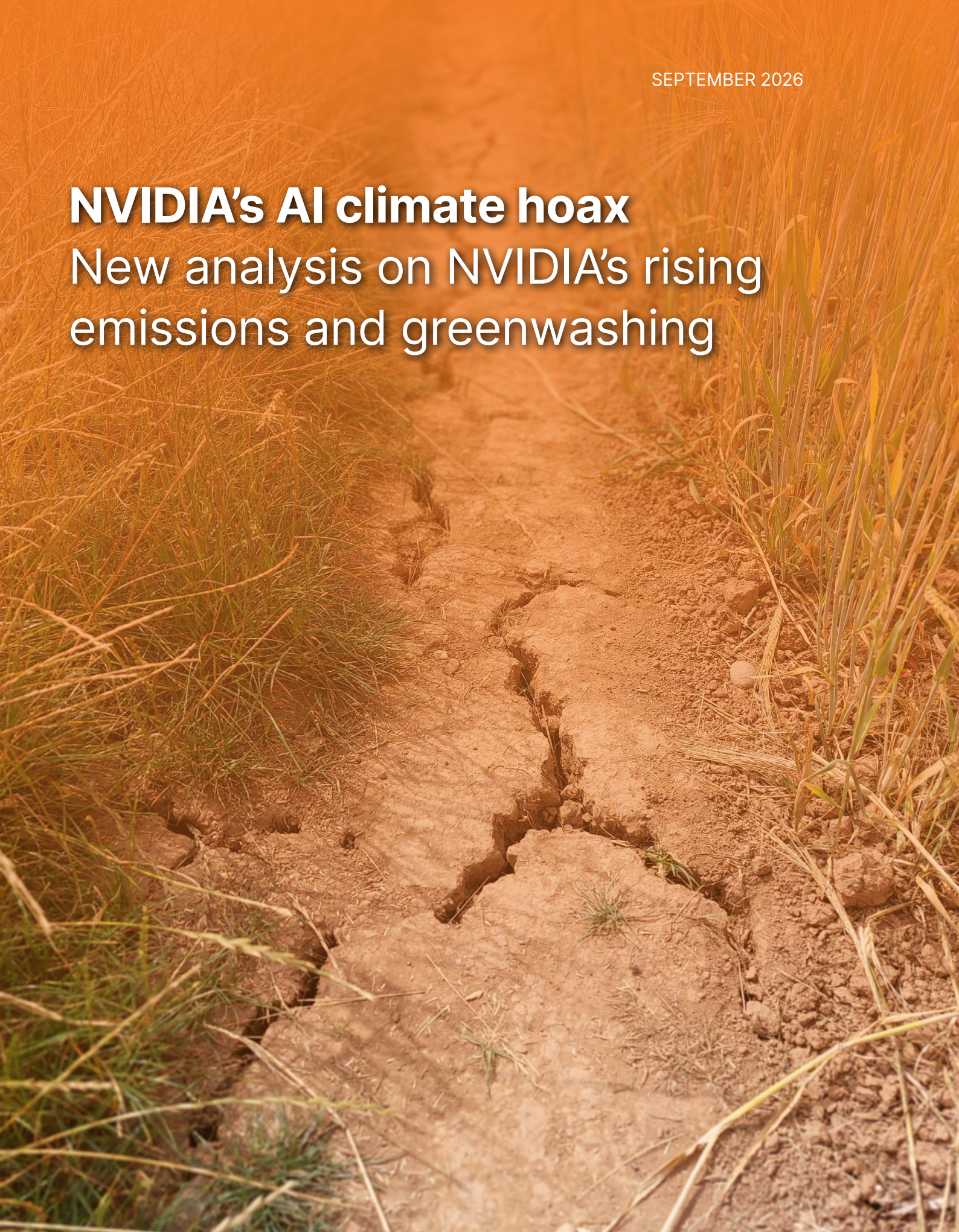


SEPTEMBER 2026

NVIDIA's AI climate hoax

New analysis on NVIDIA's rising emissions and greenwashing



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Author + Organisations

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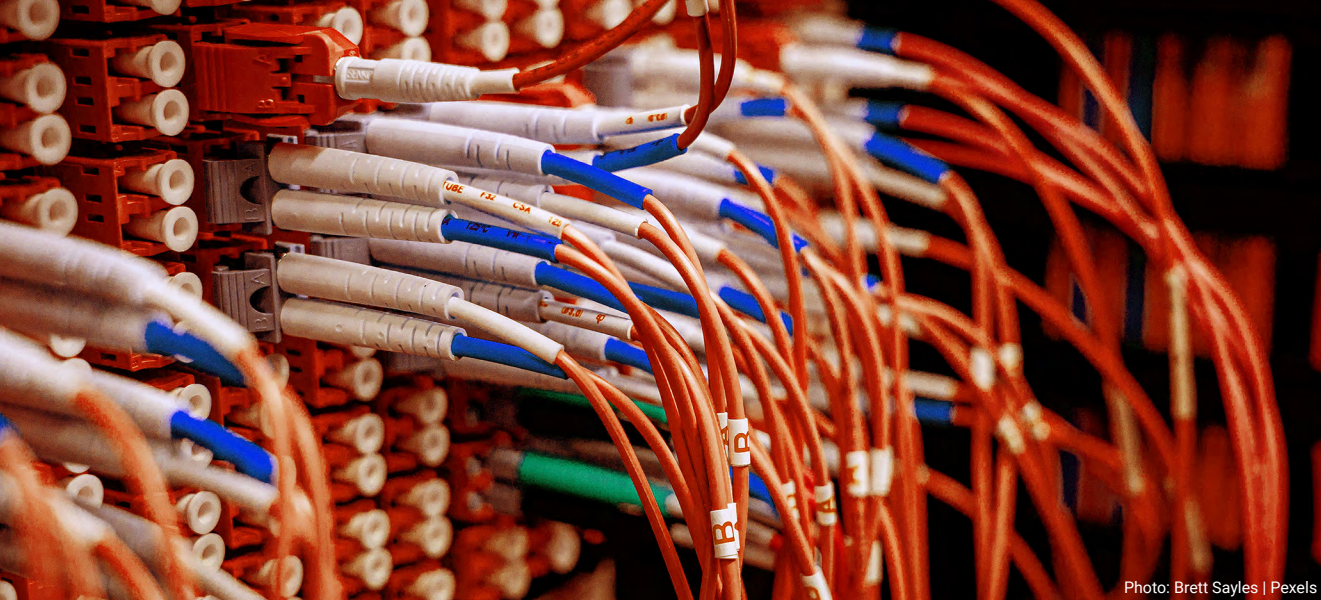


Photo: Brett Sayles | Pexels

Executive Summary

- An expanded analysis of NVIDIA's own climate reports shows that the Scope 3 emissions —primarily relating to the supply chain of chip manufacturing— have exploded by 725% since 2020. This is an increase of 9,404,790 tonnes of carbon dioxide equivalent.
- We estimate, for the first time, the undisclosed emissions from the 'downstream' use of NVIDIA's sold chips. This could be up to 21 million tonnes of carbon dioxide equivalent in 2025, nearly twice their supply chain emissions and on par with the reported product-use emissions of state-owned Russian Coal.
- NVIDIA will supply hardware to what may end up as the planet's largest fossil-fuelled data centre in the US, a facility that reportedly may emit around 20 million tonnes of carbon dioxide equivalent a year. This is more than the reported emissions of Nigeria's power grid.
- This briefing also includes the first analysis of NVIDIA's claims about AI climate benefits, and finds the company, the world's greatest beneficiary of the AI boom, misleadingly claims to be aligned with climate and environmental responsibility.
- Contrary to NVIDIA's claims, the evidence compiled in this report suggests data centre growth may have a net detriment to power grids, regardless of the use of demand flexibility and efficiency gains; which are central themes in the company's climate-related announcements.



Photo: Tara Winstead | Pexels

Introduction

In February 2026, a consortium of climate groups led by Ketan Joshi (lead author of this briefing note) released “The AI Climate Hoax”¹; the first bespoke analysis of greenwashing associated with the growth of the artificial intelligence (AI) industry.

That report found companies conflate differing types of AI (traditional vs generative), with the hope of over-emphasising minor and weakly-evidenced benefits and downplaying strongly-evidenced harms of AI.

