Grey machines and a bucket of paint

From smart homes to smart cities, adaptive technologies are an ever-increasing part of our lives. The communications networks controlling these are largely invisible, and the devices often resemble their predecessors, from light-bulbs controlled by apps to industrial plants optimizing production processes – they mostly look like light-bulbs and the same old factories to the lay-person.

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In a 2023 report, the International Energy Agency reported that while the number of internet users rose from about 2 billion to roughly 4.7 billion between 2010 and 2020, network traffic had a massive 25-fold increase. Much of this network traffic stems from devices most of us never interact with, think about or let alone know about.

One such system is – blablabla Harald jobber med noe greier...

While the global data centre electricity consumption in 2022 was estimated at between 240-340TWh, the countries in the European Union produced just short of 280TWh the same year. While including the energy cost of personal devices and network communications, how can the IT industry claim to be green?

Harald Husum, a machine learning engineer working at company explains: