

Sustainable email marketing: How to be green AND grow

January 2026

Jacqueline Ewers

Tech Champion Email Marketing



**Digital Culture
Network**



Webinar

Welcome

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- The recording of this webinar will be available on our website in 7 days
- Ask questions using the Q+A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤗 🎉 😊

Access free one-to-one support



Get in touch

Events

Knowledge Hub

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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name



Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Please tell us about the support you need:

Today's session

1 Digital sustainability

2 Contact list hygiene

3 Lighter through design

4 Segmentation

5 Next steps

6 Q&A

1. Digital Sustainability

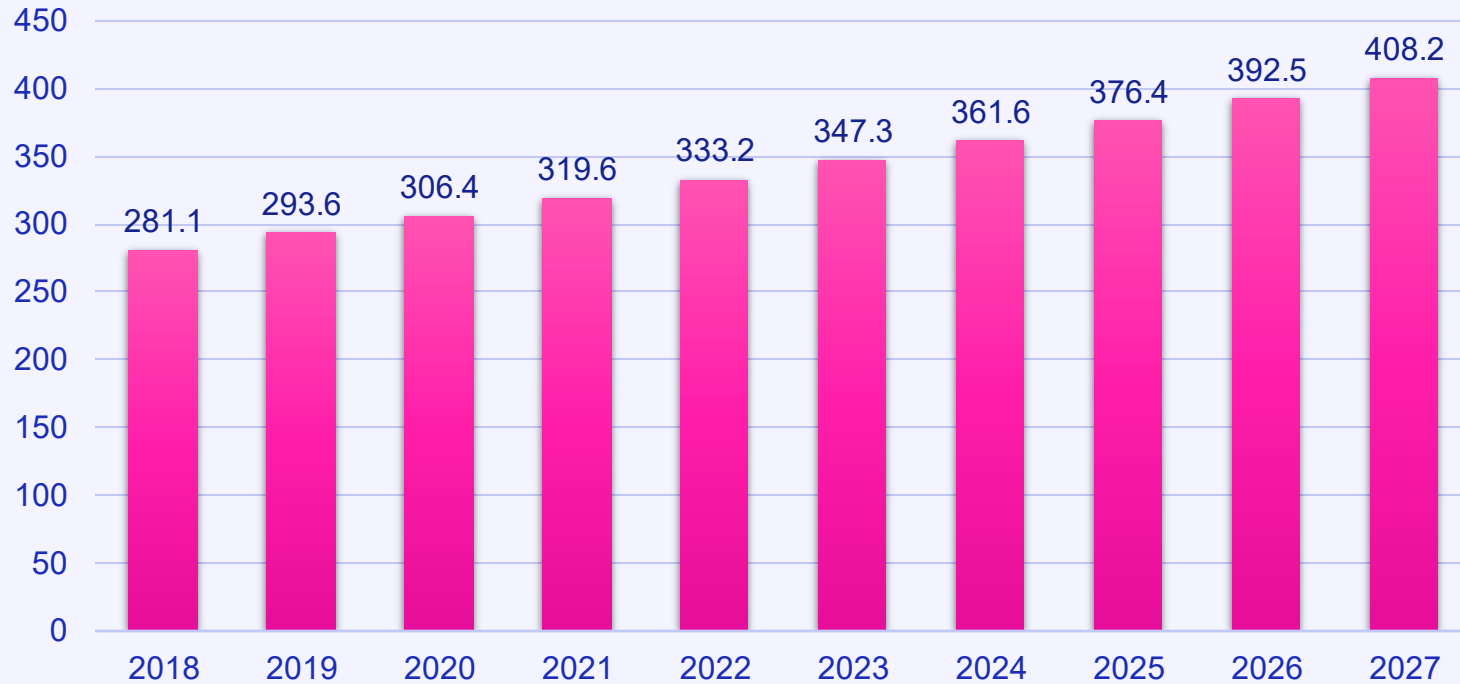


Email marketing



Global email marketing

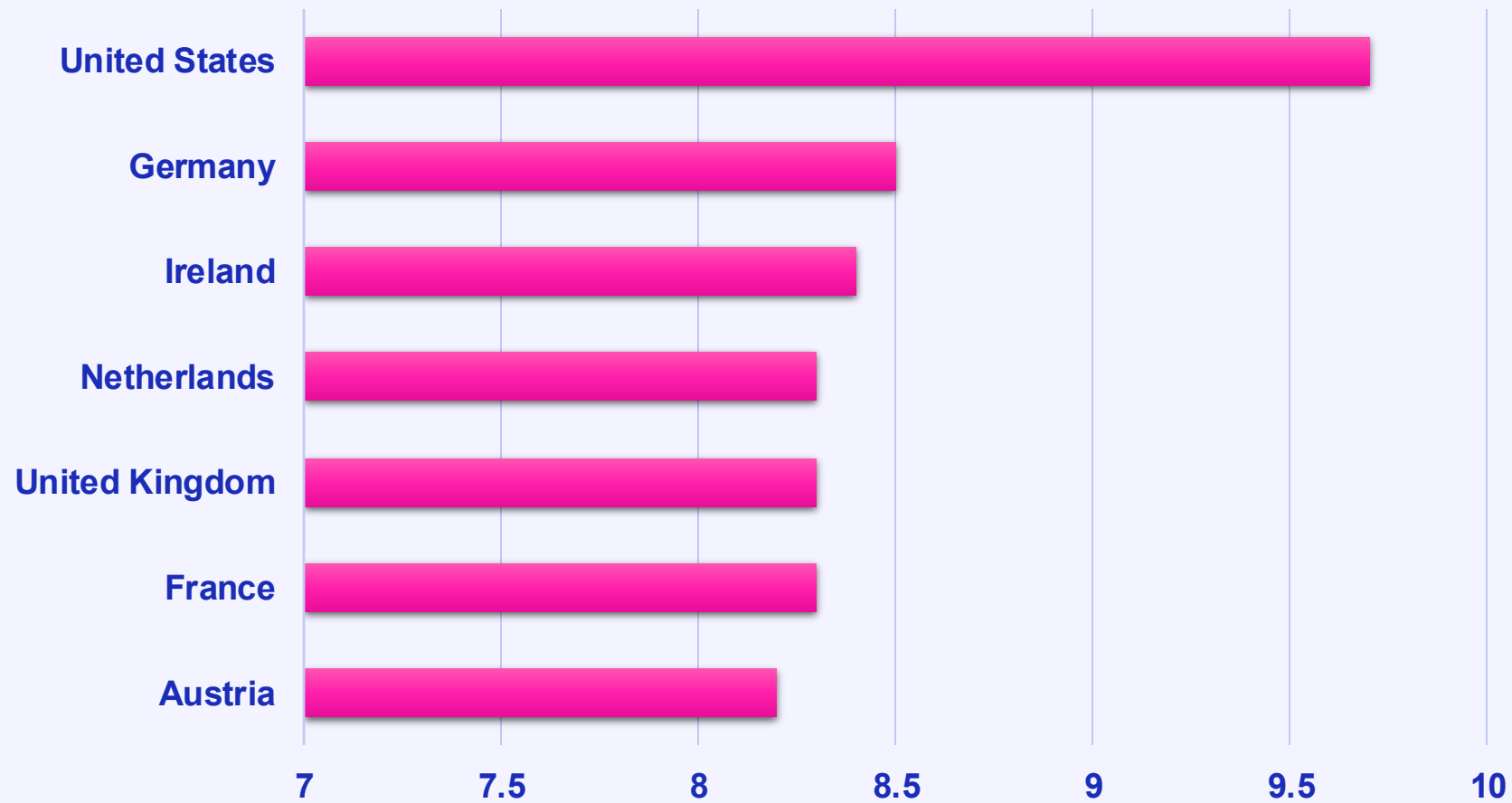
Number of emails sent and received per year in billions