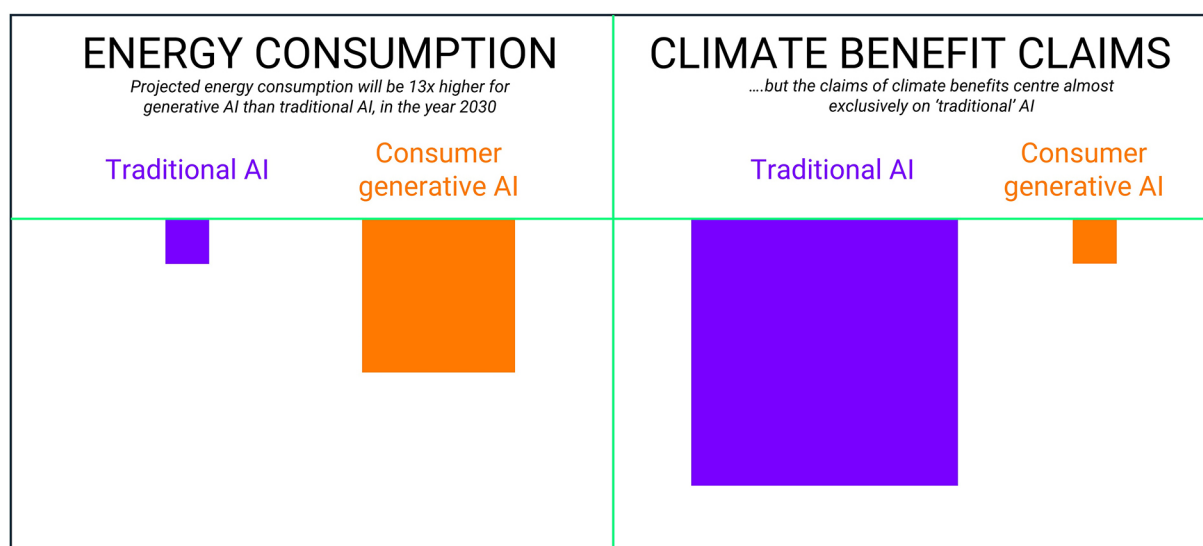


FIGURE 1 - 'AI CLIMATE HOAX' FINDINGS.

“The AI Climate Hoax” found that most impacts from ‘AI’ stem from generative AI, while most claims of climate benefits relate to traditional AI.

1. Joshi et al, 2026, “The AI Climate Hoax” <https://ketanjoshi.co/2026/02/17/big-tech-greenwashing-report/>

Since the release of that report, several organisations have adjusted their language. Google, while still making several problematic statements², no longer³ claims in its latest report⁴ that 'AI can reduce global emissions 5-10%'⁵ (a claim found to be unsupported in February's 'AI climate hoax' report). The International Energy Agency (IEA) now clearly delineates⁶ between differing types of AI.

While this previous work focused on statements from hyperscalers such as Google, Amazon and Microsoft, there is evidence that NVIDIA, one of the world's largest AI hardware and infrastructure

providers, has been sharing many of the same problematic greenwashing tropes. NVIDIA's size and influence have grown in the past few years, making its statements on climate, energy and AI highly influential.

This briefing summarises key areas of misleading rhetoric used by the company. As in previous work, we compare the misleading picture painted by NVIDIA's statements to the evidence uncovered by campaigners and experts, including original analysis of NVIDIA's latest sustainability report.

2. Joshi, 2026, "Google's exponential path to climate-wrecking digital bloat" <https://ketanjoshi.co/2026/07/01/googles-exponential-path-to-climate-wrecking-digital-bloat/>

3. Joshi et al, 2026, "The AI Climate Hoax" <https://ketanjoshi.co/2026/02/17/big-tech-greenwashing-report/>

4. Google, 2026, Sustainability report <https://sustainability.google/google-2026-environmental-report/>

5. Google, 2024, Sustainability report <https://blog.google/company-news/outreach-and-initiatives/sustainability/2024-environmental-report/>

6. International Energy Agency, 2026, "We mapped every data centre on earth" (14:36) <https://youtu.be/8M3MciEmC5c?t=876>



Section 1 - NVIDIA's climate damage

NVIDIA's business lies primarily in the production and sale of computational hardware⁷. The outsourced supply of raw materials for these chips and the manufacturing process are both incredibly energy-intensive. Once these chips are sold, they are used in similarly energy-intensive data centre buildings, now primarily for the purpose of operating generative AI⁸.

NVIDIA's partnerships and products also directly assist fossil fuel companies. According to an investigation by DeSmog⁹ in late 2025, during a major oil and gas conference in Rio de Janeiro, NVIDIA "sent a senior energy staffer to sell bespoke AI software to help oil giants dredge up ever-vaster troves of fossil fuels. NVIDIA did so even though the tech giant markets itself as a creator of AI-driven climate crisis solutions". NVIDIA sits as an active enabler between two

extremely high-polluting ends of the lifecycle of modern generative AI technologies. This section explores both of those ends.

1.1 - Production emissions

Emissions associated with NVIDIA's supply chain have nearly tripled since 2024, according to recent analysis by Greenpeace East Asia (GPEA)¹⁰.

In this briefing, we compile disclosed Scope 3¹¹ greenhouse gas emissions data back seven years, and show that the company's disclosed Scope 3 emissions have grown a remarkable 725% since 2020. This is an increase of 9,404,790 tonnes of carbon dioxide equivalent; roughly the total annual power sector emissions of Belgium¹².

7. 2026, Nvidia, "About us" <https://www.nvidia.com/en-us/about-nvidia/#About%20Us>

8. Our World in Data, 2026, "NVIDIA's revenue from data centers and AI has grown 1,300-fold in the last 12 years" <https://ourworldindata.org/data-insights/nvidias-revenue-from-data-centers-and-ai-has-grown-1300-fold-in-the-last-12-years>

9. Rei Takver, DeSmog, 2025 "NVIDIA Flogged AI for Brazilian Oil and Gas on Eve of COP30" <https://www.desmog.com/2025/11/07/NVIDIA-flogged-ai-brazilian-oil-and-gas-cop30/>

10. Greenpeace East Asia, 2026, "NVIDIA's FY2026 Sustainability Report Reveals Scope 3 Emissions Have Nearly Tripled Since 2024: Greenpeace Response" <https://www.greenpeace.org/eastasia/press/68806/NVIDIAs-fy2026-sustainability-report-reveals-scope-3-emissions-have-nearly-tripled-since-2024-greenpeace-response/>

11. 'Scope 3' emissions relate to measured greenhouse gas impacts outside the formal boundaries of the company's activities, such as the emissions from manufacturing raw materials used in manufacturing, or the use of products sold by a company.

