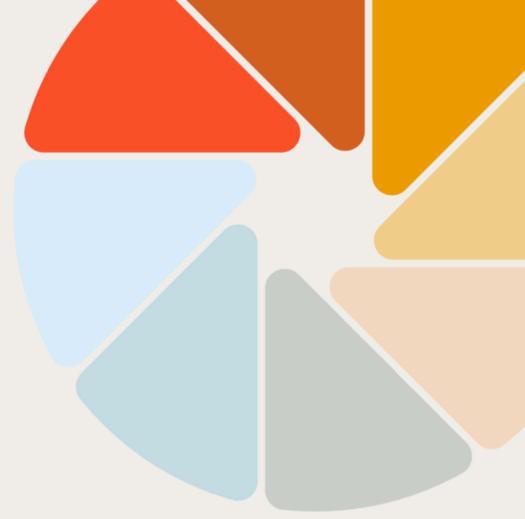


# AI X SUSTAINABILITY

## AD NET ZERO RESOURCE GUIDE



### Ad Net Zero 'We Need to Talk about Sustainability x AI' webinar series

Ad Net Zero hosted three webinars exploring the opportunities and challenges of AI as it becomes ubiquitous, particularly in the advertising industry. Experts from APR, Google, HAVAS, ITV, Scope 3, Murphy Cobb, Public Good, Reckitt, and trade associations the 4A's, Advertising Association, and ISBA shared their perspective over three sessions. Key topics included:

- what people need to understand about AI (AI vs. Gen AI / LLMs),
- what we know and don't know about AI's emissions and natural resource use,
- industry uses, examples of AI powering sustainability through efficiency or innovation.

#### AI Foundation & Operational



#### AI in Creative & Production



#### AI Future & Policy



Check out the [full writeup](#) with summaries and additional resources.

### Ad Net Zero AI x Sustainability Exploratory Q1 2025 Series Summary

18 MARCH 2025

In Q1 2025, Ad Net Zero held a global educational exploratory series on AI and Sustainability. This three-part series covered a wide range of topics, from foundational information and misconceptions about AI, energy use and natural resource use, specific applications in production and creative, to the future of AI policy and regulation across the globe.

Experts from trade organisations 4As, Ad Association, ISBA, along with Google, Havas, Scope3, Spark Foundry, Public Good, APR, Murphy Cobb, ITV all contributed to the series.

Read below for a summary of the takeaways, [trailers](#) (full videos are accessible by supporters only), and valuable resources that speakers and attendees shared.

"We can use generative AI to **support growth** in our businesses **while recognising the carbon cost...before** discussing the lack of consensus on AI emissions measurement and the **actionable steps one can take now** to reduce carbon intensity."

- AYA SAED, DIRECTOR OF AI POLICY & STRATEGY, SCOPE3

"The real value comes when AI tools are used as enablers, not as replacements, enhancing human creativity and strategic decision making."

- STEFFEN GENTIS, MURPHY COBB & RECKITT

"Try to understand where this sits in terms of your **overall impact**. ...How you can use these tools, **not only** in making sure the tools are as environmentally efficient as possible, but... to reduce the **overall impact** of your organisation".

- ADAM ELMAN, EMEA DIRECTOR OF SUSTAINABILITY, GOOGLE

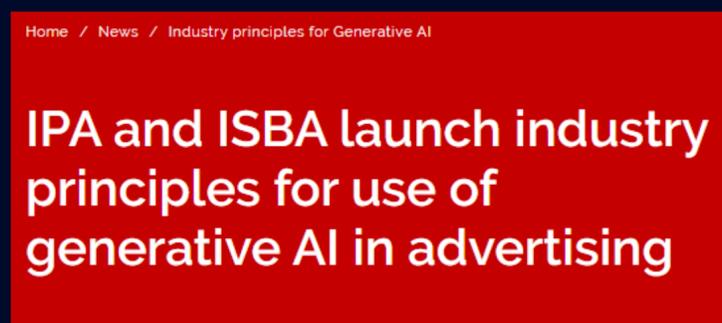
### External Resources

Advertising industry specific resources include:

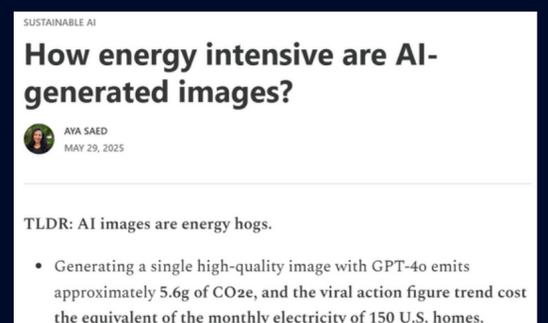
[Page 32, AI Taskforce's Report \(2024\)](#)