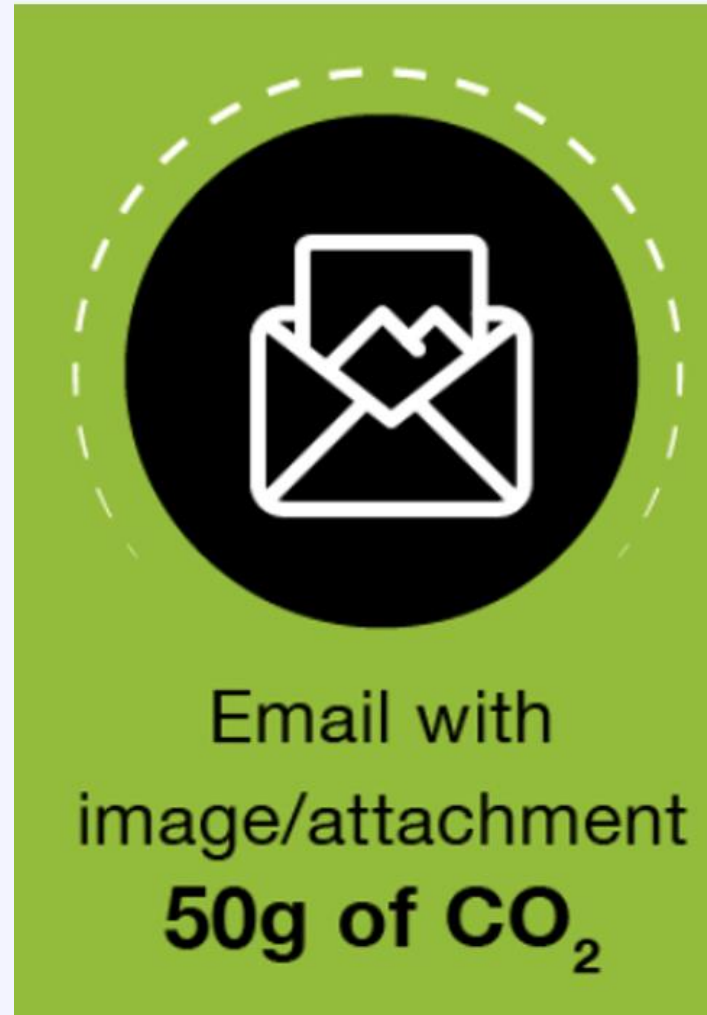
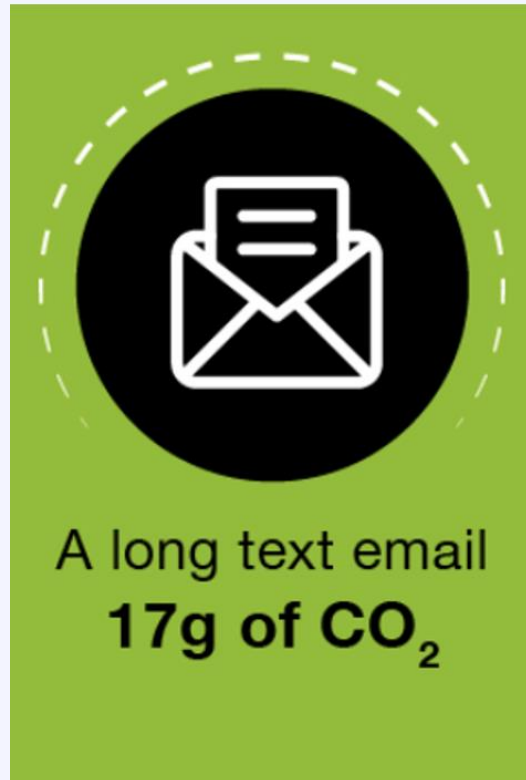
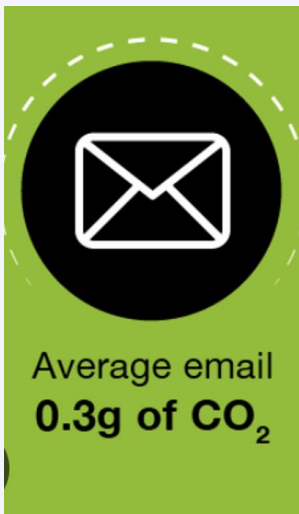
[Emailtooltester](#) (includes 2026 and 2027 projections)