12. Ember, 2026, Power sector emissions by country <https://ember-energy.org/data/electricity-data-explorer/?entity=Belgium&data=emissions> - Note that while comparisons such as these cannot be taken to be exact (as one refers to a measure of Scope 3 emissions and another refers to country-level emissions), they are included in this report for a sense of scale.

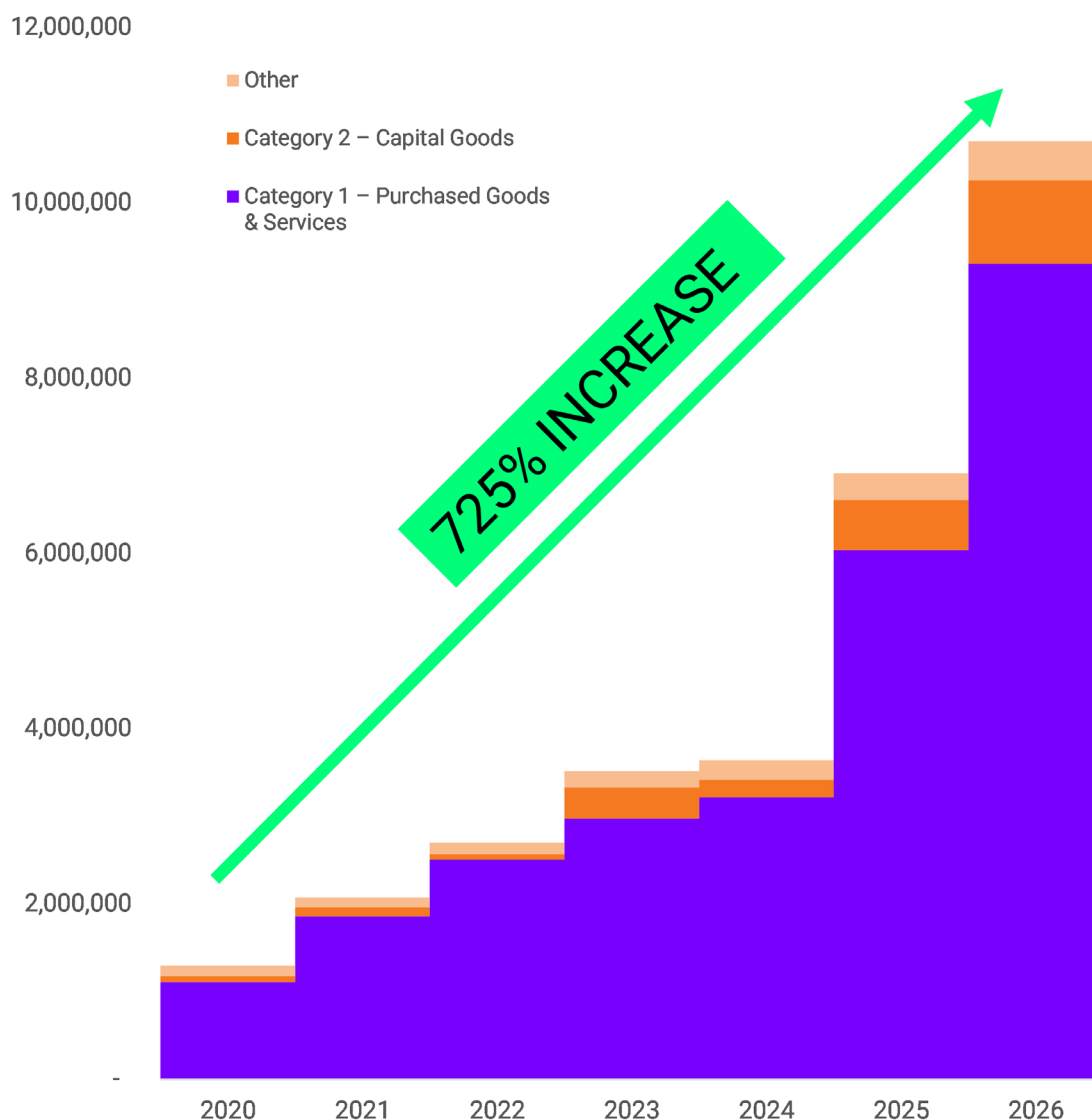


FIGURE 2 - NVIDIA'S DISCLOSED SCOPE 3 EMISSIONS.

