

# Green AI Investigations to Reduce the Carbon Footprint of Learning and Execution

Dissertation

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## **ABSTRACT**

The rapid development and widespread adoption of artificial intelligence (AI) have led to significant advancements across various industries. However, the environmental impact of AI, particularly its energy consumption and carbon emissions, has raised concerns. This dissertation aims to develop and implement strategies to reduce the carbon footprint of AI within a three-month timeframe.

To achieve this goal, a mixed-methods approach was employed, including literature reviews, surveys, case studies, and simulations. The study identifies the stages of AI development and deployment with the highest energy consumption and evaluates current methods for reducing AI's energy usage. The key findings highlight technological challenges, such as the lack of efficient algorithms and limitations in current hardware, as significant barriers to reducing AI's energy consumption.

Furthermore, the study reveals a widespread lack of awareness about green AI practices among stakeholders, emphasizing the need for comprehensive education and training programs. Strong policies and regulatory frameworks are essential for promoting sustainable AI, and financial constraints are identified as a major barrier to adoption.

The study underscores the importance of a multi-faceted approach involving technological innovation, education, policy-making, and financial incentives to achieve sustainable AI development. While there is a willingness to invest in green AI, the high initial costs deter many organizations. By addressing these challenges, this research provides a practical framework for reducing the environmental impact of AI, contributing to a more sustainable and environmentally responsible AI ecosystem.

Overall, this dissertation contributes to the growing body of research on sustainable AI by providing a comprehensive analysis of the challenges and opportunities associated with reducing the carbon footprint of AI. The findings and recommendations of this study can inform the development of effective strategies for promoting sustainable AI practices and mitigating the environmental impact of AI.

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## ABBREVIATIONS

- AI: Artificial Intelligence
- NLP: Natural Language Processing
- GPU: Graphics Processing Unit
- TPU: Tensor Processing Unit
- LCA: Life Cycle Assessment
- GDPR: General Data Protection Regulation
- GAN: Generative Adversarial Network
- NAS: Neural Architecture Search
- CSR: Corporate Social Responsibility
- SPSS: Statistical Package for the Social Sciences

## NOMENCLATURE

**Energy-Efficient Computing:** The design and utilization of hardware and algorithms that optimize energy consumption while maintaining performance, thereby reducing the environmental impact of computing systems.

**Green AI:** A set of practices and techniques aimed at mitigating the environmental effects of AI by promoting sustainable development and deployment, including the use of energy-efficient computing, renewable energy sources, and eco-friendly hardware.

**Lifecycle Analysis (LCA):** A comprehensive method for assessing the environmental impacts associated with all stages of a product's life cycle, from raw material extraction and manufacturing to use and end-of-life disposal or recycling.

**Model Pruning:** A technique for reducing the size and computational requirements of neural networks by selectively removing unnecessary weights, thereby decreasing energy consumption and accelerating inference times.

**Quantization:** A process for reducing the precision of numerical computations, thereby decreasing the computational load and energy usage while maintaining acceptable levels of accuracy.

**Knowledge Distillation:** A technique for training smaller, more efficient models to replicate the behavior of larger, more complex models, thereby reducing energy consumption and computational requirements.

**Renewable Energy:** Energy generated from natural resources that are replenished on a human timescale, such as solar, wind, and hydroelectric power, offering a sustainable alternative to fossil fuels.

**Sustainable Development:** A development paradigm that prioritizes meeting the needs of the present without compromising the ability of future generations to meet their own needs, emphasizing the importance of environmental stewardship, social responsibility, and economic viability.

# CHAPTER 1: INTRODUCTION

## 1.1 Problem Definition

Artificial intelligence (AI) systems are being developed and implemented at a rapid pace, which has resulted in increased energy usage and carbon emissions. Deep learning neural networks and other large AI models take a lot of computational power to train, which increases electricity consumption and the carbon footprint associated with it. A single AI model's training, for instance, can use as much energy as multiple households do in a year. To reduce their negative effects on the environment and advance the development of sustainable AI, these emissions must be controlled immediately as they contribute to climate change.

## 1.2 Necessity and Importance

As AI's influence expands across industries such as healthcare, finance, transportation, entertainment, etc. it's crucial to address its environmental impact to ensure technological advancements don't come at the expense of the environment. The necessity of addressing AI's carbon footprint is multifaceted, involving environmental responsibility, corporate social responsibility, economic efficiency, technological advancement, regulatory compliance, public perception, and global equity. As AI technologies advance, energy consumption increases, contributing to global greenhouse gas emissions.

Companies must prioritize sustainability to meet regulatory requirements, enhance their CSR profile, and attract eco-conscious consumers. Reducing energy consumption leads to cost savings, making AI more accessible to small and medium-sized enterprises. Sustainable AI practices drive innovation in algorithms, hardware, and energy management, enhancing performance and efficiency.

Governments are implementing regulations to reduce carbon emissions, and companies must adopt sustainable practices to ensure compliance. Demonstrating a commitment to sustainability enhances public trust, fostering broader acceptance and integration of AI. Moreover, sustainable AI practices can bridge the digital divide, making AI technologies more accessible to developing countries and contributing to global development goals. By prioritizing sustainability, we can ensure AI's continued growth without compromising the environment.

## 1.3 Aims and Objectives

This dissertation aims to develop and implement strategies to reduce the carbon footprint of AI within a three-month timeframe. To achieve this goal, the research will focus on three key objectives:

- Identifying the stages of AI development and deployment with the highest energy consumption and emissions
- Evaluating current methods for reducing AI's energy consumption
- Developing innovative approaches to enhance energy efficiency in AI

By achieving these objectives, the research will provide a practical framework for reducing the environmental impact of AI, including a set of best practices and guidelines for AI developers and data center operators to adopt Green AI practices. This framework will be grounded in real-world data and focused on delivering measurable benefits, contributing to sustainable technological advancement.

The research will begin by analyzing the AI development and deployment stages to pinpoint high-energy consumption areas, followed by an evaluation of existing energy-reducing methods. Next, innovative approaches will be developed and simulated to estimate their environmental benefits. Finally, a set of actionable guidelines will be created for the AI industry, providing a clear path



towards reducing its carbon footprint. By prioritizing sustainability in AI development, this research aims to make a significant contribution to a more environmentally friendly technology sector

#### 1.4 Hypothesis and Assumptions

The hypotheses outline specific predictions for the research project, addressing the potential impact of various strategies on energy consumption, performance, and sustainability in AI systems. The central hypothesis of this dissertation is:

- H1: A significant reduction in energy consumption can be achieved through model pruning without compromising the performance of AI models.
- H2: Quantization of AI models will result in substantial energy savings while maintaining acceptable levels of accuracy.
- H3: Transitioning AI data centers to renewable energy sources will effectively lower the carbon footprint of AI operations.
- H4: Implementing knowledge distillation techniques will reduce computational requirements and energy usage without compromising model functionality.
- H5: The integration of green AI practices will achieve a balance between high performance and environmental sustainability in AI systems, enabling sustainable technological advancement

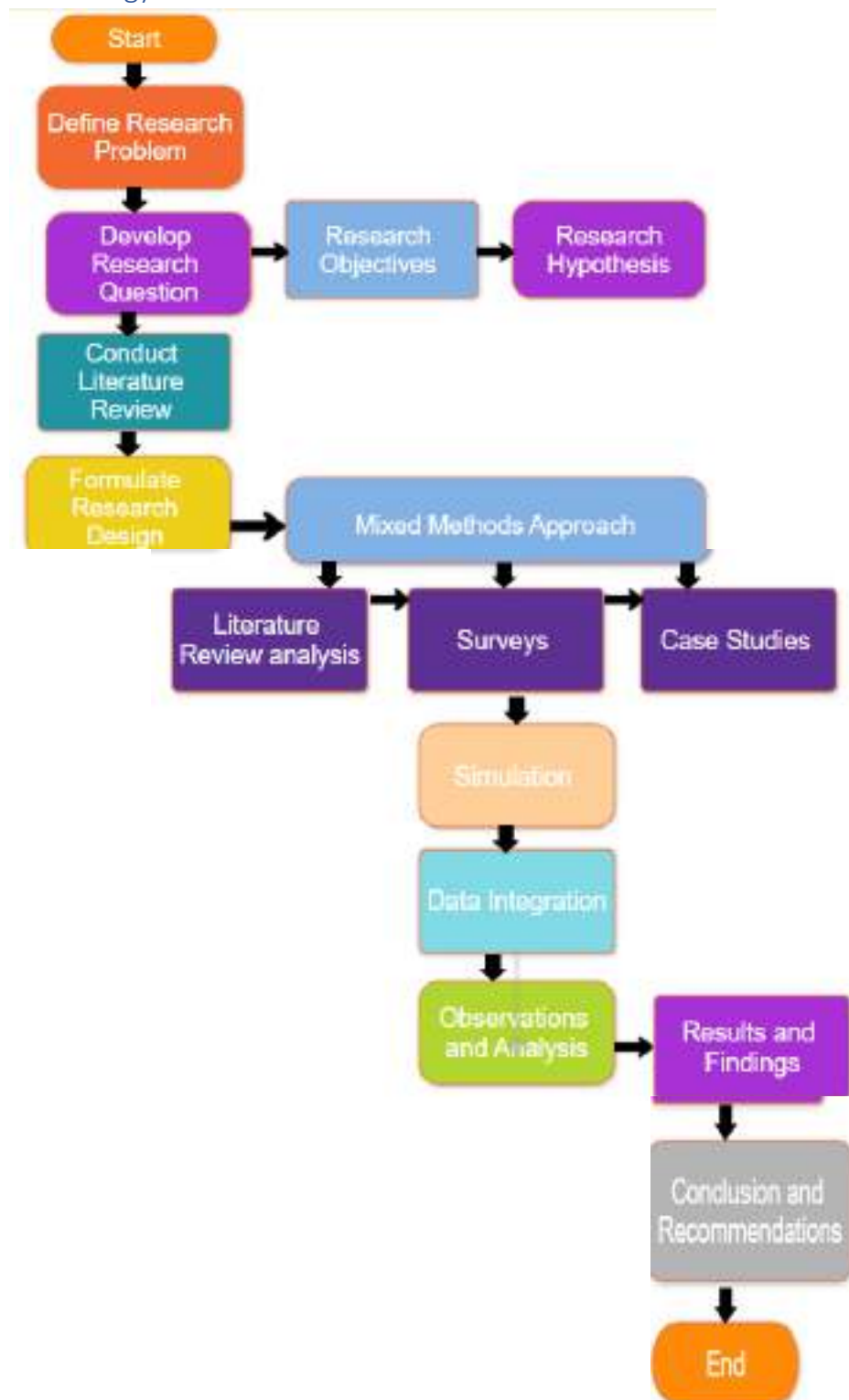
This study is grounded in several key assumptions that underpin the hypotheses and guide the research. Firstly, it is assumed that current technological advancements are sufficient to support the effective implementation of optimization strategies such as model pruning, quantization, and knowledge distillation. These technologies are readily available and can be seamlessly integrated into existing AI systems.

The study also assumes scalability, where the benefits observed in small-scale experiments can be replicated in large-scale industrial applications. Moreover, it is assumed that energy-efficient algorithms and the use of renewable energy sources will maintain or improve AI performance, demonstrating that sustainability and high functionality are compatible.

Economic viability is another crucial assumption, where the initial costs of implementing green AI strategies are expected to be offset by long-term energy savings and financial benefits from reduced carbon emissions. The study also assumes regulatory and policy support, industry collaboration, and the availability of accurate and comprehensive data on energy consumption, carbon emissions, and AI performance.

These assumptions are essential for testing the hypotheses and achieving the research objectives. By acknowledging these assumptions, the study ensures a solid foundation for exploring the potential of green AI practices in reducing the environmental impact of AI systems.