Email marketing by country

UK number of emails sent per day by country in billions



Carbon footprint of an email



Sustainability and email marketing

UK's 8.3 billion emails per day

generate

2,751 tonnes of CO2 per day

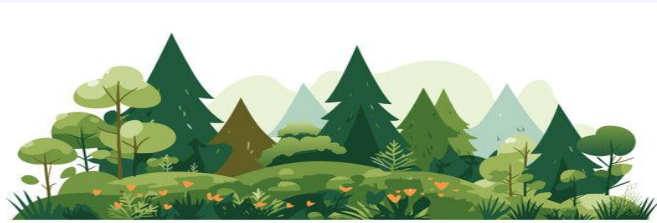
→ Over 1 million tonnes per year

Sustainability and email marketing

Over 1 million tonnes per year equivalent



217k cars' annual emissions



30 to 40 million mature trees



79,000 to 166,000 UK households

Sustainability and email marketing

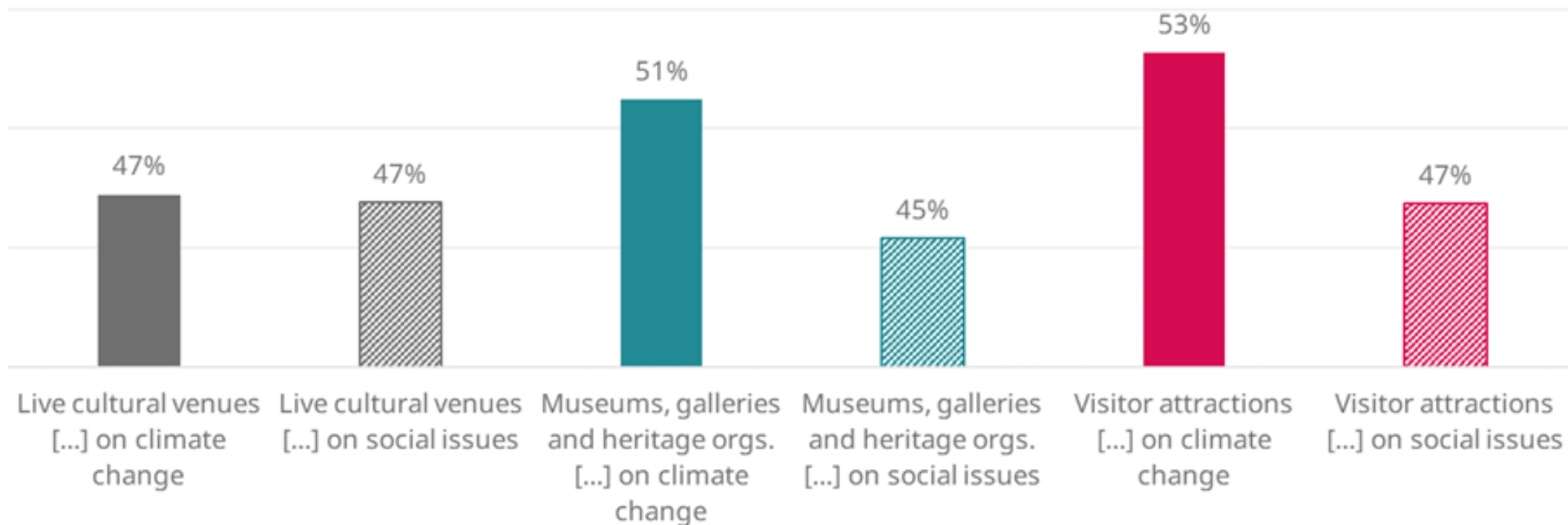
✓ **Audience expectations**

A large, abstract pink shape with rounded corners is located in the bottom right corner of the slide, partially overlapping the white background.


Sustainability and email marketing



Audiences have a **stronger preference** for venues taking a stance on **Climate Change** over Social Issues
(% Strongly agree/agree)



Sustainability and email marketing

- ✓ **Audience expectations**
 - ✓ **Win win**
 - ✓ **Bigger picture**
 - ✓ **Email is a great place to start**
- 
- A large, abstract pink shape with rounded corners is located in the bottom right corner of the slide, partially overlapping the white background.

“Every time we take a small step... be that sending fewer emails or carrying a reusable coffee cup, we need to treat it as a reminder that we care even more about the really big carbon decisions.”

Mike Berners-Lee, researcher and writer on carbon footprinting



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Poll

How many of you have a digital
marketing sustainability policy?

2. Contact list hygiene



What is contact list hygiene?

**Keeping your email list full of
engaged and active contacts.**



What is contact list hygiene?

Take out **old and unengaged** contacts

Add in **engaged, and opted-in** contacts

A decorative graphic consisting of overlapping green shapes in the bottom right corner of the slide. It includes a dark green rounded rectangle and a lighter green shape behind it, creating a modern, abstract design element.

Data decay



Still Life by Sam Taylor-Wood

Contact list hygiene

Average open rate = 30%-40%

60-70% are not reading your email

Contact list hygiene

Step 1: manage inactive contacts

Step 2: speak to the right people

Step 3: use double opt-in

Step 1: manage inactive contacts



Was it something we said Jacqueline?

We noticed you've been keeping a low profile recently – maybe the new Cornwall Playhouse isn't your bag, or you're less-able to get to the theatre, or perhaps you're just lying in wait for your favourite show?

Remember, tickets for most shows start at £15. Members get first dibs, and we're bursting at the seams year-round with great music, dance, drama and sell-out West End shows.

KEEP ME IN THE LOOP

Let us know what's stopping you from booking by following the link below.

