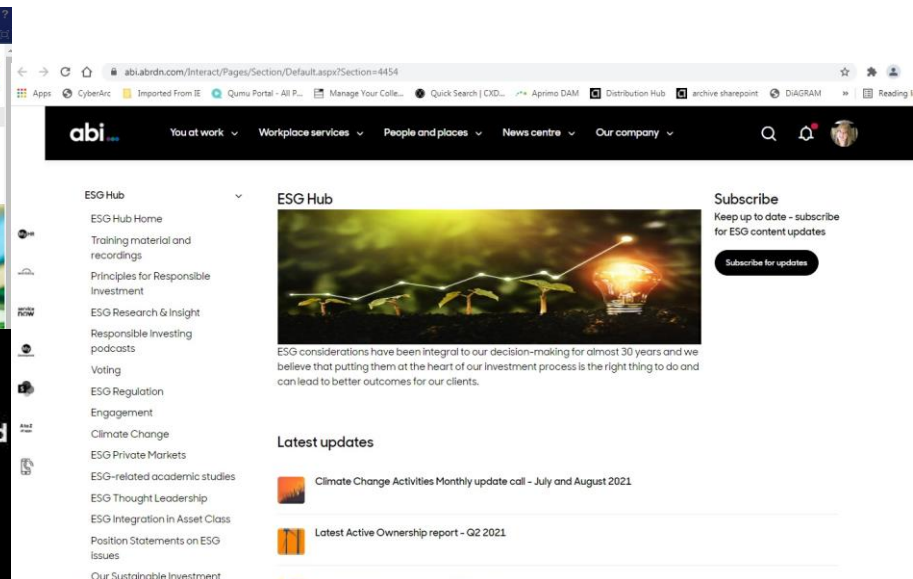
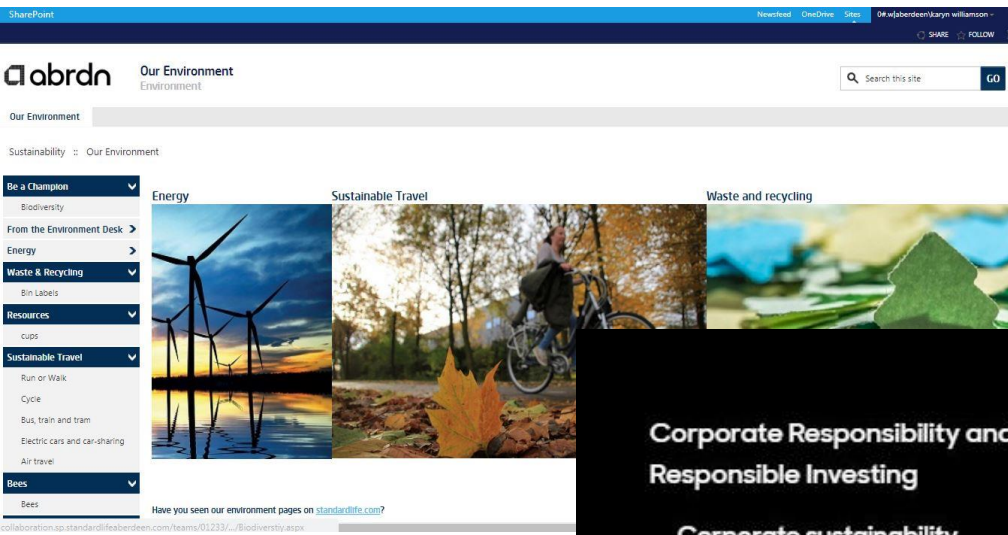
100%

The % of landlord procured electricity in our UK investment real estate that is renewable

2050

We pledged to be net zero in the investment real estate we manage by 2050 and published our plan