## 1.5 Research Methodology Flowchart



## CHAPTER 2: LITERATURE REVIEW

### 2.1 Background Information

Entertainment, healthcare, banking, and transportation are just a few of the industries that have experienced dramatic changes due to the quick development and application of artificial intelligence (AI) technology. Improvements in efficiency, precision, and the capacity to perform difficult tasks that were previously unachievable have resulted from these developments. However, there are worries about these artificial intelligence systems' environmental impact because the processing capacity needed to create and run them has also led to significant energy usage and carbon emissions.

Natural language processing, computer vision, deep learning, machine learning, and other technologies are all included in the broad category of artificial intelligence applications and technology. Each of these fields depends on complex algorithms and vast data processing, which often requires strong hardware and sizable data centers to handle the computational load. The sustainability of AI methods is coming under greater investigation as a result of this high resource need.

Traditionally, improving performance and accuracy has been the main goal of AI research and development. Even though early AI models were not as sophisticated as those used today, they nevertheless needed a lot of processing power. The energy requirements of AI models have increased dramatically over time as they have grown more complex and powerful. For example, the number of parameters and the processing power needed for training have dramatically increased in the shift from early neural networks to deep learning models.

The creation of increasingly complex models and algorithms contributed to the technological advancement of AI. The basis for contemporary AI was established by early AI systems like expert systems and basic neural networks, but they were constrained by available data and processing power. Significant advancements in fields including speech and image identification, natural language processing, and autonomous systems have been made possible by the emergence of deep learning, which is typified by multi-layered neural networks.

The development and deployment of advanced AI models, such as BERT and GPT-3, require significant amounts of energy, resulting in substantial carbon emissions and raising concerns about long-term sustainability. The environmental impact of AI extends beyond training to include the entire lifecycle, from hardware manufacturing to deployment and inference. Energy-intensive processes and raw material extraction contribute to the carbon footprint, while widespread deployment across millions of devices adds up over time.

There are substantial societal and economic consequences to the high energy consumption linked to AI development. Large AI model training can be quite expensive in terms of electricity, which makes it a significant expense for businesses. Furthermore, local power networks may be strained by the demand for energy-intensive data centers, which could result in higher electricity costs. From a social perspective, the environmental effects of artificial intelligence bring up moral questions regarding the long-term viability of technological progress and the AI community's obligation to reduce its carbon imprint.

Models	Hours	Cloud Compute	Electricity
1	120	\$52- \$175	\$5

24	2880	\$1238- \$4205	\$118
4789	239942	\$103k- \$350k	\$9870

Table 2: Estimated training costs for cloud computing and electricity: (1) one model (3) all models trained during R&D; and (2) a single tune (Strubell et al, 2019).

In response, the concept of Green AI has emerged, focusing on developing and implementing sustainable AI practices to reduce the carbon footprint. Strategies include model pruning, quantization, energy-efficient hardware, and powering data centers with renewable energy. Policymakers and regulatory bodies are considering new frameworks and guidelines, including incentives for renewable energy, energy-efficient hardware standards, and sustainable AI development guidelines. Implementing these policies is crucial for driving industry-wide adoption of Green AI practices and minimizing the environmental impact of AI.

## 2.2 Key Theories

Strategies to lessen AI's influence on the environment are based on several important theories. These consist of:

**Energy-Efficient Computing:** Algorithms and hardware design that minimize energy usage without sacrificing performance are the core emphasis of the theory of energy-efficient computing. To make AI models more efficient and less resource-intensive, methods like model pruning, quantization, and knowledge distillation are included in this collection, trying to reduce the amount of resources needed by streamlining AI models. To reduce a neural network's size and computing demands, model pruning involves eliminating weights that aren't required. Quantization lowers computation burden and energy consumption by reducing the precision of the numbers used in calculations. By training a smaller model to mimic the actions of a bigger, more complicated model, knowledge distillation aims to maintain comparable performance levels while utilizing fewer resources.

**Sustainable Development:** Balanced economic growth, environmental preservation, and social well-being are key components of sustainable development. Integrating sustainability throughout the AI lifecycle, from design to deployment, is necessary to apply these concepts to AI development.

**Green Computing:** Eco-friendly IT infrastructure and the utilization of renewable energy sources are also included in the larger notion of "green computing," which also covers energy-efficient computing. With the use of solar, wind, and other renewable energy sources, green computing advocates lowering the carbon footprint of data centers. Green computing emphasizes the need for a systemic approach to sustainability, addressing both the supply and demand sides of energy consumption.

Consumer	Gas	Coal	Renewable energy
China	3%	65%	22%
Germany	7%	38%	40%
United states	35%	27%	17%
Amazon AWS	24%	30%	17%
Google	14%	15%	56%
Microsoft	23%	31%	32%

*Table 1: For the top 3 cloud compute providers (Cook et al., 2017), the percentage of energy sourced from renewables (such as hydro, solar, wind, and natural gas), natural gas, coal, and nuclear power was higher than that of the US, China, and Germany (Burger, 2019)*

**Lifecycle Analysis:** The life cycle assessment (LCA) method evaluates a product's environmental effects at every step of its life. In the context of artificial intelligence, lifecycle assessment (LCA) provides an exhaustive analysis of environmental costs by assessing the environmental footprint from hardware manufacturing, model training, deployment, and disposal. This method assists in locating crucial stages in the AI lifecycle where actions can greatly lessen their negative effects on the environment. LCA makes ensuring that sustainability activities are lowering the overall environmental footprint by taking into account the full lifecycle, rather than just moving the burden from one stage to another.

**Lean AI Development:** Lean AI development applies lean manufacturing principles to maximize value while minimizing waste. It adopts efficient methodologies like Agile and DevOps to streamline the AI development process. By emphasizing iterative development, continuous integration, and rapid feedback loops, lean AI development reduces unnecessary computations and optimizes resource usage. This approach also promotes the use of pre-trained models and transfer learning, leveraging existing knowledge to minimize resource-intensive training from scratch. By doing so, lean AI development reduces waste, improves efficiency, and accelerates the development of AI models, leading to faster deployment and greater innovation.

**Distributed and Edge Computing:** Distributed computing and edge computing are innovative approaches that optimize resource utilization and reduce energy consumption in AI systems. Distributed computing disperses computational tasks across multiple machines or nodes, while edge computing processes data closer to the source, leveraging local devices or edge servers. By minimizing data transfer to centralized data centers, these approaches significantly reduce energy consumption and enhance scalability and resilience. By processing data locally, edge computing reduces latency and improves real-time processing capabilities, making it ideal for applications requiring swift decision-making. These decentralized computing strategies enable efficient processing even in resource-constrained environments, paving the way for sustainable and robust AI development.

## 2.3 Existing Research

The majority of recent studies on AI's effects on the environment have concentrated on measuring the energy use and carbon emissions related to developing and implementing huge models. Important research works consist of:

**Strubell et al. (2019):** This study examined the energy consumption and policy implications of deep learning in natural language processing, focusing on large models like BERT. The authors revealed that training these models can have a substantial carbon footprint, equivalent to a car's lifetime energy consumption. They proposed policy measures to address this issue, including incentivizing energy-efficient hardware adoption and promoting transparency in energy consumption reporting. The study highlights the need for sustainable AI development and encourages policymakers to consider measures that reduce the environmental impact of AI research and development.

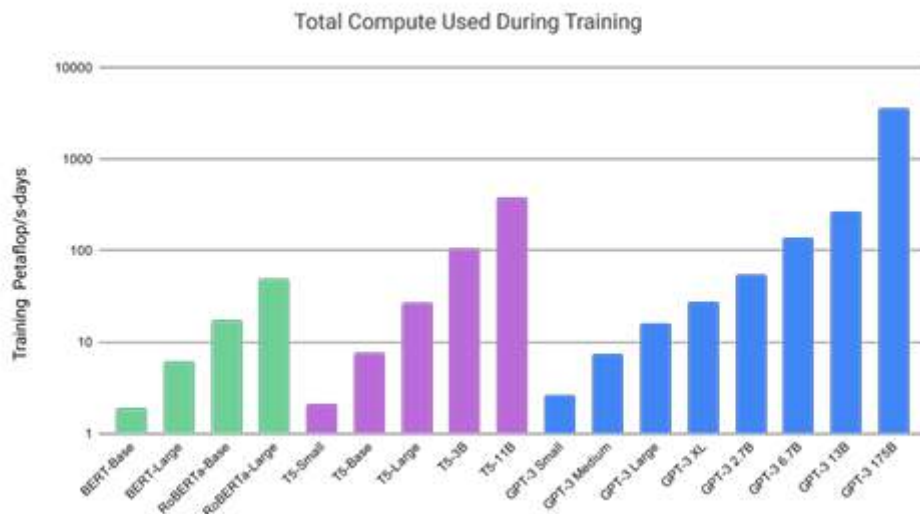


Figure 1: By applying the insights from *Scaling Laws For Neural Language Models* [KMH+20], we opted to train significantly larger models on a substantially smaller dataset than is commonly used. As a result, despite GPT-3 3B being nearly 10 times larger than RoBERTa-Large (355M parameters), both models required approximately the same amount of computational resources, specifically 50 petaflop/s-days, during pre-training (Tom B. Brown et al, 2020)

**Tan and Le (2019):** Tan and Le (2019) proposed EfficientNet, a novel approach that optimizes neural network architecture by balancing depth, width, and resolution, leading to significant reductions in computational resources required for training while maintaining high performance. Furthermore, Neural Architecture Search (NAS) techniques have emerged as a promising tool for automating the design of efficient neural networks. Research by Zoph et al. (2018) demonstrated that NAS can effectively identify architectures that require less energy for training and inference, paving the way for more energy-efficient AI development. These advancements showcase the potential for innovative model design and automation to drive sustainable AI advancements.

**Henderson et al. (2020):** This study offered a structure for methodically disclosing machine learning models' energy and carbon footprints. In addition to offering standards for reporting models' environmental implications, the authors urged for increased transparency in the AI research community. In addition to facilitating comparisons across various models and methodologies, the framework attempts to standardize reporting methods.

**Google's Environmental Report (2020):** Google's report outlined their efforts to achieve carbon neutrality in their data centers through renewable energy purchases and carbon offset initiatives. The company has invested heavily in wind and solar energy projects to power their operations and has implemented various energy-efficient technologies to reduce their overall energy consumption. This case study serves as an example of how large tech companies can lead the way in adopting sustainable practices.

**Karra et al. (2020):** Recent studies have investigated the environmental impact of generative AI models, including Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs), which are widely used for image synthesis and data augmentation. Research by Karras et al. (2020) revealed that training state-of-the-art GANs for high-resolution image generation consumes substantial amounts of energy. However, promising techniques such as model compression and efficient architecture design have been explored to reduce the environmental impact of these models. These findings highlight the potential for mitigating the carbon footprint of generative AI, paving the way for more sustainable development and deployment of these powerful technologies.

**Patterson et al. (2021):** This research investigated the energy consumption of training GPT-3, a large language model, and found that it required a substantial 1,287 MWh of electricity, leading to considerable carbon emissions. The authors stressed the importance of developing more energy-efficient training methods and emphasized the potential of renewable energy sources to significantly reduce the carbon footprint of AI development, promoting a more sustainable future for AI research and development.

**Microsoft Sustainability (2022):** Microsoft's commitment to becoming carbon-negative by 2030 includes significant investments in renewable energy and energy-efficient AI technologies. The company has set ambitious goals to reduce its carbon footprint and has implemented various initiatives to achieve these targets, such as using renewable energy to power their data centers and developing more efficient AI algorithms. Microsoft's efforts illustrate the potential for corporate responsibility in addressing the environmental impact of AI.

