



# SUSTAINABLE AI IN THE CLOUD – 2021 ECO INNOVATION CHALLENGE WINNERS

## VIDEO TRANSCRIPT

Our hyper-connected society is costing the Earth.

Within the next decade, data centers will be devoting more than 10 percent of the global electricity supply. The advanced AI arms race could further damage the planet before it saves it. And the road to net-zero 2050 remains littered with challenges.

The risk to our world is great and we need to act. Now. Technology is one of the greatest sustainability enablers, and we are harnessing it to bend the curve towards a greener future for digital transformation.

Sustainable AI in the Cloud is a carbon-smart framework that optimizes energy used in advanced AI while dynamically load shifting energy demands to available renewably powered centers. This pioneering approach is set to unleash new possibilities for responsible AI.

One solution will not solve the climate crisis, but this solution will help create a sustainable future for AI. A future that realizes the promise of carbon-neutral Cloud innovation. While AI will continue to change the world, sustainable AI will ensure it's a better world for all.

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