# abi – the intranet communications tool



Corporate Responsibility and Responsible Investing

Corporate sustainability

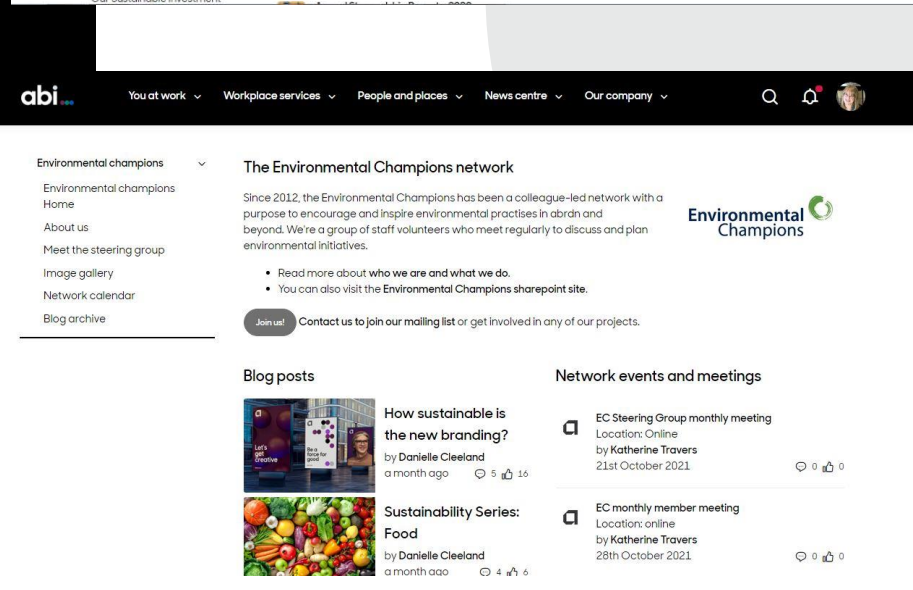
Our environment

Environmental champions

ESG Hub

Get Involved

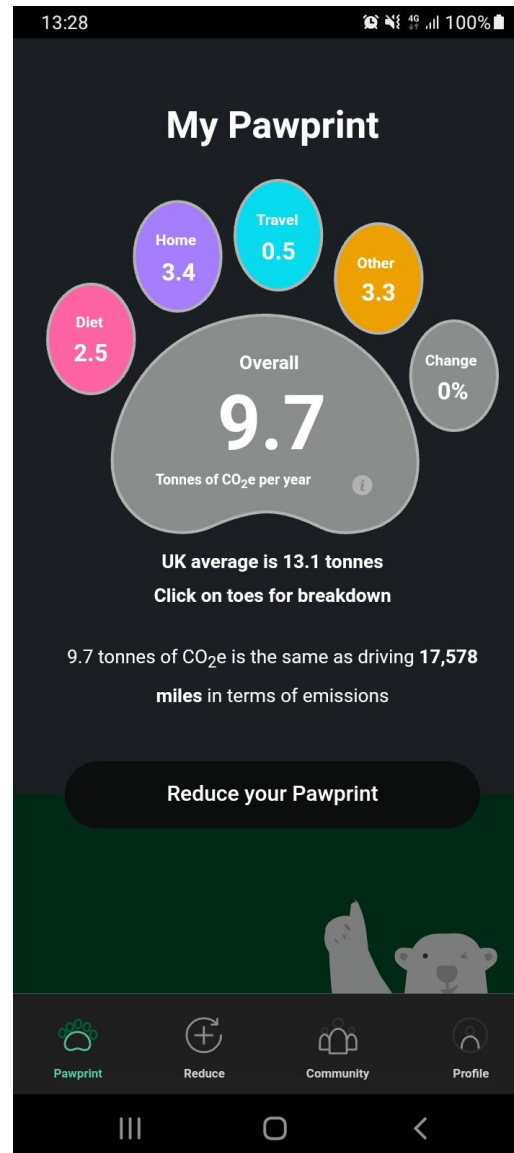
Hello World



# Paw Print – Measure Your Impact



Pawprint app image



Pawprint areas

- Diet
- Home
- Travel
- Other
- Change

# The abrdn archive impact



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## Toward Environmentally Sustainable Digital Preservation