Years 2020 to 2023 sourced from FY21-FY24 sustainability reports. 2024 to 2026 sourced from June 2026 report. All years are in 'financial year' ending. All values in tonnes of carbon dioxide equivalent. "Other" relates to categories 3,4,5,6,7 and 8. Note that 'downstream' product emissions are not included here; this is discussed below.

As Greenpeace East Asia wrote, "the increase was primarily driven by upstream emissions from producing the components, materials, and manufacturing services required for its GPUs and AI systems". As such, they called for NVIDIA to start with "setting clear, time-bound renewable energy targets for its supply chain in East Asia". A recent study examining NVIDIA's supply chain decarbonisation by Greenpeace East Asia

showed that only about 25% of the electricity consumed by the company's top suppliers in East Asia was from renewable energy¹³.

NVIDIA prominently claims to match "100% renewable energy"¹⁴ for its operations. But as can be seen in figure 3, these operational Scope 2 emissions pale in comparison to Scope 3 emissions:

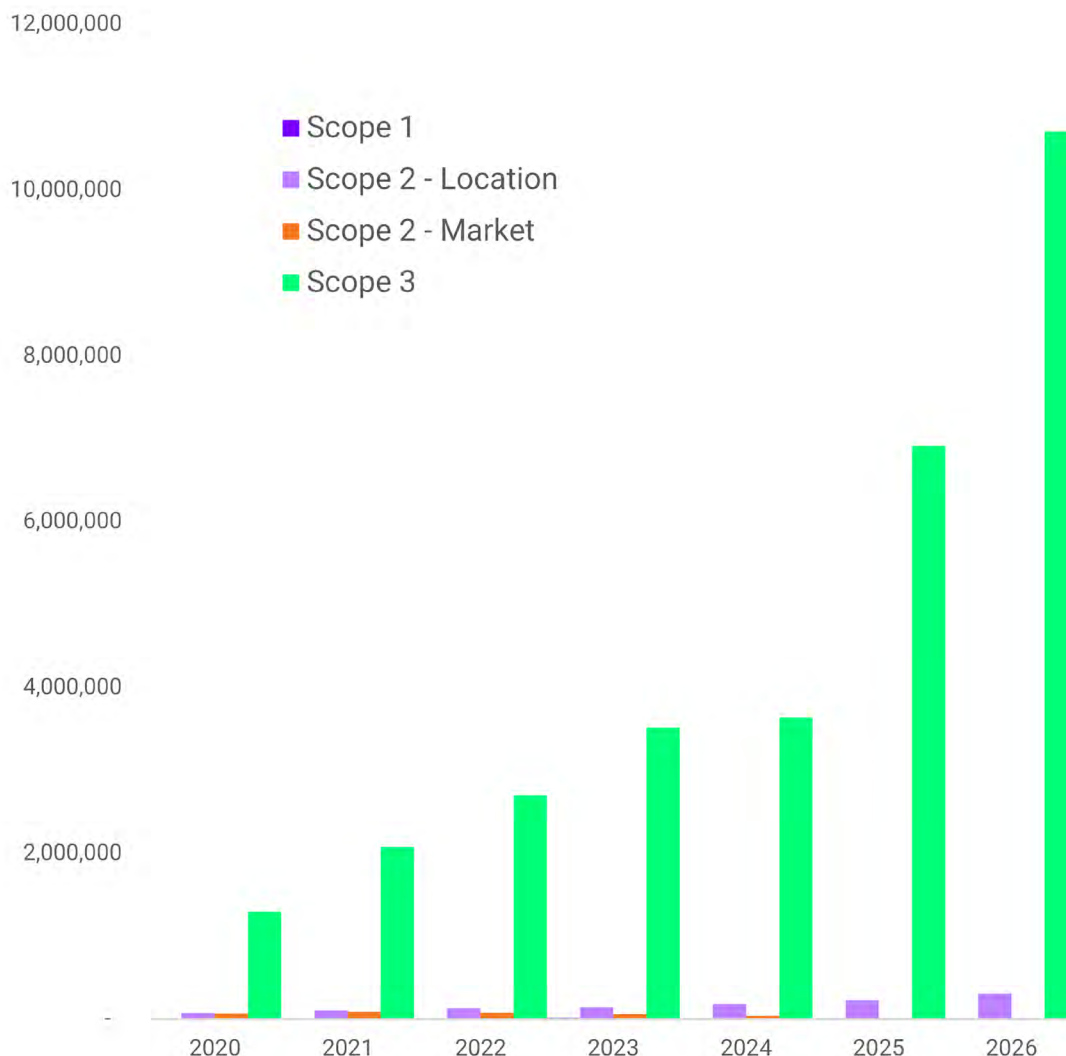


FIGURE 3 - SCOPE 1, 2 AND 3 EMISSIONS FOR NVIDIA.

