### OPEN AI: REDUCING CARBON FOOTPRINT WHILE GROWING FOR THE FUTURE



## AI'S IMPACT ON CLIMATE

Data centres produce 2.5-3.7% of global greenhouse gas emissions, which OpenAI is a part of (Columbia Climate School), which contributes to climate change

As AI models grow, the reliance on fossilfueled electricity accelerates CO<sub>2</sub> emissions, worsening the environmental impact

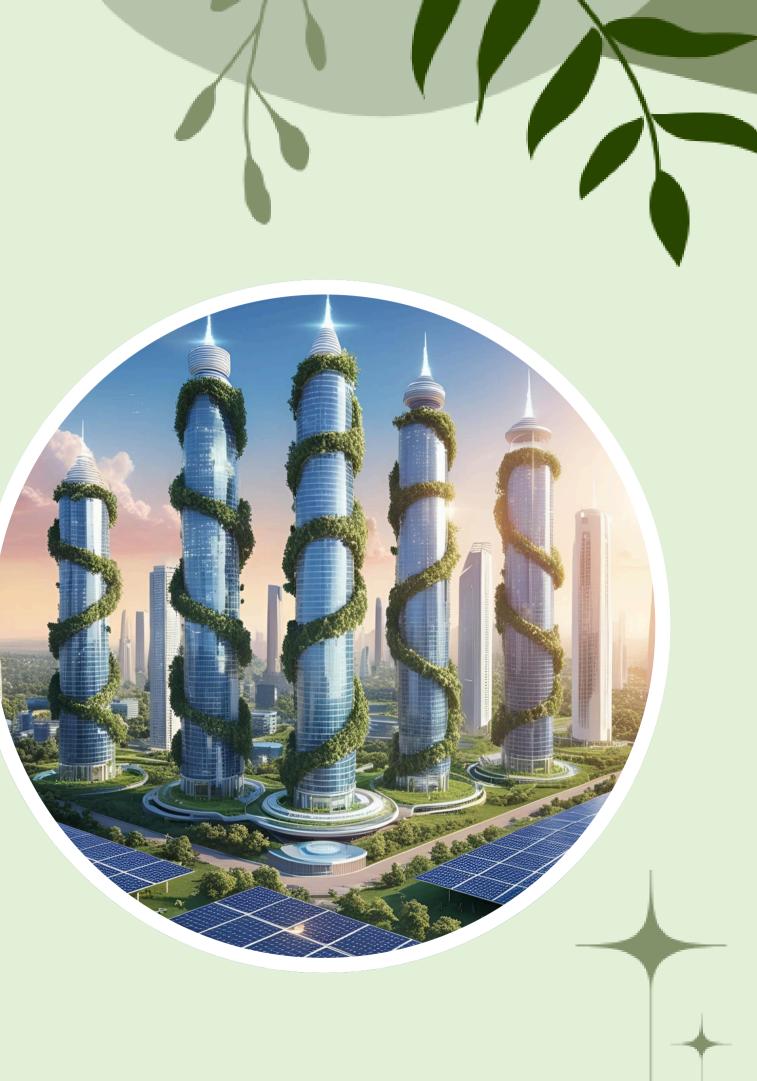


### WHAT WE CAN DO

Harness renewable energy with solar panels, reduce environmental impact, and optimize data center costs (United Nations) while using AI to improve generating efficiency

Using AI technology, develop ecofriendly AI models that minimize carbon emissions (Science Direct)

Investing in employee development and training ensures ethical AI training and innovation (Lumen)



### THE PROCESS





**Renewable energy** 



**Employee Training** 

Installing solar panels on data centers reduces costs, supports sustainability, which boosts the brand name Invest more time into employee training and feedback to improve AI usage and prompts





Quicken feedback loop in developing AI and assisting in AI training

### CUSTOMER IMPACT

#### Transparency

By prioritizing sustainability, we demonstrate and show ethical practices, highlight our goals, ensure transparency, and build customer trust