Comparison Table

Study	Key Findings	Strengths	Weaknesses
<b>Strubell et al. (2019)</b>	Highlighted the significant carbon footprint of training large NLP models like BERT	Detailed analysis, policy recommendations	Focused mainly on NLP models, with limited discussion on other AI applications
<b>Patterson et al. (2021)</b>	Quantified the energy consumption of training GPT-3 and emphasized the need for efficient methods	Comprehensive quantification highlighted the role of renewable energy	Limited to GPT-3, did not explore broader implications for other models or applications
<b>Henderson et al. (2020)</b>	Proposed a framework for reporting the energy and carbon footprints of ML models	Standardized reporting guidelines, promoted transparency	Framework adoption is not yet widespread, limited case studies on its implementation
<b>Google Environmental Report (2020)</b>	Outlined efforts to achieve carbon neutrality in data centers using renewable energy	Real-world application, significant investments in renewable energy	Focused on corporate strategies, less emphasis on specific AI model optimizations
<b>Microsoft Sustainability (2022)</b>	Committed to becoming carbon-negative by 2030, investing in renewable energy and efficient AI	Ambitious goals, and comprehensive strategy including both renewable energy and AI technology advancements	Corporate-focused, may not be fully applicable to smaller organizations or individual researchers
<b>Karras et al. (2020)</b>	Examined energy consumption of training high-resolution GANs and proposed model compression	Innovative techniques (gradient clipping and batch normalization, model pruning, transfer learning, etc.) for reducing energy use in generative models	Primarily focused on image generation, limited exploration of other generative AI applications



<b>Tan and Le (2019)</b>	Introduced Efficient Net and NAS for designing energy-efficient neural networks	Demonstrated significant energy savings while maintaining performance	Mainly focused on image classification tasks, with limited discussion on applicability to other AI domains
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## 2.4 Gap Analysis

Even with great progress made in understanding and reducing AI's negative environmental effects, there are still several important gaps that need to be filled in through research and development:

**Holistic Approaches:** Although a lot of studies have been done on particular areas of AI's carbon footprint, such as energy use during training, there aren't many thorough studies that take into account an AI system's whole lifecycle. This covers the creation, implementation, use, upkeep, and disposal of hardware at the end of its useful life. For example, the environmental costs connected with the final disposal of specialized AI hardware, such as GPUs and TPUs, and the energy-intensive procedures involved in their creation are generally disregarded. An all-encompassing strategy would give a comprehensive picture of AI's effects on the environment and pinpoint every possible area for intervention.

**Standardized Metrics:** It is difficult to compare and evaluate various research and practices with accuracy when there aren't standardized metrics or reporting frameworks in place for assessing AI's environmental impact. Data aggregation and comparison are difficult since existing research frequently employs a variety of approaches and metrics. It would improve accountability, transparency, and consistency in the AI research community to establish uniform reporting guidelines for energy use, carbon emissions, and other environmental effects. Identifying best practices and evaluating advancement over time would also be made easier by doing this.

**Scalability of Solutions:** Many energy-efficient strategies, such as model pruning and quantization, have been tested primarily on small-scale models or within controlled experimental environments. There is a need for research that evaluates the scalability and effectiveness of these solutions in large-scale industrial applications. For example, while model pruning can significantly reduce energy consumption in small models, its impact on large-scale models used in real-world applications needs thorough investigation. Understanding the practical challenges and performance trade-offs of scaling these solutions is crucial for their broader adoption.

**Economic Viability:** The economic viability of implementing green AI practices remains a significant knowledge gap, despite some studies exploring their technical feasibility. To address this, thorough cost-benefit analyses are crucial to understand the financial aspects of adopting these practices. Such analyses should consider the initial investment required, potential cost savings resulting from improved energy efficiency, and the long-term economic benefits of reduced carbon emissions. By conducting these analyses, organizations can make informed decisions about adopting green AI practices, understand the potential return on investment, and weigh the costs against the benefits of reducing their environmental footprint. This will enable organizations to prioritize sustainability and environmental responsibility while maintaining economic viability.

**Policy and Regulation:** While some regulatory frameworks are emerging, more robust and comprehensive policies are needed to promote sustainable AI practices globally. Research should investigate the effectiveness of different policy approaches and identify best practices for regulatory support, including exploring how policies can incentivize the use of renewable energy, encourage the



development of energy-efficient algorithms, and support the adoption of sustainable AI practices across industries. International coordination is crucial to ensure consistent and effective policies that drive global efforts toward sustainable AI.

By addressing these gaps, future research can develop effective strategies to reduce AI's environmental impact, requiring a multidisciplinary approach that integrates insights from computer science, environmental science, economics, and policy studies to create a holistic approach to sustainable AI development. This will not only enhance our understanding of AI's environmental impact but also drive the adoption of practices that balance technological advancement with ecological responsibility.

## CHAPTER 3: METHODOLOGY

### 3.1 Research Design

This study uses a mixed-methods strategy, integrating qualitative and quantitative techniques to offer a thorough grasp of AI's environmental impact and mitigation techniques. The gathering of data from several sources is made possible by this architecture, which improves the validity and dependability of the results. Case studies, surveys, and literature reviews are the main parts of the research process.

### 3.2 Mixed Methods Approach

The mixed-methods approach is chosen for this research as it offers a more comprehensive understanding of the research problems than relying solely on qualitative or quantitative methods. By combining both, it enables the collection of diverse data types, providing a broader perspective on the research questions. This approach is particularly well-suited for complex issues like the environmental impact of AI, where both numerical data and contextual understanding are essential.

To integrate qualitative and quantitative methods, the following steps are taken:

- A literature review is conducted to provide a theoretical framework and identify existing gaps
- Surveys are used to collect quantitative data on current practices and opinions from a broad audience
- Case studies offer qualitative insights through in-depth analysis of specific instances

The data from these different methods are then triangulated to form a comprehensive view of the research problem, ensuring a rich and nuanced understanding of the environmental impact of AI.

### 3.3 Literature Review

The literature review serves as the theoretical foundation for this research, identifying best practices and highlighting gaps in current knowledge. It provides context and justification for the research questions and methodologies, ensuring a comprehensive understanding of the topic.

#### Sources

The review encompasses a diverse range of sources, including:

- Academic papers from reputable databases like IEEE Xplore and Google Scholar
- Industry reports and white papers
- Policy documents and case studies
- Industry-specific publications

## Process

The literature review process involves:

- Identification of relevant literature using keywords related to AI, environmental impact, green computing, and sustainable development
- Screening and selection to filter out irrelevant or outdated sources
- Critical analysis to evaluate methodologies, findings, and implications of each source
- Synthesis to combine insights and form a cohesive theoretical framework

## Tools and Techniques

- Mendeley or EndNote for reference management
- Atlas.Ti for qualitative analysis of textual data

By conducting a thorough literature review, this research builds upon existing knowledge and sets the stage for a comprehensive exploration of the environmental impact of AI.

## 3.4 Surveys

### Objectives of the Surveys

The surveys aim to assess the awareness and practices regarding the environmental impact of AI among AI practitioners, data center operators, and policymakers. This will help identify knowledge gaps, current practices, and opinions on proposed strategies to mitigate the environmental impact of AI.

### Target Population and Sampling Method

The target population includes professionals working in AI development, data center management, and policy-making. A stratified sampling method ensures representation across different sectors and job roles, ensuring a diverse range of perspectives.

### Survey Design and Development

The survey is designed to include multiple-choice and open-ended questions, covering areas such as current practices, awareness of environmental impacts, and opinions on proposed strategies. This will provide quantitative and qualitative insights into the perceptions and practices of the target population.

### Data Collection Procedures

Surveys are distributed online through platforms like Google Forms and SurveyMonkey. Participants are recruited via professional networks, industry forums, and social media, ensuring a diverse and representative sample.

### Tools and Platforms Used for Surveys

Google Forms and SurveyMonkey are the primary tools for survey distribution and data collection. These platforms provide user-friendly interfaces and robust data collection capabilities, ensuring efficient and effective data collection.

### Data Analysis Methods for Survey Responses

Statistical analysis of survey data is conducted using SPSS and R. Descriptive statistics summarize the data, while inferential statistics identify significant trends and correlations. This will provide a comprehensive understanding of the survey findings and inform the development of effective strategies to mitigate the environmental impact of AI.

### 3.5 Case Studies

#### Purpose of Conducting Case Studies

Case studies provide in-depth insights into how organizations have successfully implemented green AI practices, illustrating practical applications and highlighting key success factors and challenges.

#### Selection Criteria for Case Studies

Case studies are selected based on criteria such as the scale of AI operations, the extent of green AI practices implemented, and the availability of detailed documentation.

#### Data Collection Methods

Data is collected through document analysis, and site visits where feasible, ensuring a comprehensive understanding of each case study.

#### Tools and Techniques for Analyzing Case Study Data

Atlas. Ti is used to analyze qualitative data from documents, with thematic analysis identifying key patterns and insights.

#### Description of Each Case Study

Each case study includes a detailed description of the organization, the specific green AI practices implemented, the outcomes achieved, and the lessons learned, providing a rich understanding of each organization's experience.

#### Analysis and Interpretation of Case Study Findings

The findings are analyzed to identify common themes and factors contributing to the success or failure of green AI initiatives. Comparative analysis across case studies highlights best practices and common challenges, providing valuable insights for organizations seeking to implement green AI practices

### 3.6 Data Integration

#### Integrating Qualitative and Quantitative Data via Methods of Data Integration

Three-way data integration techniques are used to combine information from surveys, case studies, and literature reviews. Finding regular trends and differences entails contrasting and comparing results from many sources.

#### Methods for Combining Information from Several Sources into One

Meta-analysis (combining statistical data) and pattern matching (finding similar themes) are three techniques that are used in cross-validation (comparing results from diverse approaches).

#### Analysis of the Consolidated Data

A thorough grasp of the effects of artificial intelligence on the environment and the efficacy of different mitigation techniques is offered by integrated findings. Guidelines for industry best practices and policy actions are informed by this comprehensive viewpoint.

Through the use of a mixed-methods methodology, this study guarantees a comprehensive and useful analysis of AI's effects on the environment, providing insightful information to academics, businesses, and regulatory bodies.

Literature Review (qualitative data analysis)



	A Style-Based Convolution Architecture F...	Carbon Emissions and Large Neural Net...	Energy and Policy Considerations for De...	Green AI Exploring Greener Footprints ...	It's Not As...
Adaptation	3	0	0	0	
Artificial Intelligence	3	0	0	0	
carbon emission calculations	3	0	0	1	
carbon emissions	3	1	1	3	
carbon footprints	3	1	0	0	
Climate	3	0	0	1	
Climate Change Solutions	3	0	0	4	
CO2 Emissions	3	0	0	1	
Computational Cost	3	0	0	0	
Computer Vision Algorithms	3	1	0	0	
Efficiency	3	2	1	3	
Energy Consumption	3	3	3	1	
Energy Efficiency	3	2	0	0	
Environmental Impact	3	3	2	4	
Environmental Sustainability	3	0	0	1	
Fast-Start Low-carbon	3	0	0	0	

Green Algorithms	5	2	5	5
Knowledge Probing	5	5	5	5
Language Modeling	5	5	5	2
Machine Learning	5	2	5	2
Mitigation	5	5	5	5
ML Applications	5	5	5	5
Neural Networks	5	2	2	2
NLP	5	2	2	2
Policy Making	5	5	5	5
Predictive Modeling	5	5	5	5
Processing	5	5	5	5
Renewable Energy	5	2	5	5
Research Education	5	5	2	5
Supercomputer Simulation	5	2	5	5
Training Examples	5	5	5	5
Transformer Models	5	5	5	2

	It's Not Just Size That Matters: Small L.L.	Language Models are Inefficient because...	Tackling Climate Change with Machine ...	The Role of AI in Mitigating Climate Ch
Adaptation	5	5	5	5
Artificial Intelligence	2	5	5	4
Carbon emission calculations	5	5	5	5
Carbon emissions	5	5	5	5
Carbon footprints	2	5	5	5
Climate	5	5	5	5
Climate Change Solutions	5	5	5	5
CO2 Emissions	5	5	5	5
Computational Cost	2	5	5	5
Computer Vision Algorithms	5	5	5	5
Efficiency	2	5	5	5
Energy Consumption	2	5	4	5

Knowledge Probing	1	5	11	5
Language Modeling	2	2	11	5
Machine Learning	5	5	11	7
Mitigation	5	5	5	5
ML Applications	5	5	2	5
Neural Networks	1	5	11	5
NLP	1	5	11	5
Policy Making	5	5	5	5
Predictive Modeling	5	5	11	5
Processing	1	5	11	5
Renewable Energy	11	5	11	4

The data analysis reveals significant technological challenges in implementing green AI practices, highlighting the lack of efficient algorithms and the limitations of current technologies. Additionally, a lack of awareness and knowledge about green AI practices was a recurring theme, suggesting a need for better education and training programs to inform stakeholders about sustainable practices.