All values in tonnes of carbon dioxide equivalent. All data sourced from varying NVIDIA sustainability reports¹⁵.

As Avex Li, Project Lead for Greenpeace East Asia's AI Supply Chain Campaign, said:

"Instead of shirking its climate responsibility and using regional grid constraints as an excuse, NVIDIA needs a measurable supply chain decarbonisation roadmap with clear targets, timelines and accountability. It's clear that the company has both the financial resources and

market power to drive this transition.

When our activists confronted NVIDIA CEO Jensen Huang during his visit to Taiwan this year, he acknowledged the importance of investing in additional renewable energy in NVIDIA's manufacturing regions. We hope this was more than a publicity stunt. That recognition must now translate into concrete action."

13. Greenpeace East Asia, 2026. "Greenpeace: NVIDIA Records Highest-Ever Revenue While Outsourcing Massive Supply Chain Emissions to East Asia" <https://www.greenpeace.org/eastasia/press/68666/greenpeace-NVIDIA-records-highest-ever-revenue-while-outsourcing-massive-supply-chain-emissions-to-east-asia/>

14. Nvidia, 2026, FY26 Sustainability Report Page 5 "For the second consecutive year, NVIDIA matched 100% of our global electricity consumption with clean energy" <https://images.nvidia.com/aem-dam/Solutions/documents/NVIDIA-Sustainability-Report-Fiscal-Year-2026.pdf>

15. 2020 and 2021 are sourced from the FY21 report. 2022 and 2023 are sourced from the FY24 report. 2024 to 2026 are sourced from the FY26 report. All data cross-checked with overlapping years or for continuity to assess for major methodological changes between reports. All reports can be found at NVIDIA's reports archive: <https://www.nvidia.com/en-us/foundation/archives/>

1.2 - NVIDIA's hidden product-use emissions

The emissions impact from the use of the products NVIDIA sells matters enormously, given they are supplying what is reported to be the most energy-intensive component¹⁶ of the unprecedented and fossil-fuelled data centre buildout. Despite this, the company does not disclose 'category 11' emissions, which would

estimate the resulting greenhouse gas emissions from the use of NVIDIA's sold products. NVIDIA only discloses eight categories out of a possible 15 for its Scope 3 emissions.

This is in stark contrast to AMD, another chip company, which discloses its Scope 3 'downstream' emissions associated with the use of its sold products, including category 11¹⁷:

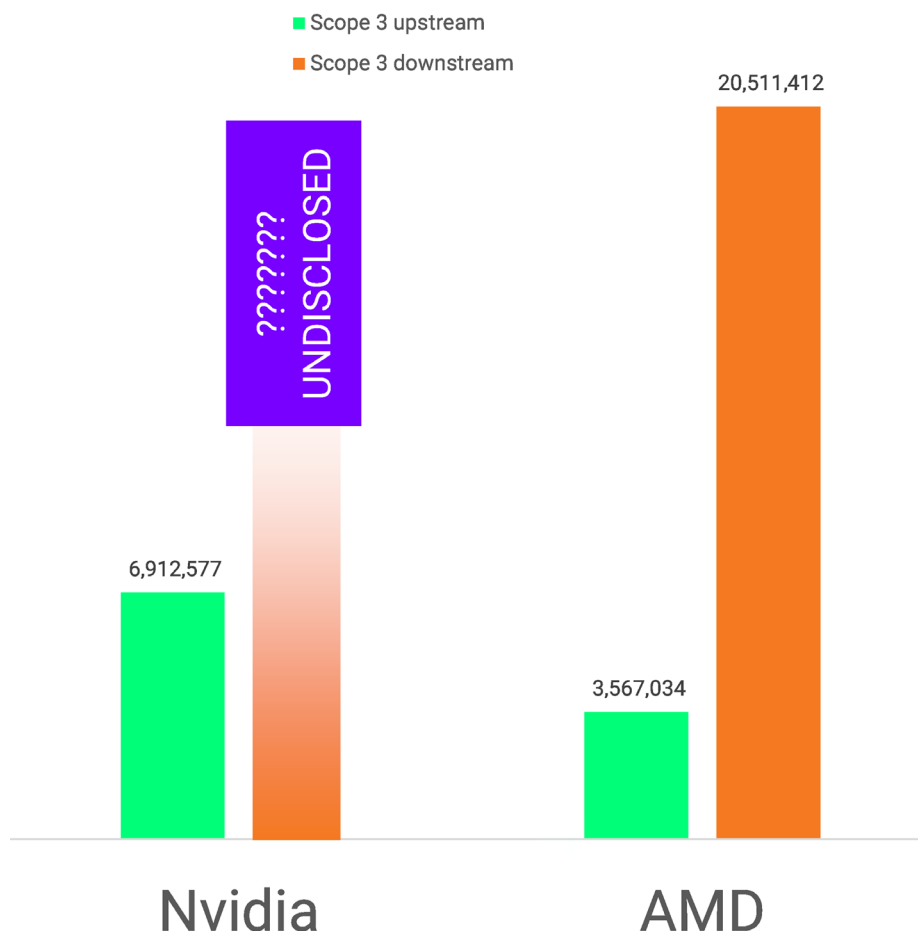


FIGURE 4 - AMD SCOPE 3 DISCLOSURE VERSUS NVIDIA.