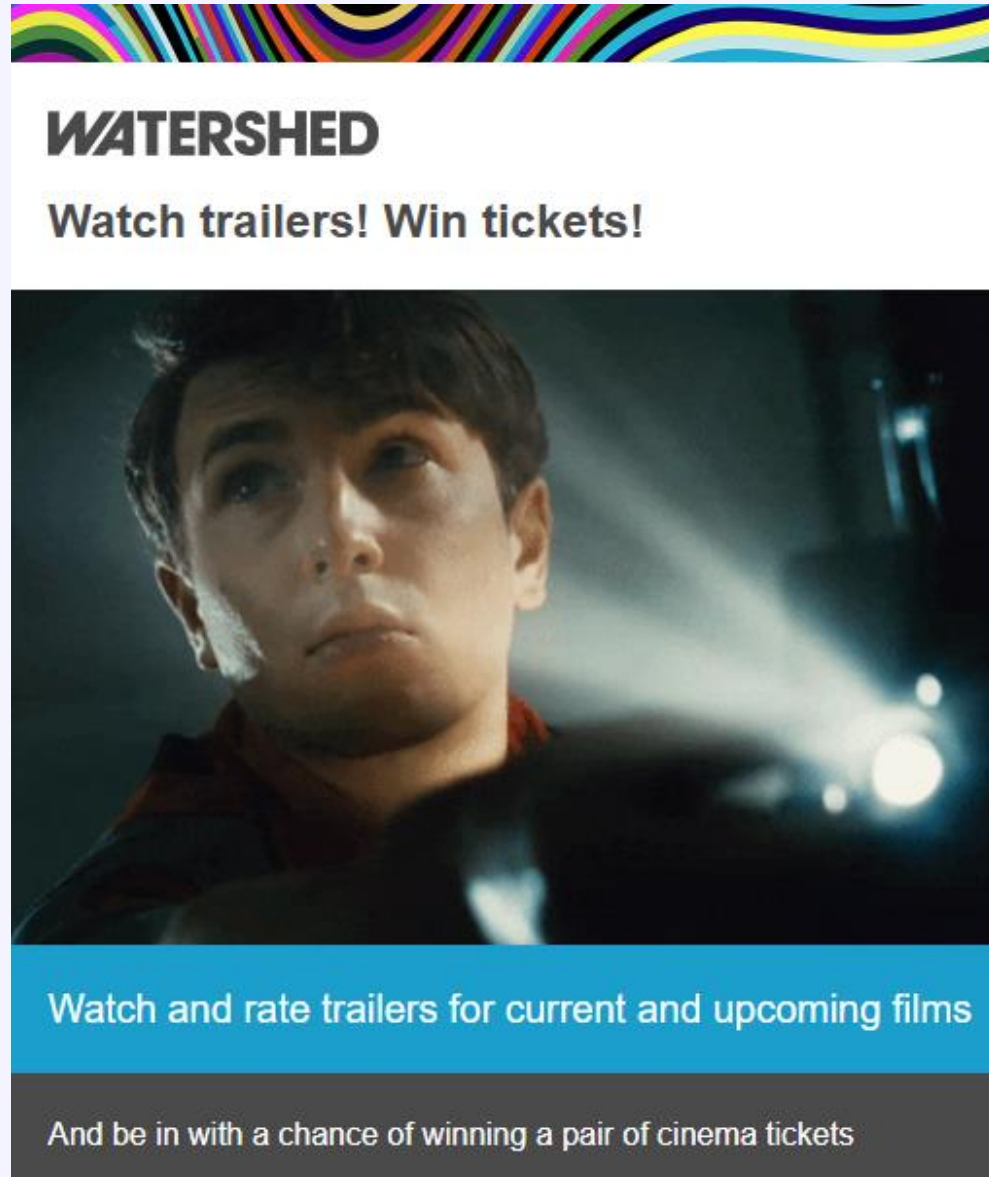
LET US KNOW

If you're done with us for now, that's ok too – we'll miss you more than a Cornishman misses his pasty, but if the time has come, unsubscribe here.

We'll be hoping it's not goodbye, just au revoir.

UNSUBSCRIBE ME

Step 1: manage inactive contacts

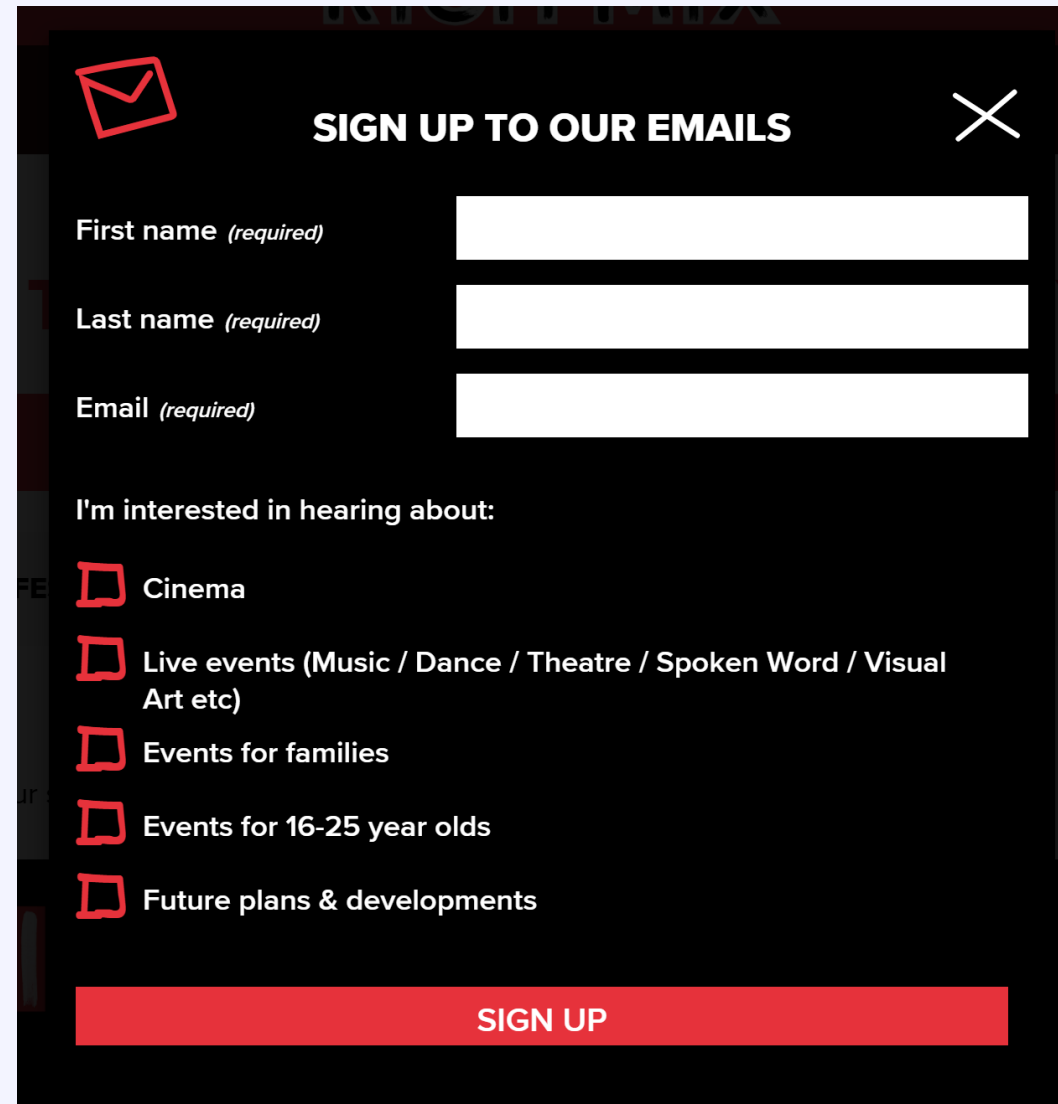
A promotional banner for Watershed. At the top is a decorative border with colorful, wavy, concentric lines. Below this is a white header area with the text 'WATERSHED' in bold black letters, followed by 'Watch trailers! Win tickets!' in a smaller black font. The main part of the banner is a dark image of a man's face, looking upwards and to the right, with a bright light source in the background creating a lens flare effect. At the bottom of the banner is a blue bar with the text 'Watch and rate trailers for current and upcoming films' in white, and a dark grey bar with the text 'And be in with a chance of winning a pair of cinema tickets' in white.