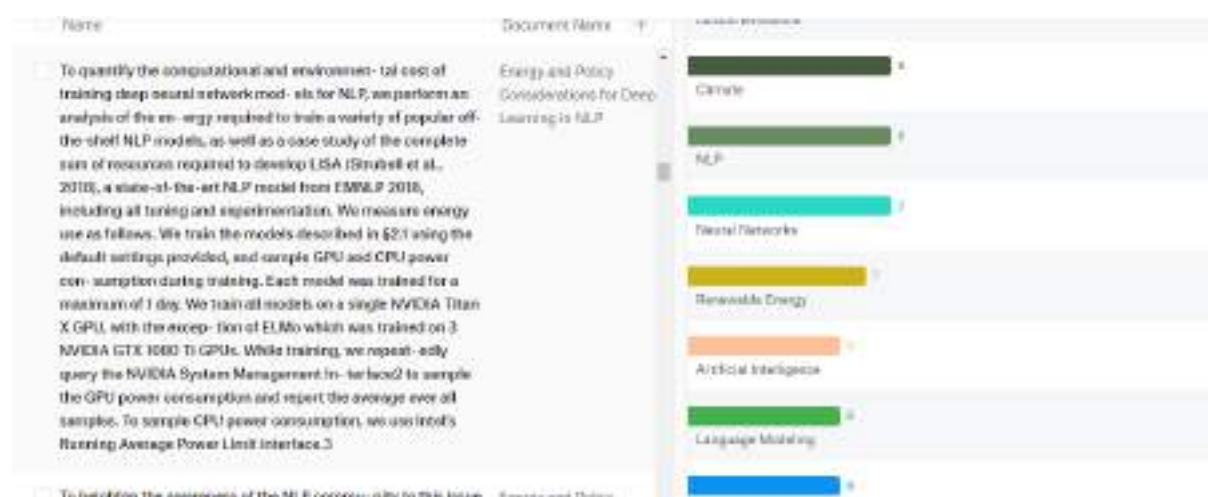
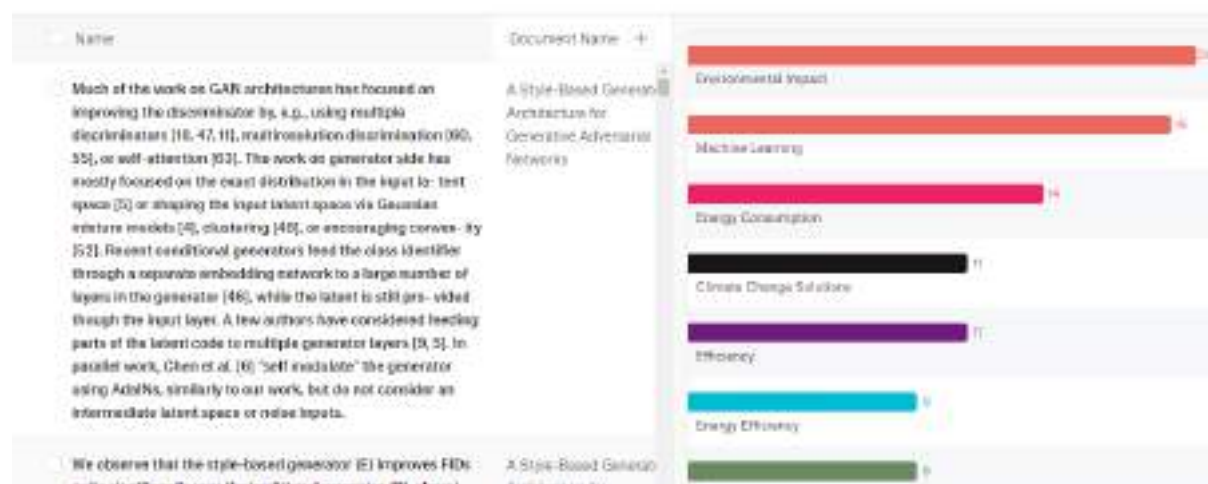
Literature Review emphasized the importance of policy and regulation in promoting green AI, with a clear call for stronger policies to enforce sustainable practices in AI development and deployment.

Financial constraints were also frequently mentioned as a barrier to implementing green AI practices, with high initial costs being a significant deterrent, despite a willingness to invest.

In conclusion, the textual data analysis reveals several key insights into the challenges and opportunities associated with green AI practices. Technological constraints and lack of awareness are major barriers that need to be addressed. Stronger policies and regulations, coupled with financial incentives, could promote wider adoption of green AI practices. The analysis underscores the importance of a multi-faceted approach involving technological innovation, education, policy-making, and investment to achieve sustainable AI development. By addressing these challenges and opportunities, we can promote a more sustainable and responsible approach to AI development and deployment.

## Case studies

### Thematic data analysis (qualitative data analysis)





<p>Name</p> <p>Addressing climate change involves mitigation (reducing emissions) and adaptation (preparing for un-avoidable consequences). Both are multifaceted issues. Mitigation of greenhouse gas (GHG) emissions requires changes to electricity systems, transportation, buildings, industry, and land use. Adaptation requires planning for resilience and disaster management, given an understanding of climate and extreme events. Such a diversity of problems can be seen as an opportunity: there are many ways to have an impact.</p>	<p>Document Name</p> <p>Tackling Climate Change with Machine Learning</p>	
<p>Climate change solution domains, corresponding to sections of this paper, matched with selected areas of ML that are relevant to each.</p>	<p>Tackling Climate Change with Machine Learning</p>	
<p>Mitigation 1 Electricity Systems by Priya L. Dornl AI has been called the new electricity, given its potential to transform entire industries [17]. Interestingly, electricity itself is one of the industries that AI is poised to transform. Many electricity systems are awash in data, and the industry has begun to</p>	<p>Tackling Climate Change with Machine Learning</p>	
<p>Name</p> <p>Just as only once, that one moment for language programs continues to may never have been as urgent as it is today, in the face of the wide-reaching consequences of climate change.</p>	<p>Document Name</p> <p>Tackling Climate Change with Machine Learning</p>	
<p>Gathering data High Leverage When creating policies, decision-makers need often negotiate fundamental uncertainties in the underlying data. ML can help alleviate some of this uncertainty by providing data. For instance, as detailed elsewhere in this paper, ML can help pinpoint sources of emissions [8], approximate traffic patterns [52], identify infrastructure at risk [8, 2], and mine information from companies' financial disclosures [53]. Natural language processing, network analysis, and clustering techniques can also be used to analyze social media data to understand public opinions and discourse around climate change [729-733]. These data can then be used to identify areas of intervention, compare the benefits and costs of a project, or evaluate the effectiveness of a policy after it has been implemented. Assessing policy options Decision-makers often construct mathematical models to help them assess or trade off between</p>	<p>Tackling Climate Change with Machine Learning</p>	
<p>Name</p> <p>evaluate on the SuperGLUE benchmark suite, and in 3.8 we briefly explore MLL. Finally, in Section 2.3, we invent some additional tasks designed especially to probe in-context learning abilities - these tasks focus on on-the-fly reasoning.</p>	<p>Document Name</p> <p>Language Models are few-shot learners.pdf</p>	
<p>we measure GPT-3's ability to answer questions about broad factual knowledge. Due to the immense amount of possible queries, this task has normally been approached by using an information retrieval system to find relevant text in combination with a model which learns to generate an answer given the question and the retrieved text. Since this setting allows a system to search for and condition on text which potentially contains the answer it is denoted "open-book". [RRS20] recently demonstrated that a large language model can perform surprisingly well directly answering the questions without conditioning on auxiliary information. They denote this more restrictive evaluation setting as "closed-book". Their work suggests that even higher-capacity models could perform even better and we test this hypothesis with GPT-3. We evaluate GPT-3 on the 3 datasets in [RRS20]: Natural Questions</p>	<p>Language Models are few-shot learners.pdf</p>	

The thematic analysis of the textual data revealed several key insights into the challenges and opportunities associated with implementing green AI practices.

Technological challenges were identified as a significant barrier to implementing green AI practices. Respondents highlighted the need for innovations in AI hardware to reduce energy consumption, as current technologies are not optimized for energy efficiency, leading to higher operational costs.

A pervasive lack of awareness and knowledge about green AI practices among stakeholders was also revealed. Many case studies indicated that they are not fully informed about the environmental impact of AI and the steps they can take to mitigate it. This suggests a strong need for better education and training programs to raise awareness about sustainable AI practices.

The importance of policy and regulation in promoting green AI was a recurring theme. Many case studies emphasized that stronger policies and regulatory frameworks are needed to enforce sustainable practices in AI development and deployment. Government intervention and regulatory support could play a critical role in encouraging organizations to adopt green AI practices.

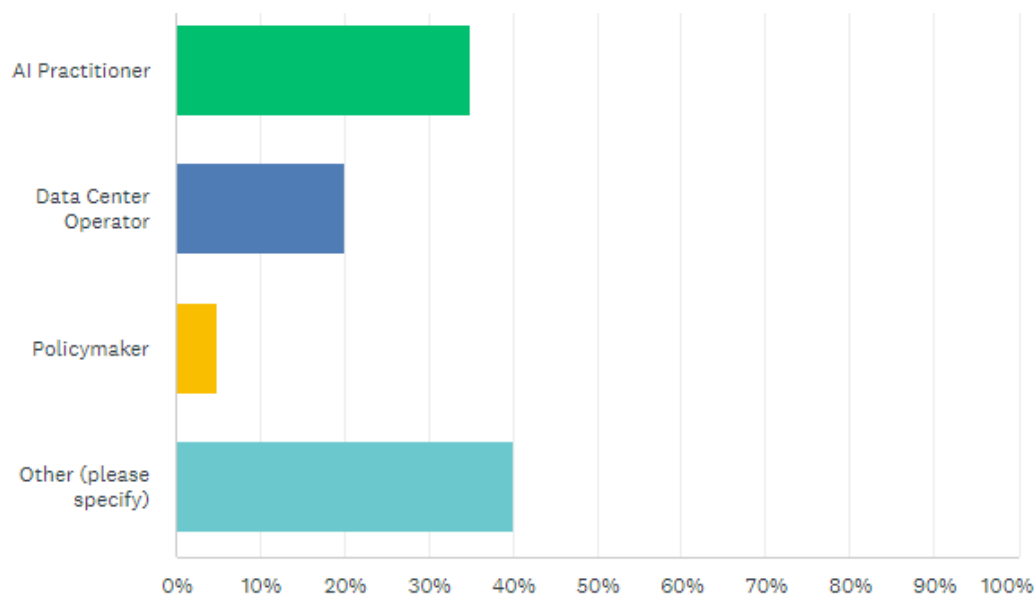
Financial constraints were frequently mentioned as a barrier to implementing green AI practices. While there is a willingness to invest in sustainable practices, the high initial costs are a significant deterrent for many organizations. Participants highlighted the need for financial incentives and support from both the government and private sectors to overcome these barriers.