"Upstream" emissions for both are Scope 3, categories 1 through to 8. "Downstream" emissions for AMD are categories 11, 12 and 15¹⁸. NVIDIA data from FY2026 sustainability report¹⁹. AMD data from 2025-26 Corporate Responsibility Report. AMD data cover Dec 29 2024 to Dec 27, 2025. NVIDIA data cover Jan 27 2025 to Jan 25 2026. All data in tonnes of carbon dioxide equivalent.

16. Lawrence Berkeley National Lab, Smith et al, 2026 "United States Data Center Energy Usage Report: 2025 Update" (Figure 9; power consumption AI specialised chips is greatest) <https://escholarship.org/uc/item/33m6w3x0>

17. AMD, 2026, sustainability report - <https://www.amd.com/content/dam/amd/en/documents/corporate/cr/corporate-responsibility-report.pdf> + Environmental performance indicators page <https://www.amd.com/en/corporate/corporate-responsibility/cr-data-tables.html>

18. AMD, 2026, sustainability report - <https://www.amd.com/content/dam/amd/en/documents/corporate/cr/corporate-responsibility-report.pdf> + Environmental performance indicators page <https://www.amd.com/en/corporate/corporate-responsibility/cr-data-tables.html>

19. All reports can be found at NVIDIA's reports archive: <https://www.nvidia.com/en-us/foundation/archives/>

Green Century Capital Management, an Nvidia shareholder, filed a recent shareholder resolution asking NVIDIA to disclose the emissions impact of its product sales²⁰. “NVIDIA’s drive for data center dominance comes with climate consequences,” said Green Century Shareholder Advocate Giovanna Eichner. “Reporting product emissions would help ensure the company’s growing environmental impact is matched by the accountability its customers and the public increasingly expect.” The vote was held in June 2026, and the proposal did not pass²¹. Of note was the vote in support of the proposal from Norges Bank Investment Management (NBIM), the world’s largest sovereign wealth fund, of which NVIDIA is their largest investment (holding 1.28% of NVIDIA shares)²². NBIM stated that “The board should account for material sustainability risks facing the company, and the broader environmental and social consequences of its operations and products”²³.

To date, NVIDIA has not announced any plans to disclose product use emissions.

In lieu of disclosure, we can attempt to at least estimate what this number may be. Analytics firm Epoch AI estimates²⁴ that, from the beginning of 2022 to the end of Q2 2026, NVIDIA had sold a cumulative total of more than 12.4 gigawatts of chips, using its own approximations of sales and the power consumption of each unit sold.

Using a simple approximation for each quarter’s cumulative chip sales, assumed utilisation, and various grid emissions factors, we estimate below that **the total product use emissions for all NVIDIA products sold from 2022 to the end of 2025 to be somewhere between 4 and 21 megatonnes of carbon dioxide equivalent over the span of one year’s worth of use; the upper range of which is comfortably more than double the company’s already copious supply chain emissions.**

20. Green Century, 2026, “Shareholders Call for NVIDIA to Report Carbon Costs of AI” <https://www.greencentury.com/shareholders-call-for-NVIDIA-to-report-carbon-costs-of-ai/>

21. US Securities and Exchange Commission, 2026, “Stockholders did not approve the non-binding stockholder proposal to request a report disclosing GHG emissions from the use of the NVIDIA Corporation’s sold products” <https://www.sec.gov/Archives/edgar/data/1045810/000104581026000056/nvda-20260624.htm>

22. NBIM, retrieved September 10 2026, <https://www.nbim.no/en/investments/all-investments/>

23. NBIM, 2026, “NVIDIA Corporation” voting record, <https://www.nbim.no/en/responsible-investment/voting/our-voting-records/meeting?m=2084342>

24. Epoch AI, 2026, “AI Chip Sales” Updated August 27th 2026, retrieved September 1st 2026 <https://epoch.ai/data/ai-chip-sales?view=graph&tab=power&designerSelect=NVIDIA&projectUntil=24321>