WATERSHED
Watch trailers! Win tickets!



Watch and rate trailers for current and upcoming films

And be in with a chance of winning a pair of cinema tickets

Step 2: speak to the right people



A dark-themed email sign-up form with a red envelope icon in the top left and a close button (X) in the top right. The form contains three input fields for 'First name (required)', 'Last name (required)', and 'Email (required)'. Below these is a section titled 'I'm interested in hearing about:' with five checkboxes: 'Cinema', 'Live events (Music / Dance / Theatre / Spoken Word / Visual Art etc)', 'Events for families', 'Events for 16-25 year olds', and 'Future plans & developments'. A red 'SIGN UP' button is at the bottom.

 **SIGN UP TO OUR EMAILS** 

First name *(required)*

Last name *(required)*

Email *(required)*

I'm interested in hearing about:

- Cinema
- Live events (Music / Dance / Theatre / Spoken Word / Visual Art etc)
- Events for families
- Events for 16-25 year olds
- Future plans & developments

SIGN UP

Step 2: speak to the right people

Sign up to our newsletters

Keep up to date with what's going on in the sector by signing up for our email newsletters. You will be notified about:

- ◆ News, research and investigation findings
- ◆ Comment and opinion from across the sector
- ◆ The latest job vacancies and invitations to tender
- ◆ Professional development opportunities and events
- ◆ Call outs for funding applications and consultations