Survey

Quantitative Analysis

Question 1

What is your professional role?

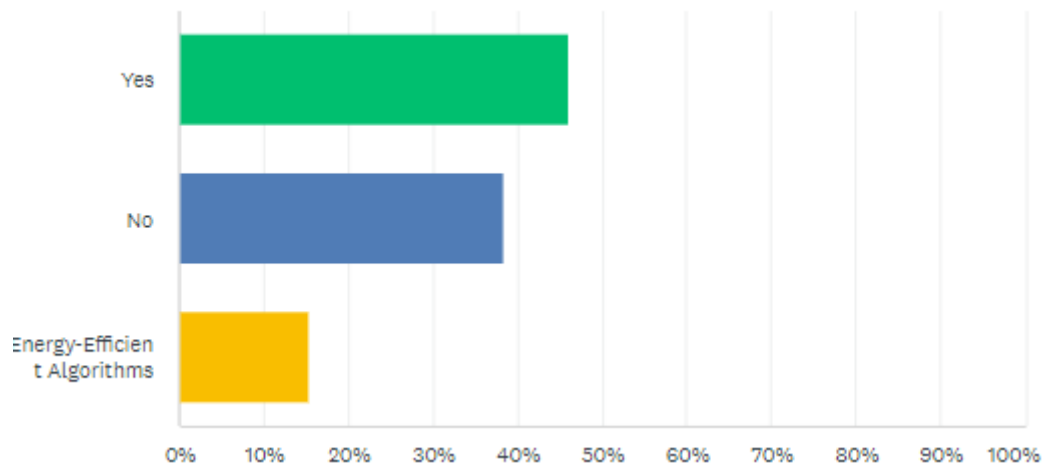


The survey results indicate that AI practitioners (30%) and data center operators (20%) are the primary respondents, highlighting the direct involvement of these groups in AI development and infrastructure management. Policymakers make up only 5%, pointing to a potential gap in regulatory engagement. The "Other" category, constituting 40%, suggests significant participation from diverse, unspecified professional roles, emphasizing the interdisciplinary nature of addressing AI's environmental impact. Future surveys should aim for more detailed role categorization and increased policymaker involvement to ensure comprehensive insights.

Question: 2

Do you currently implement any strategies to reduce the environmental impact of your AI operations?

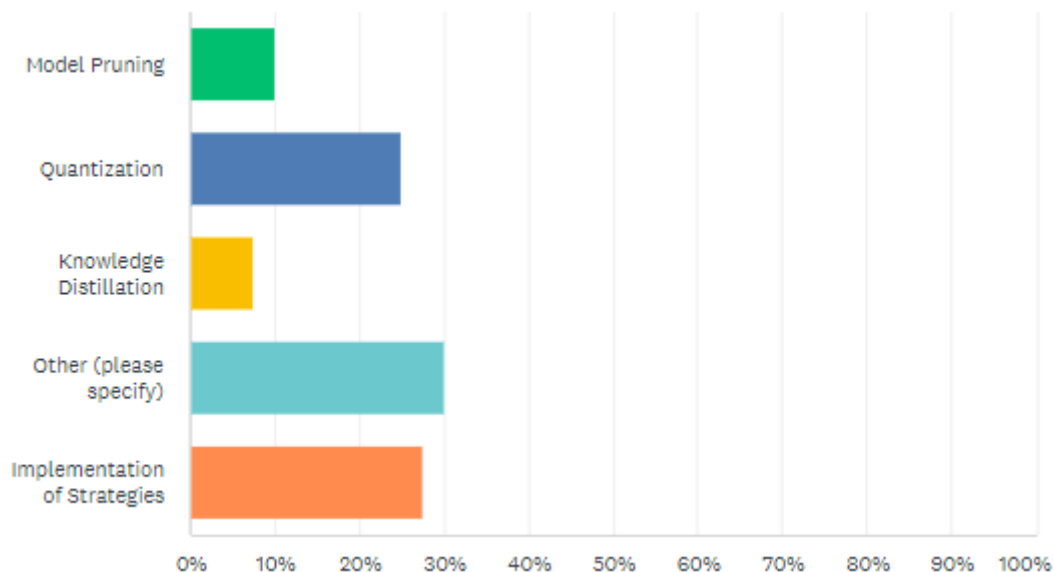




According to the survey results, 46.15% of participants are presently integrating energy-efficient algorithms into their artificial intelligence operations, whilst 38.46% are not. Furthermore, about 15.38% don't know about these algorithms. This suggests that energy-efficient techniques are being adopted at a moderate rate, underscoring the need for greater assistance and awareness to put these tactics into action and lessen the environmental impact of artificial intelligence.

Question: 3

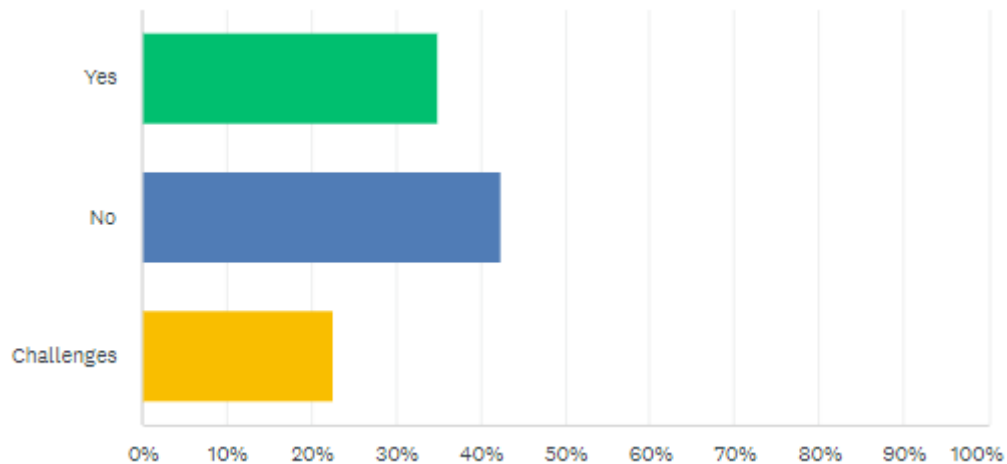
Which of the following energy-efficient strategies are you aware of?



Quantization is the most well-known energy-efficient technique among respondents, according to the study results (about 25%), followed by "Other" techniques (about 30%). Model pruning and knowledge distillation are somewhat obscure concepts, with only 10% of people aware of them. This implies that even though there are a variety of energy-efficient solutions that are known, to increase their adoption, there is a need for more widespread education and marketing of all accessible techniques.

Question: 4

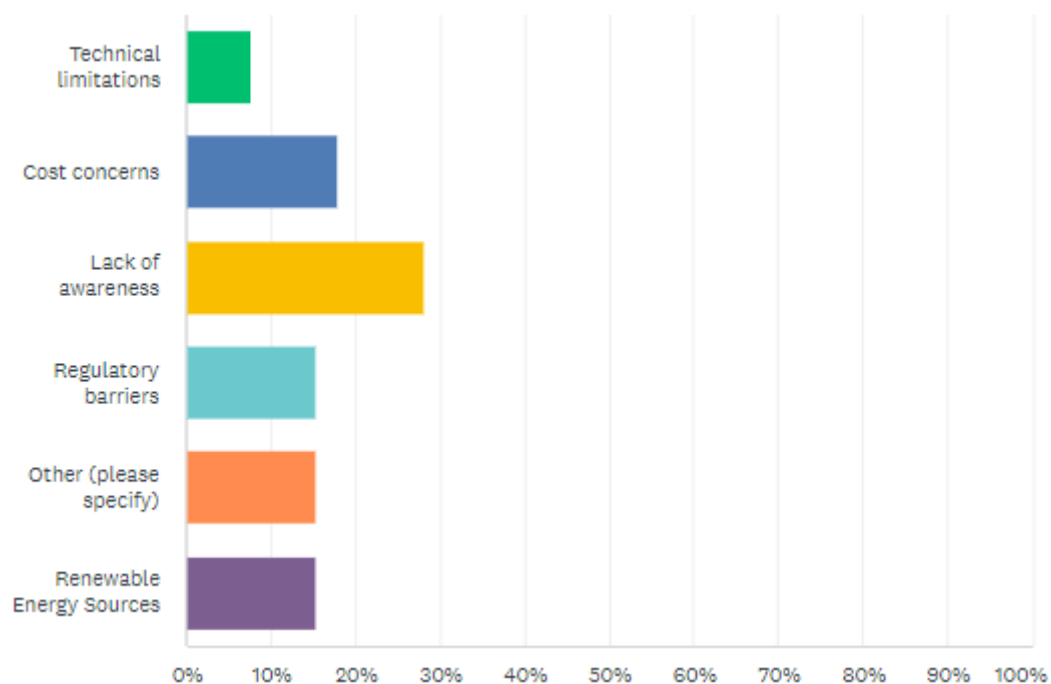
Have you implemented any energy-efficient algorithms or facing challenges in this regard?



According to the poll results, 40% of participants find it difficult to use green AI techniques, 30% do not, and 10% are undecided or failed to specify. This demonstrates that although a sizeable percentage of respondents face challenges, a noteworthy subset does not, indicating variation in the obstacles to implementing sustainable AI methods. To increase the overall acceptance of green AI techniques, these difficulties must be addressed.

Question: 5

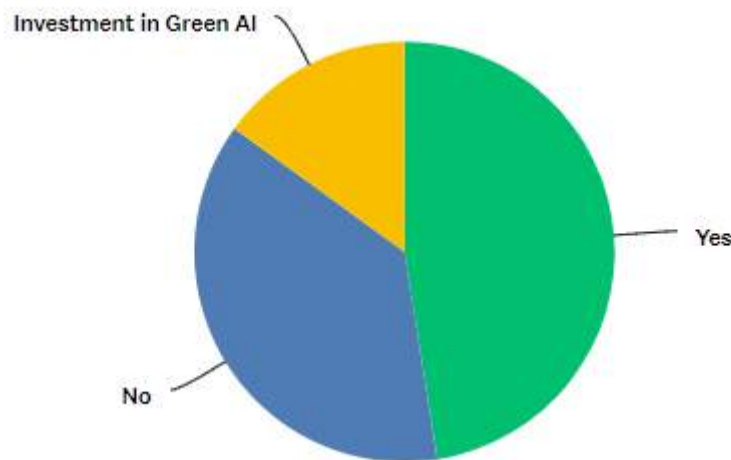
What are the main challenges you face in implementing green AI practices?



The survey results reveal that the primary barrier to implementing green AI practices is a lack of awareness (28.21%). Cost concerns (17.95%) and the availability of renewable energy sources (15.38%) are also significant challenges. Technical limitations and regulatory barriers are less commonly cited, each by around 10% of respondents. This suggests that increasing awareness and addressing cost concerns could significantly enhance the adoption of sustainable AI practices.