#### Fulfillment

Target cusomters are satisfied knowing they are supporting sustainable businesses, making a difference

#### **Better Services**

Training employees creates better AI, while AI development improves accuracy and speed



### COMPANY IMPACT

### **Cost Savings and Efficiency**

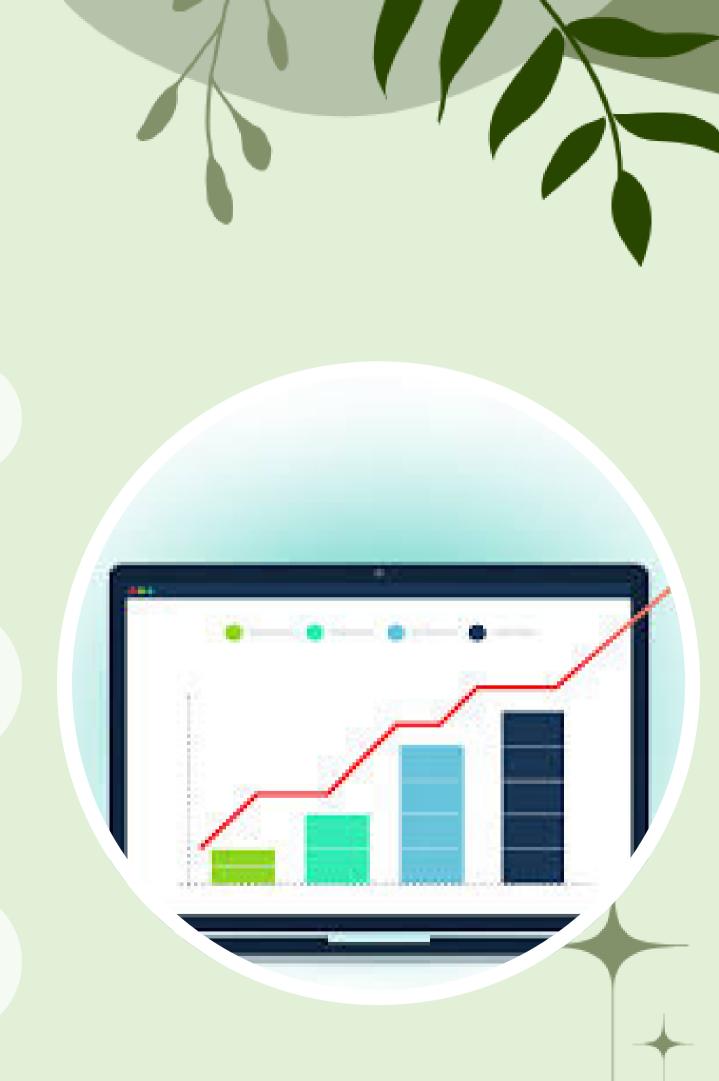
Efficient models use less power, and the power used is more efficiently generated

Enhanced brand appeal

Eco-friendly practices improve brand reputation and attract environmentally conscious consumers and employees

Long-term Growth

Sustainability creates innovation, helps meet goals, and ensures inexpensive resources for future success





# WORKS CITED

Cho, Renee. "Al's Growing Carbon Footprint." State of the Planet, Columbia Climate School, 9 June 2023, news.climate.columbia.edu/2023/06/09/aisgrowing-carbon-footprint/.

Franklin, Wade. "Secure Your Future: The Benefits of Ethical Al Governance." Lumen Blog, 21 Nov. 2024, blog.lumen.com/secure-your-future-the-benefits-ofethical-ai-governance/.

United Nations. "Renewable Energy – Powering a Safer Future." United Nations, United Nations, www.un.org/en/climatechange/raising-ambition/renewableenergy.

Gaur, Loveleen, et al. "Artificial Intelligence for Carbon Emissions Using System of Systems Theory." Ecological Informatics, vol. 76, 1 Sept. 2023, p. 102165, www.sciencedirect.com/science/article/abs/pii/S1574954123001942, https://doi.org/10.1016/j.ecoinf.2023.102165.