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# Brick Wall

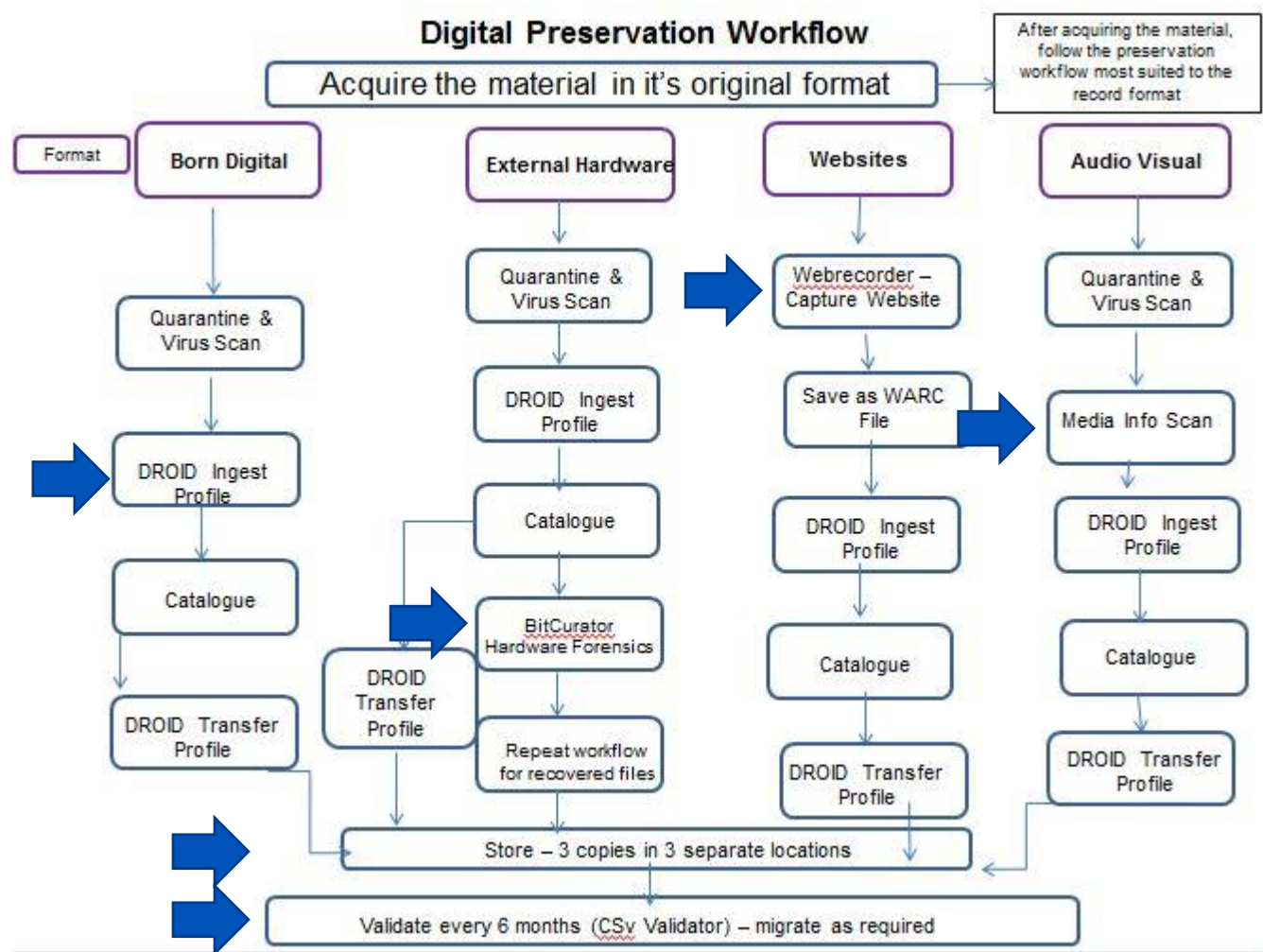


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# Where are we now?



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**Get in touch-**

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