First name



Last name

Email

Organisation Name

Job Title

Subscribe to updates from Arts Professional

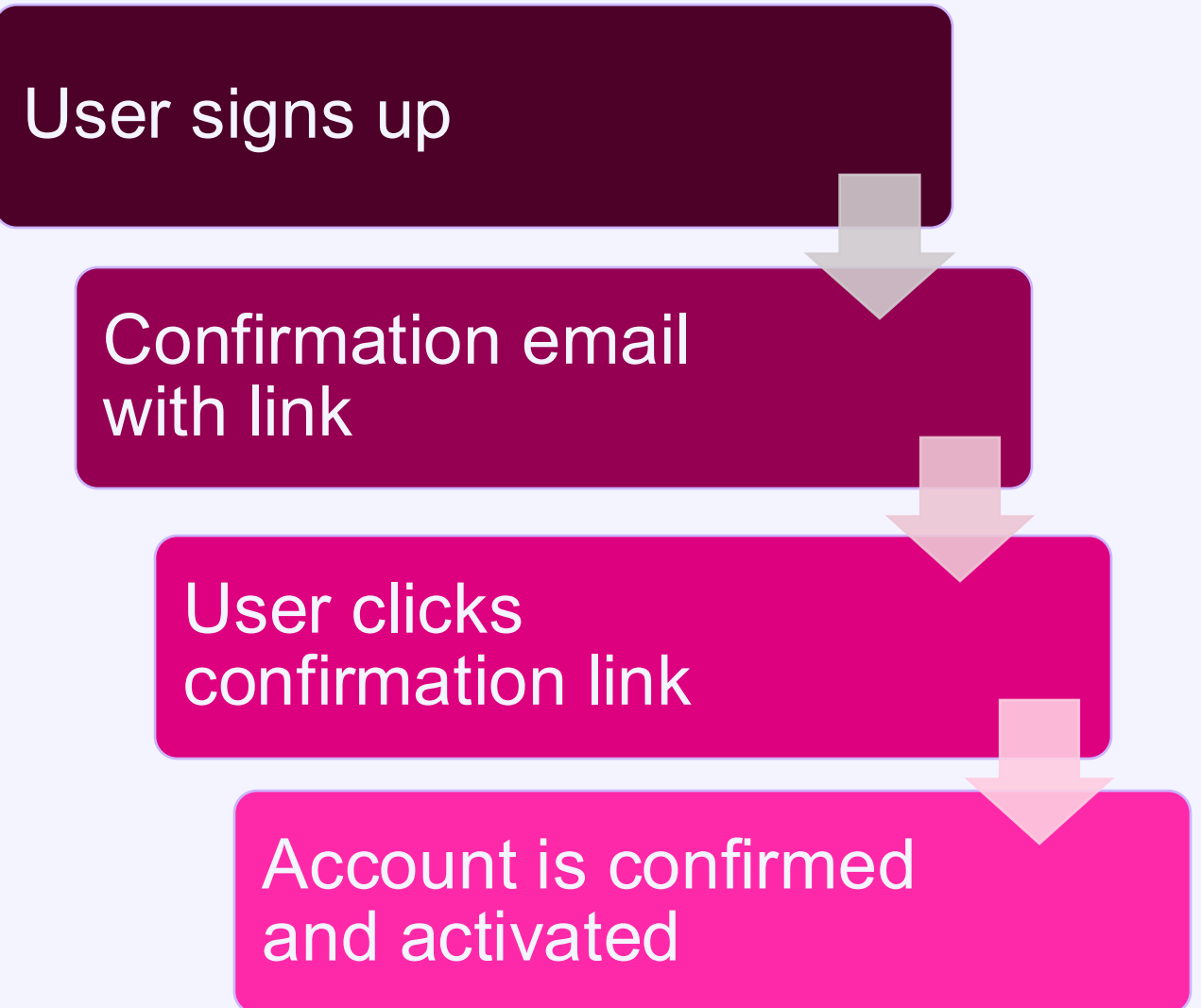
Ollie Couling

Tech Champion

Digital marketing and strategy



Step 3: use double opt-in



Step 3: use double opt-in

- **boosts customer quality**
- **clear consent → higher engagement**
- **better deliverability**
- **filters out spam emails**

→ more sustainable

3. Lighter by design



Simplify the design and html

- **balance text and images 60:40**
- **keep messaging concise**
- **use a visual hierarchy**
- **keep mobile in mind**

Simplify the design and html



A world of different
5 December 2025



The programme

Early headliners include authors Ocean Vuong, Maggie O'Farrell, Douglas Stuart, Ruth Ozeki, Val McDermid, Bernardine Evaristo, Fflur Dafydd, Samantha Shannon and Saara El-Arifi; poets Kae Tempest and Michael Morpurgo; director Emerald Fennell; publisher Margaret Busby; food writer Prue Leith; adventurer Bear Grylls; broadcasters Amol Rajan, Lyse Doucet and Jeremy Bowen; computer scientist Tim

View email in your browser

AUT GRAPH

Bring Your Group or Class to Autograph

EXHIBITION ON UNTIL 21 MARCH



Book an exhibition visit for your group, including a short introduction by gallery staff. You can also request to use our dedicated Education Studio during your visit, subject to availability. We're open Wednesday – Saturday and free to visit ✨

BOOK A
GROUP VISIT

Optimise images and formats



Optimise images and formats

Keep file sizes under 100KB

Use aspect ratio 16:9 or 4:3

**Maintain 60:40 text-to-image
ratio (400 characters)**



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Poll

What percentage of your
emails include video or gifs?

Limit videos and large animated gifs

WHATS ON THIS WEEK



Wicked: For Good

Friday 5 December



STROBE LIGHTING

Nuremberg

15

4. Segmentation





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Segmentation

Creating segments or groups based on
behavioural or demographic data.



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Personalisation

Personalisation consists of tailoring
your offer to groups or segments.

Get your relationship right

Watershed Newsletters

- What's On Weekly
Details of the upcoming week's films and events plus our latest news
- What's On Monthly
Monthly highlights and news
- What's On for Families
Regular updates about family friendly films and events
- Accessible Programme
Regular updates about forthcoming accessible screenings and events
- Find out more about supporting Watershed as a charity and the impact that supporting Watershed's work can have

SIGN UP

Put the personal into personalisation



NHS

Blood and Transplant

Your blood has been on a journey...



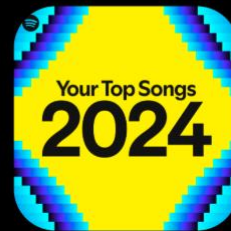
Thank you so much for your recent blood donation!

We know that it's nice to see what happens to your blood after you donated, so we've produced this handy map that will show you every step on its journey to helping a patient.

Put the personal into personalisation

Dive deeper into Wrapped

Your 2024 deserves to go out in style – relive the year with personalised experiences from the Wrapped universe.