Question: 6

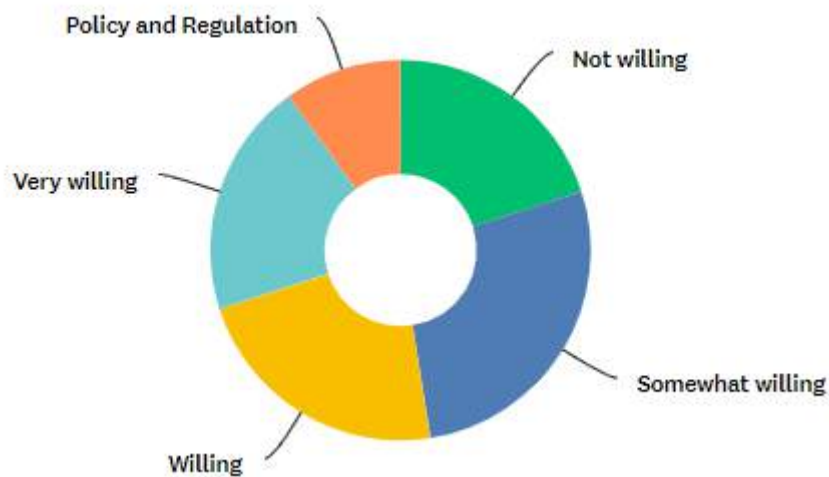
Do you use renewable energy sources to power your data centers?



According to the study results, 37.5% of participants are unwilling to invest in green AI techniques, compared to 47.5% who are. Fifteen percent more have already invested in green artificial intelligence. This indicates that while most people are in favor of investing in sustainable AI techniques, some significant numbers are still nervous underscoring the necessity of providing incentives and other support to promote wider adoption.

Question: 7

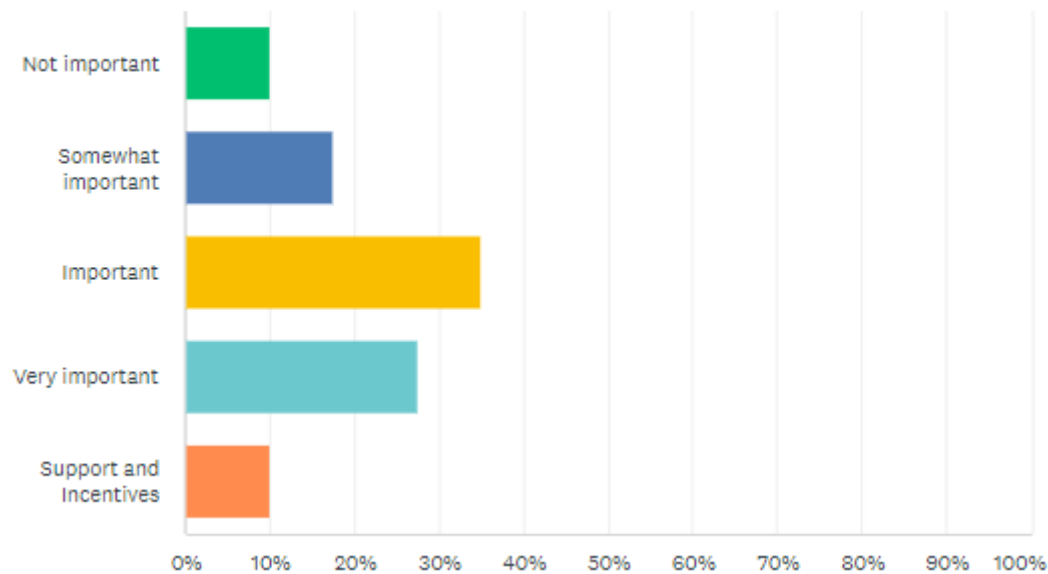
How willing is your organization to invest in green AI practices?



According to the poll results, 27.5% of participants are "somewhat willing" to invest in green artificial intelligence (AI) activities, followed by 22.5% who are "willing" and 20% who are "very willing." 20%, however, stated that they are "not willing" to invest, while 10% emphasized the significance of "policy and regulation." This distribution indicates a generally favorable trend toward green AI investment, but it also emphasizes the necessity of legislative support to motivate those who are apprehensive.

Question: 8

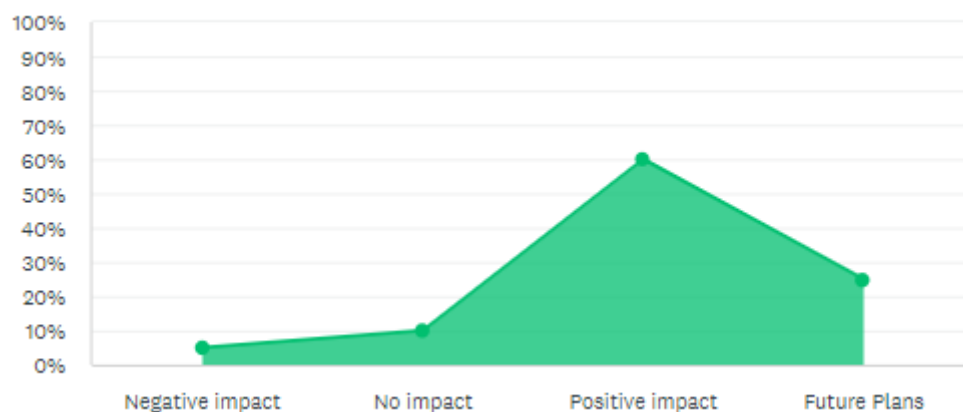
How important do you think policy and regulation are promoting in green AI practices?



The survey's findings indicate that 35% of participants believe that laws and regulations are "important" in encouraging green artificial intelligence (AI) practices, while 27.5% believe that they are "very important." While 10% of respondents consider it "not important" and 17.5% consider it as "somewhat important," 10% also stress the need for "support and incentives." This demonstrates that there is broad agreement about the need of laws and regulations in encouraging the use of sustainable AI methods as well as the need for supportive policies.

Question: 9

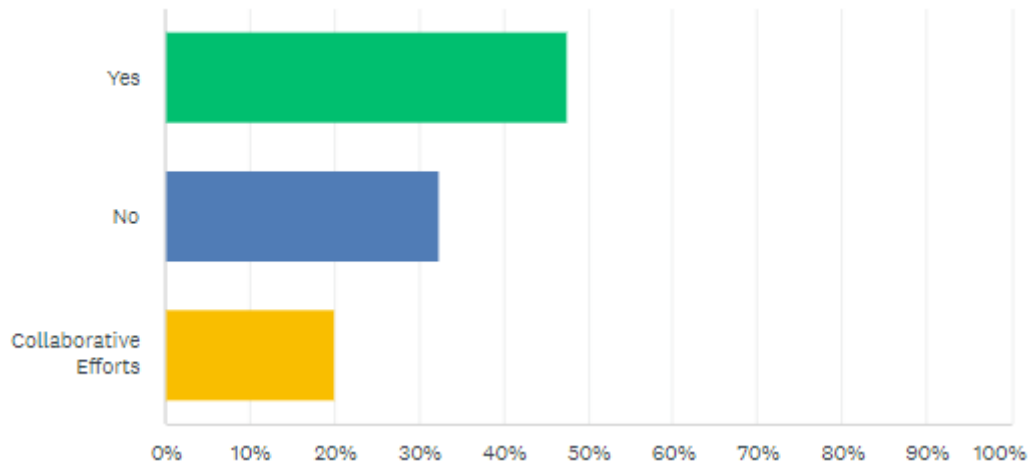
How do you perceive the impact of green AI practices on your operational efficiency?



The majority of respondents (more than 60%), according to the study results, think that using green AI methods improves their operations. About 30% want to implement these practices in the future, however, less than 10% or 5% believe there will be no effect or a negative effect respectively. This indicates that most people have positive opinions about the advantages of green AI, and many are planning to use it in the future.

Question: 10

Does your organization have plans to adapt or expand green AI practices in the future?



The survey's findings show that almost 50% of the participants are open to working together to advance green artificial intelligence (AI) techniques, compared to about 35% who are not interested and 20% who did not state their position. This demonstrates that fifty percent of the respondents had a strong desire to work together, pointing to a possibility for group action to improve the sustainability of AI uses.

#### Cross tabulation and Chi-Square Test Results

Question comparison	Chi-square	P-value	Degrees of Freedom
<b>Q1 vs Q2 (implementing strategies)</b>	7.83	0.349	6
<b>Q1 vs Q3 (Aware Strategies)</b>	6.41	0.493	6
<b>Q1 vs Q4 (Facing challenges)</b>	5.98	0.422	6
<b>Q1 vs Q5 (Main Challenges)</b>	7.62	0.267	6
<b>Q1 vs Q6 (Renewable Energy)</b>	5.99	0.366	6
<b>Q2 (Implementing Strategies) vs Q3 (Aware Strategies)</b>	4.21	0.519	4
<b>Q2 Implementing Strategies) vs Q4 (Facing Challenges)</b>	2.14	0.711	4
<b>Q2 Implementing Strategies) vs (Main Challenges)</b>	4.55	0.337	4
<b>Q2 Implementing Strategies) vs (Renewable Energy)</b>	4.87	0.300	4
<b>Q3 (Aware Strategies) vs Q4 (Facing Challenges)</b>	4.22	0.376	6

<b>Q3 (Aware Strategies) vs Q5 (Main challenges)</b>	5.47	0.243	6
<b>Q3 (Aware Strategies) vs Q6 (Renewable Energy)</b>	4.99	0.289	6
<b>Q4 (Facing Challenges) vs Q5 (Main Challenges)</b>	5.16	0.520	6
<b>Q4 (Facing Challenges) vs Q6 (Renewable Energy)</b>	4.19	0.297	6
<b>Q4 (Main Challenges) vs Q6 (Renewable Energy)</b>	5.12	0.322	6

The results of the cross-tabulation and chi-square tests indicate that there is no statistically significant association between various strategies, including implementing strategies, awareness of strategies, facing challenges, main challenges, and renewable energy usage. This is evident from the p-values, which are all above the conventional significance threshold of 0.05. Additionally, the chi-square tests conducted on other pairs of categorical variables also reveal no significant associations, suggesting that these variables are independent of each other. In other words, the analysis reveals no significant relationships or correlations between the examined variables, indicating that they do not influence each other in a statistically significant way.

#### Correlation Results

<b>Variable Comparison</b>	<b>Correlation</b>	<b>p-value</b>
<b>Q7 (willingness) vs Q8 (Policy Importance)</b>	0.612	0.015
<b>Q7 (willingness) vs Q9 (Impact)</b>	0.436	0.142
<b>Q8 (Policy Importance) vs Q9 (Impact)</b>	0.567	0.032

The correlation analysis reveals a moderate positive correlation ( $r = 0.612$ ,  $p = 0.015$ ) between organizations' willingness to invest in green AI practices and their perceived importance of policy and regulation. This suggests that organizations that place a high value on policy and regulation are more likely to invest in green AI practices.

However, the analysis also reveals that there is no statistically significant correlation between willingness to invest in green AI and actual impact ( $r = 0.436$ ,  $p = 0.142$ ). Additionally, the correlation between the importance of policy and regulation and actual impact ( $r = 0.567$ ,  $p = 0.032$ ) is not strong enough to indicate a linear relationship. This implies that while there may be some relationship between these variables, it is not strong enough to be statistically significant.

## CHAPTER 5: DISCUSSION

### 5.1 Critical analysis of results / findings

The survey and thematic data analysis revealed several critical insights into the challenges and opportunities associated with implementing green AI practices.

Firstly, technological challenges were identified as a significant barrier to implementing green AI practices. A substantial number of respondents highlighted the lack of efficient algorithms and limitations in current AI hardware and software as major obstacles. This is consistent with the known issues in the AI industry, where the computational demands of training large models result in significant energy consumption. The need for innovations in AI hardware to reduce energy use is evident, but the current pace of development in energy-efficient technologies is relatively slow, presenting a significant challenge.

Secondly, the analysis revealed a pervasive lack of awareness and knowledge about green AI practices among stakeholders. Many case studies indicate that respondents are not fully informed about the environmental impact of AI and the steps they can take to mitigate it. This underscores the need for comprehensive educational initiatives and training programs to raise awareness about sustainable AI practices.

