

* Artificial Intelligence - Case Study - 3

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Machine Learning At Google:- The Amazing Use case
of becoming a fully sustainable Business.

Google's mission is to organize the world's information and make it universally accessible and useful from the start, they have also made significant efforts to do this in a way that doesn't deplete the world's natural resources.

The company has been fully carbon neutral since 2007 and then year later they are hoping they have achieved the next major goal - drawing every watt of energy they use for their business operations from renewable sources. Kate E Brundt their lead for sustainability spoke about some of the ways they have been tackling this ambitious challenge while she was visiting London to speak at the Economist Sustainability Summit 2018.

Machine learning basically involves feeding complex algorithm, designed carry out data processing tasks in a similar way to the human brain, with huge amounts of data. The

result is computer systems which become capable of learning. The outcome of a pilot conducted by Tim and his team was a further 40% reduction in the overall amount of energy used for cooling the data center.

Brandt says "Sustainability provides us with both challenges and opportunities." We are very focused on the idea of the circular economy and have really been looking at everything we do as a company, to support a shift in the company and change our relationship with natural resources.

With AI and ML we see tremendous opportunities to unlock new insights relating to sustainability and I think we are seeing some tremendous opportunities emerging to improve the lives of people on the planet.