All the tracks you couldn't get enough of.



Exclusive videos from artists you love.



The first ever AI podcast about your

← Reply

→ Forward



Top Artists

- 1 Bonobo
- 2 Van Morrison
- 3 Janelle Monáe
- 4 Buena Vista So...
- 5 Etta James

Top Songs

- 1 That's My Girl
- 2 Lowlands
- 3 Now Westlin ...
- 4 Steal Away
- 5 Mining For Gold

Minutes Listened

11,052

Top Genre

Soul

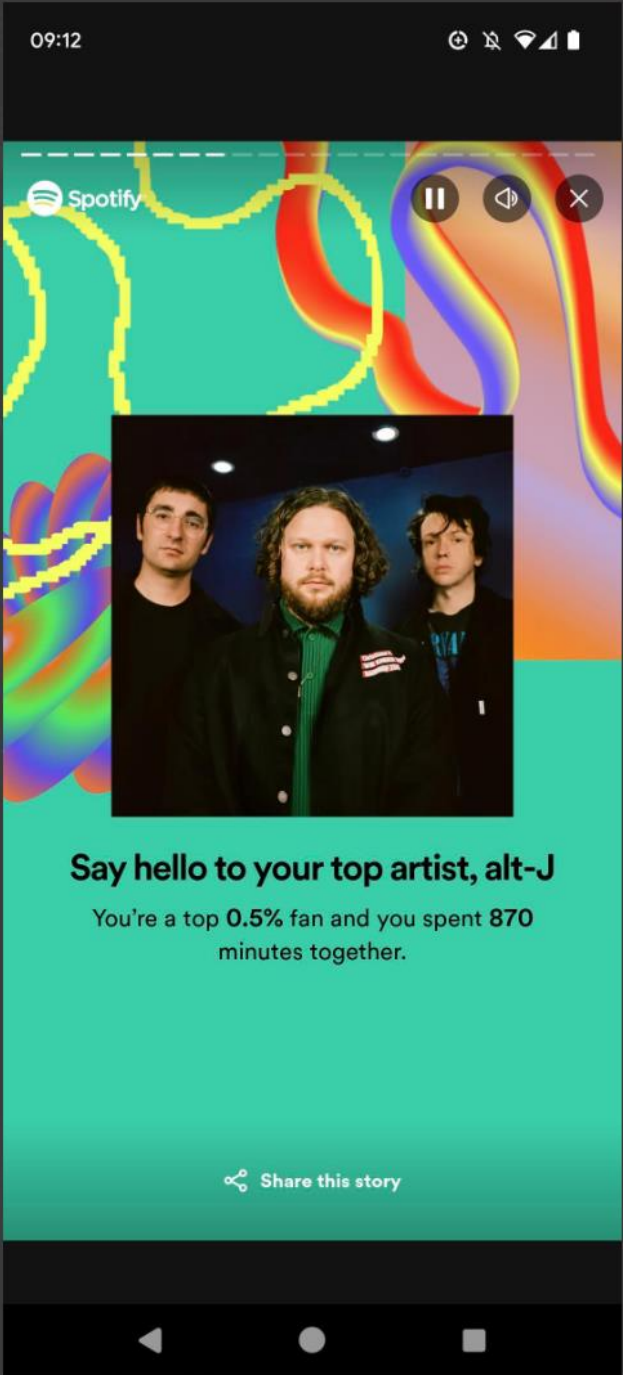


SPOTIFY.COM/WAPPED

Word of Mouth

09:12

Spotify



Say hello to your top artist, alt-J

You're a top 0.5% fan and you spent 870 minutes together.

Share this story

09:12

Spotify



You listened for 39,182 minutes

That's 27 days nonstop.

Share this story

Meaningful engagement



Join Our Independent Decision Makers Panel!

Are you passionate about theatre and supporting local talent?

Ready to make a difference in your local arts scene? Click the button below to email Luke (luke.frontroomwsm@gmail.com) and become an **Independent Decision Maker!**

Email Luke



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What we've covered

Improve digital sustainability through:

- Contact list hygiene**
- Creating lighter emails by design**
- Segmentation and personalisation**

5. Next steps





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Next steps

Quality over quantity

Put sustainability first in your strategy

Check out our top 10 tips

Get in touch

Get in touch



James

Data Analytics and
Insights



Jack

Audience Data
Collection and
Evaluation



Dean

Digital and Video
Content

Upcoming webinars

Website design essentials to boost engagement and conversion

25 February 2026



Social media content without the cringe: Storytelling for Arts & Culture

12 March 2026



Latest podcasts

Digital Culture Podcast Episode #20: The impact of AI on website visibility and search with Monica Thomas



Digital Culture Podcast Episode #21: Streamlining your cultural data with James Akers



Get in touch



digitalnetwork@arts council.org.uk



digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC11331288300000000000)



[@ace_dcn](https://twitter.com/ace_dcn)



[Digital Culture Podcast](https://open.spotify.com/show/11331288300000000000)



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Q&A