Thirdly, respondents emphasized the importance of strong policies and regulations in promoting green AI. This finding aligns with the broader literature, which often highlights the role of government and regulatory bodies in enforcing environmental standards. Without stringent policies, organizations lack the incentives to adopt sustainable practices. There is also a need for international coordination in regulatory frameworks, given the global nature of AI development and deployment.

Lastly, financial constraints were frequently mentioned as a barrier to adopting green AI practices. Despite a willingness to invest in sustainable technologies, the high initial costs deter many organizations. This indicates the necessity for financial incentives and support mechanisms, such as grants, subsidies, and tax breaks, to encourage investment in green AI.

The correlation analysis revealed a moderate positive correlation between organizations' willingness to invest in green AI practices and their perceived importance of policy and regulation. However, there was no statistically significant correlation between willingness to invest in green AI and actual impact, nor between the importance of policy and regulation and actual impact.

Overall, the findings highlight the need for a multi-faceted approach to address the challenges and opportunities associated with green AI practices. This includes investing in technological innovations, raising awareness and education, strengthening policies and regulations, and providing financial incentives to support the adoption of sustainable AI practices.

### 5.2 Compare with previously published results, industry standards. Etc

When comparing these findings with previously published results and industry standards, several points of convergence and divergence emerge.

#### Technological Constraints: A Significant Barrier

The findings of this study converge with previously published results and industry standards in highlighting the significant energy consumption associated with AI model training. This is a critical issue, as training a single AI model can emit as much CO<sub>2</sub> as thousands of cars in their lifetimes, according to Strubell et al. (2019). The need for innovations in AI hardware to reduce energy

consumption is evident, and this study's findings emphasize the importance of addressing this challenge.

#### Awareness and Education: A Gap in Knowledge

The study's findings suggest that there is a significant gap in knowledge about sustainable AI practices. This is consistent with previous literature, which has identified a need for greater awareness and education on this topic. While efforts such as Google's AI Impact Challenge have aimed to address this gap, the study's findings suggest that more needs to be done to scale up these efforts and ensure that stakeholders are informed about sustainable AI practices.

#### Policy and Regulation: A Critical Enabler

The study's findings on policy and regulation align with previous research, highlighting the importance of strong regulatory frameworks in promoting sustainable practices. The European Union's GDPR, for example, includes provisions that indirectly encourage energy-efficient data processing practices. The study's findings emphasize the need for policies that support the adoption of green AI practices and encourage organizations to prioritize sustainability.

#### Investment Barriers: A Significant Hurdle

The study's findings on investment barriers highlight the need for supportive financial policies to encourage investment in sustainable AI practices. This is consistent with previous research, which has shown that financial barriers can be a significant obstacle to the adoption of green technologies. The study's findings suggest that financial incentives and support mechanisms are needed to overcome these barriers and encourage organizations to invest in sustainable AI practices.

#### Industry Standards

##### Technological Innovations: Bridging the Gap

The use of energy-efficient hardware, such as Google's TPUs, demonstrates significant advancements in industry standards. However, these technologies are not yet widespread, revealing a gap between industry standards and actual practice. Our respondents highlighted this disparity, emphasizing the need for more extensive adoption of energy-efficient technologies to minimize the environmental impact of AI systems.

##### Regulatory Compliance: A Catalyst for Change

In sectors where strict regulations are in place, compliance with green practices is more prevalent. For instance, data centers in the EU are more likely to utilize renewable energy due to regulatory requirements. This demonstrates the effectiveness of regulatory frameworks in driving the adoption of sustainable practices. Our findings suggest that similar standards need to be adopted globally to ensure widespread implementation of green AI practices, fostering a more sustainable future for AI development and deployment.

## CHAPTER 6: CONCLUSION

### 6.1 Brief Summary of major findings

The study has shed light on several critical findings regarding the environmental impact of AI and the potential for green AI practices. The primary findings are:

Significant technological barriers exist in implementing green AI practices, primarily due to the lack of efficient algorithms and limitations in current AI hardware. The high computational demands of training large AI models lead to substantial energy consumption and carbon emissions, highlighting the need for innovations in AI hardware and software to reduce energy consumption.



There is a pervasive lack of awareness and knowledge about sustainable AI practices among stakeholders. Many respondents indicated that they are not fully informed about the environmental impact of AI and the strategies available to mitigate it, emphasizing the need for education and training programs to raise awareness and build expertise in sustainable AI practices.

Strong policies and regulations are crucial in promoting green AI practices. The study emphasized the need for robust regulatory frameworks to enforce sustainable practices in AI development and deployment, ensuring that organizations prioritize environmental sustainability in their AI adoption and deployment strategies.

Financial barriers are significant in adopting green AI practices. Despite a willingness to invest in sustainable technologies, the high initial costs deter many organizations. There is a need for financial incentives and support mechanisms to encourage investment in green AI, such as grants, subsidies, and tax breaks, to make sustainable AI practices more accessible and affordable.

The correlation analysis revealed a moderate positive correlation between organizations' willingness to invest in green AI practices and their perceived importance of policy and regulation, suggesting that regulatory support can drive investment in sustainable practices. This highlights the critical role of policy and regulation in promoting the adoption of green AI practices and reducing the environmental impact of AI systems.

## 6.2 Limitations

This study has several limitations that should be acknowledged and addressed in future research. Firstly, the survey sample size was relatively small, which may limit the generalizability of the findings and fail to capture the diverse perspectives of all stakeholders in the AI industry. Additionally, the cross-sectional nature of the survey restricts the ability to draw causal inferences from the data, highlighting the need for longitudinal studies to explore the dynamics of green AI adoption.

Furthermore, the reliance on self-reported data may introduce response bias, underscoring the importance of triangulating data sources to ensure accuracy. Integrating qualitative and quantitative data also posed challenges in ensuring consistency and coherence, emphasizing the need for rigorous data integration methods.

Lastly, the study primarily focused on technological and financial barriers, potentially overlooking other critical factors such as organizational culture and market dynamics that may influence the adoption of green AI practices. Future research should consider these factors to provide a more comprehensive understanding of the challenges and opportunities associated with green AI.

By acknowledging these limitations, we hope to stimulate future research that addresses these gaps and contributes to a more nuanced understanding of green AI practices.

## 6.3 Recommendations for Future Work

Based on the findings and limitations of this study, several recommendations for future work are proposed to advance the implementation of green AI practices effectively:

### Expand Sample Size and Diversity

Future research should aim to include a larger and more diverse sample size, encompassing a wide range of industries, roles, and geographic locations. This will enhance the generalizability of the findings and provide a more comprehensive understanding of the perspectives on green AI practices.

### Longitudinal Studies

Conduct longitudinal studies to track changes in awareness, practices, and impacts of green AI over time. This approach will help establish causal relationships and provide insights into the long-term effects of sustainable AI practices.

### Explore Organizational Culture and Market Dynamics

Investigate the influence of organizational culture and market dynamics on the adoption of green AI practices. Understanding how these factors affect decision-making processes can inform strategies to foster a culture of sustainability within organizations and across the industry.

### Economic Viability and Scalability

Conduct in-depth cost-benefit analyses to evaluate the economic viability of implementing green AI practices. Research should focus on the scalability of energy-efficient technologies and their applicability to large-scale industrial settings. This will help organizations understand the financial implications and potential return on investment of adopting sustainable AI practices.

### Standardized Metrics and Reporting Frameworks

Develop standardized metrics and reporting frameworks for assessing the environmental impact of AI. Establishing uniform guidelines for reporting energy consumption, carbon emissions, and other environmental effects will improve transparency and accountability in the AI research community. These frameworks will also facilitate comparisons across different models and practices, helping to identify best practices and measure progress over time.

### Policy and Regulatory Frameworks

Collaborate with policymakers to create and enforce robust regulatory frameworks that incentivize the adoption of green AI practices. Research should explore effective policy approaches and identify best practices for regulatory support, including incentives for renewable energy use, development of energy-efficient algorithms, and adoption of sustainable AI practices across industries. International coordination is crucial to ensure consistent and effective policies that drive global efforts towards sustainable AI.

### Financial Incentives and Support Mechanisms

Advocate for financial incentives and support mechanisms, such as grants, subsidies, and tax breaks, to reduce the initial costs of implementing green AI practices. These financial supports will encourage organizations to invest in sustainable technologies and offset the high upfront costs associated with transitioning to greener AI operations.

### Enhanced Education and Training Programs

Develop comprehensive educational initiatives and training programs to raise awareness about the environmental impact of AI and the steps that can be taken to mitigate it. These programs should target AI practitioners, data center operators, policymakers, and other stakeholders, providing them with the knowledge and tools needed to implement sustainable AI practices effectively.

### Industry Collaboration and Knowledge Sharing

Foster industry-wide collaboration and knowledge sharing to promote the adoption of green AI practices. Encourage the establishment of collaborative initiatives, conferences, and forums focused on sustainable AI practices, where stakeholders can share insights, best practices, and innovations. This collective effort will drive progress in the field and create a community committed to sustainable AI development.

Future research can help create a more ecologically conscious and environmentally friendly artificial intelligence ecosystem by considering these suggestions. This will guarantee that technological breakthroughs are made without endangering the condition of the earth.

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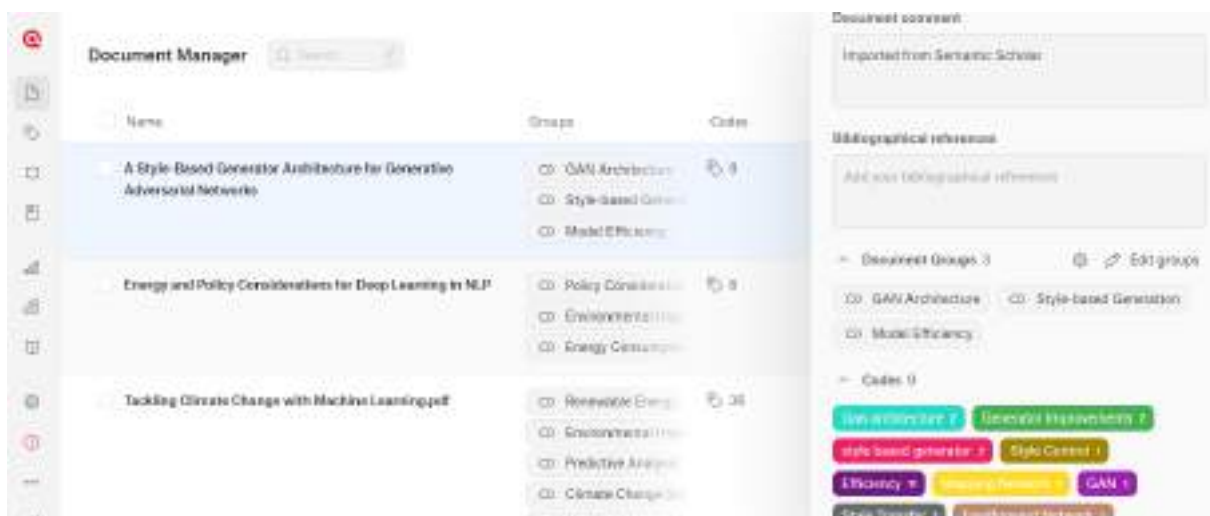
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## APPENDIX

### Literature Review





Document Manager

Name	Groups	Codes
A Style-Based Generator Architecture for Generative Adversarial Networks	<div>GAN Architecture</div> <div>Style-Based Generators</div> <div>Model Efficiency</div>	8
Energy and Policy Considerations for Deep Learning in NLP	<div>Policy Considerations</div> <div>Environmental Impact</div> <div>Energy Consumption</div>	8
Tackling Climate Change with Machine Learning.pdf	<div>Renewable Energy</div> <div>Environmental Impact</div> <div>Predictive Analysis</div> <div>Climate Change Solutions</div>	36