[ISBA & the IPA's 'AI Principles' \(2023\)](#)



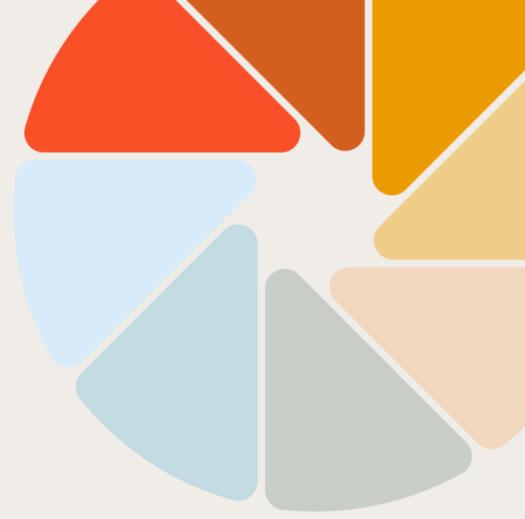
[Scope3 Sustainable AI Substack](#)



Check out deeper dive resources on following page...

# AI X SUSTAINABILITY

## AD NET ZERO RESOURCE GUIDE



[Learn more to help you / your organisation develop mindful use principles::](#)

[Quantified Emissions paper](#) | Hugging Face

[v2 AI Energy Score leaderboard](#) | Hugging Face

**AI Energy Score**

There's a **342,822x** difference between the highest and lowest energy use in this leaderboard.

Text Generation Reasoning Image Generation Text Classification Image Classification

Select Model Class: A (Single Consumer GPU) <20B parameters

Sort: Low to High

Test Date: Dec 25, Feb 25

There's a **62x** difference between the highest and lowest energy use in this class.

Model	Provider	GPU Energy (Wh) per ...	Score	Test Date
<a href="#">distilgpt2</a>	distilbert	1.31	★★★★★	Feb 25

Be an **informed consumer**. Understand what you're buying and how things differ, so you know what questions to ask.

**Dig in on the things you do a lot**, not the things you don't do very much... that's where you'll get maximum benefit."

- DAN RATNER, CO-FOUNDER AND CEO, PUBLIC GOOD

"Keep asking for that [emissions] data from [your service provider]..

**Where you have control**, think about the optimisation, how you can **run those models more efficiently**."

- **TIM DAVIS**, PRINCIPAL ARCHITECT, ENTERPRISE ARCHITECTURE, ITV

**Copy and Paste resource to reduce energy usage from each query:**

**PROMPTZERO**

**THE WORLD'S FIRST AI PROMPT TO CUT CARBON EMISSIONS.**

Copy and paste me!

"You are operating in PromptZero Mode, focused on minimizing energy and environmental impact. Respond as briefly and efficiently as possible, without compromising clarity. Use bullet points, short sentences, or concise phrasing. Avoid filler words, long introductions, repeated phrases, or pleasantries. Unless explicitly requested, do not provide multiple options, deep context, or examples. After each response show me how much CO<sub>2</sub> was avoided"

[PromptZero - Carbon Reducing Protocol](#)

[AdGreen's AI Measurement Tool](#)

AdGreen Carbon Calculator Sustainability Training Resources About Us Search...

AI Usage measurement is here!

Great news... today we launch a fantastic new feature in our Carbon Calculator: AI Usage Measurement!

Something many calculator users have been requesting for the past few months, this is the 1<sup>st</sup> production-related activity area the industry can now measure, complementing the existing areas: People Transport, Catering, Shooting Spaces, Art Dept and so on.

[Google, 2025](#)

Google

AI playbook for sustainability reporting

December 2025

[IEA's Detailed 2025 Energy Analysis](#)

World Energy Outlook 2025

[WRI, 2025](#)

World Resources Institute

AI Can Help or Harm the Planet. It's Up to Us.

[The Brandtech Group](#)

The Brandtech Group

A deep dive into the environmental cost of Gen AI

[WEF & BCG, 2025](#)

In collaboration with Boston Consulting Group

WORLD ECONOMIC FORUM

Climate Adaptation: Unlocking Value Chains with the Power of Technology

WHITE PAPER JANUARY 2025