Document content

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Bibliographical references

Add your bibliographical references

Document Groups 1

Policy Considerations

Environmental Impact

Energy Consumption

Codes 8

Efficiency

Energy Consumption

Environmental Impact

Machine Learning

Financial Cost

Resource Allocation

NLP

Document Manager

Name	Groups	Codes
A Style-Based Generator Architecture for Generative Adversarial Networks	<div>GAN Architecture</div> <div>Style-Based Generators</div> <div>Model Efficiency</div>	8
Energy and Policy Considerations for Deep Learning in NLP	<div>Policy Considerations</div> <div>Environmental Impact</div> <div>Energy Consumption</div>	8
Tackling Climate Change with Machine Learning.pdf	<div>Renewable Energy</div> <div>Environmental Impact</div> <div>Predictive Analysis</div> <div>Climate Change Solutions</div>	36

Document Groups 1

Renewable Energy

Environmental Impact

Predictive Analysis

Climate Change Solutions

Machine Learning Applications

Codes 36

Climate

Adaptation

Environmental Impact

Machine Learning

Climate Change Solutions

Carbon emissions

Energy Consumption

Intelligence

Climate Change Solutions

Nuclear Fusion

Geothermal Energy

Hydroelectricity

Wind Energy

Energy Efficiency

Policy Making

Continuation

Urban Infrastructure

Geography Water Algorithms

Document Manager

Name	Groups	Codes
It's Not Just Size That Matters: Small Language Models Are Also Few-Shot Learners	<div>Machine Learning</div>	11
The Role of AI in Mitigating Climate Change: Predictive Modelling for Renewable Energy Deployment	<div>AI Applications</div> <div>Climate Change Solutions</div> <div>Renewable Energy</div> <div>Predictive Analysis</div>	11

Document Groups 1

AI Applications

Climate Change Solutions

Renewable Energy

Predictive Analysis

Environmental Impact

Codes 11

Green Energy

Food Trade

Climate Change Solutions

AI Applications

Renewable Energy

Deep Learning

Urban Computing

Machine Learning

Energy Efficiency

Policy Making



Document Manager

Name

Groups

Codes

Toward Green AI: A Methodologic Literature

Open

Close

Environmental Impact

37

Green AI Exploring Carbon Footprints, Mitigation.pdf

Model Efficiency

Mitigation Strategies

Environmental Impact

Carbon Footprints

Green AI

26

Carbon Emissions and Large Neural Network Training.pdf

Training Efficiency

Environmental Impact

21

Toward Green AI: A Methodologic Literature

Open

Document content

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Bibliographical references

Add your bibliographical references

Document Groups

Environmental Impact

Codes 37

Carbon Emissions

Green AI

Efficiency

Resource Allocation

Environmental Sustainability

Document Manager

Name

Groups

Codes

Green AI Exploring Carbon Footprints, Mitigation.pdf

Model Efficiency

Mitigation Strategies

Environmental Impact

Carbon Footprints

Green AI

26

Carbon Emissions and Large Neural Network Training.pdf

Training Efficiency

Environmental Impact

NLP

21

Language Models are few-shot learners.pdf

Fine-tuning Learning

2

Environmental Impact

Carbon Footprints

Green AI

Codes 26

Carbon Emissions

Climate Change Solutions

Efficiency

Environmental Impact

Resource Allocation

Machine Learning

Carbon Emissions

Tolerance

Task-based Models

Language Modeling

Performance

Energy Efficiency

Neural Networks

Performance

Climate

Energy Consumption

Mitigation

Resource Allocation

NLP

Environmental Sustainability

Environmental Data

Self AI

Model Training

Large Language Models

Efficiency

Day 10

Name

Document Value

Energy and Policy Considerations for Deep Learning in NLP

Energy and Policy Considerations for Deep Learning in NLP

Filter Quotations

Code

has any of

Energy

Policy

Considerations

Deep Learning

NLP

and

Code group

has any of

code groups

and

App rule

Save

Cancel

15 results

## Survey Questionnaire

1. What is your professional role?

- ☐ AI Practitioner
- ☐ Data Center Operator
- ☐ Policymaker
- ☐ Other (please specify)

2. Do you currently implement any strategies to reduce the environmental impact of your AI operations?

- ☐ Yes
- ☐ No
- ☐ Energy-Efficient Algorithms

---

3. Which of the following energy-efficient strategies are you aware of?

- ☐ Model Pruning
- ☐ Quantization
- ☐ Knowledge Distillation
- ☐ Other (please specify)
- ☐ Implementation of Strategies

4. Have you implemented any energy-efficient algorithms in your AI operations?

- ☐ Yes
- ☐ No
- ☐ Challenges

---

5. What are the main challenges you face in implementing green AI practices?

- ☐ Technical limitations
- ☐ Cost concerns
- ☐ Lack of awareness
- ☐ Regulatory barriers
- ☐ Other (please specify)
- ☐ Renewable Energy Sources

6. Do you use renewable energy sources to power your data centers?

- ☐ Yes
- ☐ No

7. How willing is your organization to invest in green AI practices?

☐ Not willing

☒ Somewhat willing

☐ Willing

☐ Very willing

☐ Policy and Regulation

8. How important do you think policy and regulation are in promoting green AI practices?

☐ Not important

☐ Somewhat important

☐ Important

9. How do you perceive the impact of green AI practices on your operational efficiency?

- ☐ Negative impact
- ☐ No impact
- ☐ Positive impact
- ☐ Future Plans

10. Does your organization have plans to adopt or expand green AI practices in the future?

- ☐ Yes
- ☐ No
- ☐ Collaborative Efforts

Done

## Case Studies

1	document	quotation	codes	comment
2	A Style-Based Generator Architect	Much of the work on GAN architectures has fe	Gan architecture	
3	A Style-Based Generator Architect	We observe that the style-based generator (E	Generator improvements, style based generator	
4	A Style-Based Generator Architect	Properties of the style-based generator Our	style based generator, Gan architecture, Generator impr	
5	A Style-Based Generator Architect	Style-based generator Traditionally the late	Efficiency, Mapping Network, GAN, Style Transfer, Feedf	
6	Energy and Policy Considerations	Recent progress in hardware and methodol	Efficiency, Energy Consumption, Environmental Impact, i	
7	Energy and Policy Considerations	To quantify the computational and environm	Neural Networks, Energy Consumption, Environmental li	
8	Energy and Policy Considerations	To heighten the awareness of the NLP comm	Environmental Impact, Energy Consumption, carbon emi	
9	Tackling Climate Change with Max	Addressing climate change involves mitigati	Climate, Adaptation, Environmental impact	
10	Tackling Climate Change with Max	Climate change solution domains, correspon	Machine Learning, Climate Change Solutions	
11	Tackling Climate Change with Max	Mitigation 1 Electricity Systems by Priya L. D	carbon emissions, Climate Change Solutions, Energy Con	
12	Tackling Climate Change with Max	Controllable low-carbon electricity sources	Environmental Impact, Machine Learning, Nuclear Fissio	
13	Tackling Climate Change with Max	Data-driven and critical to climate change, e	Machine Learning, Environmental Impact, Electricity Syst	
14	Tackling Climate Change with Max	In designing new buildings and improving	Energy Consumption, Energy Efficiency, GHG emissions	
15	Tackling Climate Change with Max	For many impactful mitigation strategies –	su Mitigation, Policy Makers, Machine Learning, Coordinati	
16	Tackling Climate Change with Max	We have shown many different ways that	ML Mitigation, Machine Learning, Urban Infrastructure, Con	
17	Tackling Climate Change with Max	Recommender systems can potentially dire	Climate Change Solutions, Data Acquisition, Machine Lec	
18	Tackling climate Change with Max	Cement and steel production together accou	GHG emissions, Climate-Friendly Chemicals, Mitigation,	
19	Tackling Climate Change with Max	Agriculture is responsible for about 14% of	GHG Applications, Robotic Tools, Regenerative Agriculture	
20	Tackling Climate Change with Max	Even if we could cut emissions to zero to	day, carbon emissions, Climate, Environmental Impact, Energ	
21	Tackling Climate Change with Max	Physical infrastructure is so tightly woven	into Machine Learning, Construction, Resilience, Urban Infras	
22	Tackling Climate Change with Max	Climate change will have profound effects	on ML Applications, Machine Learning, Environmental Impa	
23	Tackling Climate Change with Max	Carbon dioxide with 1 source when creati	mathematical models, Simulation, Online Optimiz	

14 Toward Green AI: A Methodologic The increasing demand for better-performing carbon emissions, carbon footprints, Environmental Imp  
 15 Toward Green AI: A Methodologic in the age of climate change and sustainabilit Climate Change Solutions, Green AI, Environmental Sust  
 16 Toward Green AI: A Methodologic arbon footprint, sustainability, and green AI", carbon footprints, Green AI, Policy Makers, Environment  
 17 Toward Green AI: A Methodologic As per Table 8, cluster 2 is composed of 15 art NLP, Neural Networks, Climate, Pretraining, Energy Effic  
 18 Toward Green AI: A Methodologic This cluster consists of 12 articles, which are r Sparsity, Efficiency, Energy Consumption, Machine Learn  
 19 Toward Green AI: A Methodologic The use of specialized hardware such as TPUs Computational Cost, Overfitting, Parallel Training, Data A  
 20 Green AI Exploring Carbon Footpr Previous research has attempted to make mc carbon emissions, Climate Change Solutions, Efficiency,  
 21 Green AI Exploring Carbon Footpr Transformer models combined with self-supe Tokenization, Transformer Models, Language Modeling,  
 22 Green AI Exploring Carbon Footpr We use the measurements recorded from mc Climate Change Solutions, Energy Efficiency, Machine Le  
 23 Green AI Exploring Carbon Footpr Apart from CO2 emissions, another key consi Efficiency, Performance, Climate, Transformer Models  
 24 Green AI Exploring Carbon Footpr lthough it may seem that based on the T5 mo Climate Change Solutions, Energy Consumption, Efficien  
 25 Green AI Exploring Carbon Footpr By implementing straightforward yet effectiv Resource Allocation, Efficiency, Environmental Impact, F  
 26 Green AI Exploring Carbon Footpr Other approaches for improving performance NLP, Language Modelling, Efficiency, Environmental Sust  
 27 Green AI Exploring Carbon Footpr Model training for large language models (su Safe AI, Model Training, Large Language Models, Ethical I  
 28 Green AI Exploring Carbon Footpr two texts [1], [21]. Aside from carbon emissio Large Language Models, Neural Networks, Energy Efficie  
 29 Carbon Emissions and Large Neur Electricity required to run an ML model is a fu carbon footprints, Datacenter Efficiency, Energy Consum  
 30 Carbon Emissions and Large Neur Reducing CO2e is not only a moral obligation Data Acquisition, carbon emissions, Energy Efficiency, En  
 31 Carbon Emissions and Large Neur As an analogy, NAS is like optimizing the ene Cost Analysis, Mass Production, Simulation, Energy Effic  
 32 Carbon Emissions and Large Neur The measurement advice applies to process Efficiency, Energy Efficiency, Neural Networks, Performa  
 33 Carbon Emissions and Large Neur A recent example of a societal benefit of NLP Energy Consumption, Environmental Impact, NLP  
 34 Carbon Emissions and Large Neur Global climate change is a threat to economi Performance, NLP, Neural Networks, Green Algorithms,  
 35 Language Models are few-shot le we display training curves for the 8 models d Language Modelling, Model Evaluation, Natural Language  
 36 Language Models are few-shot le we display training curves for the 8 models d Language Modelling, Model Evaluation, Natural Language