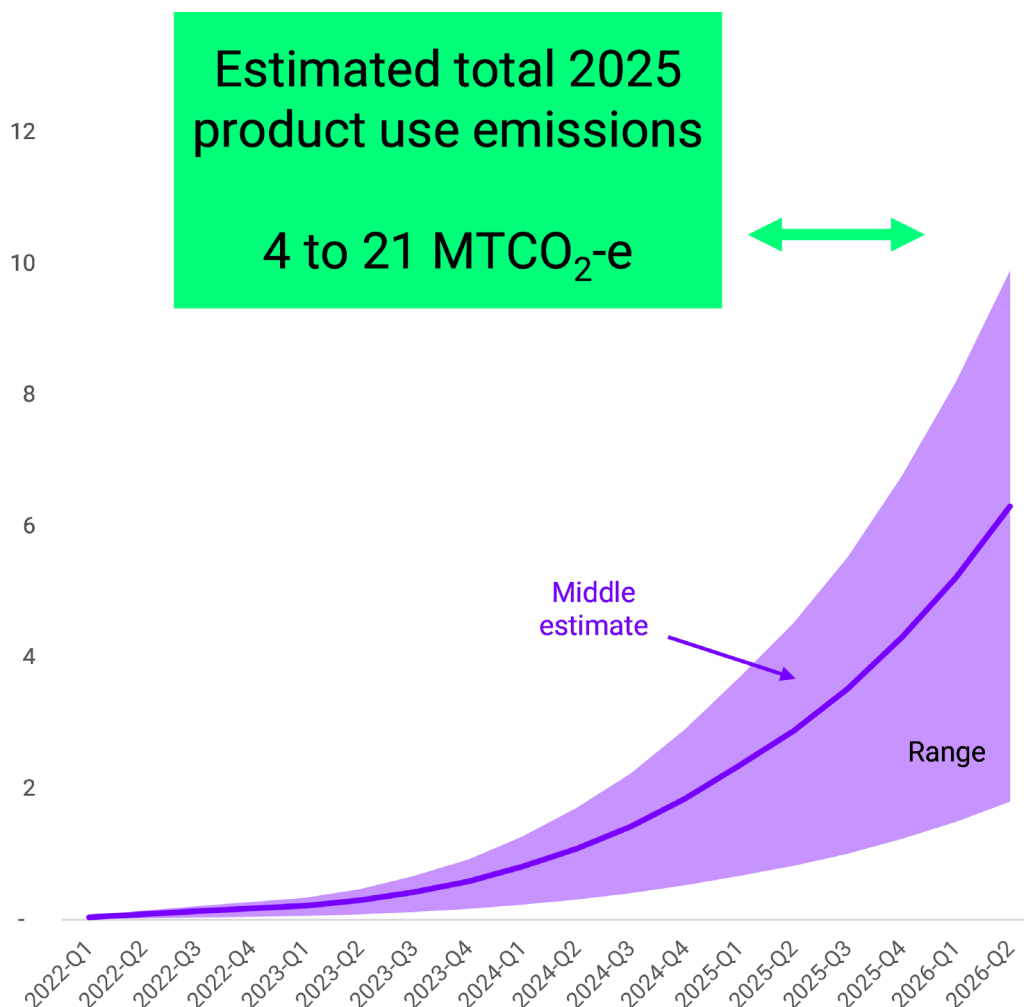


FIGURE 5 - NVIDIA'S PRODUCT USE EMISSIONS ESTIMATE.

Range relates to lower, middle and higher grid emissions factors. All values in megatonnes of carbon dioxide equivalent released per quarter, from the operation of all chips sold from Q1 2022 to that quarter. A detailed explanation of these calculations can be found in the appendix of this report.

These numbers are an extremely conservative estimate; they do not include the 'overhead' power consumption of data centres (such as air-conditioning). Including this would likely double the numbers²⁵. We also do not include the off-grid gas boom (which uses notoriously dirty gas turbines).

While the numbers above are conservative estimates, the scale of emissions associated

with the use of NVIDIA's extremely energy-hungry product puts its Scope 3 emissions on a par with fossil fuel companies such as Australia-based Santos or Russian Coal (product-use emissions are reportedly 26 and 21 MTCO₂-e respectively²⁶).

Unlike fossil fuel companies, NVIDIA's product sales are electrical technologies that can run on clean energy, and these undisclosed and 'hidden' emissions could be a stimulus for focusing

25. Lawrence Berkeley National Lab, Smith et al, 2026 "United States Data Center Energy Usage Report: 2025 Update" (Figure 9; power consumption including overhead estimates) <https://escholarship.org/uc/item/33m6w3x0>

26. Carbon Majors dataset, retrieved September 2026 <https://carbonmajors.org/> - note that product use calculations for the entities in this dataset relate to the combustion of energy sold; whereas the calculations presented here for NVIDIA relate to grid-level emissions for the operation of an electrical technology.

product sales in regions and to customers with significantly cleaner mixes. While the suppliers of energy-hungry technologies may claim they cannot influence customers' energy decisions, it is clear that discretion can be a positive driver of change, in the same way technology companies drove a large number of renewable energy deals in the 2010s.

Unfortunately, this does not seem to be a major priority for NVIDIA. NVIDIA recently announced²⁷ they will be exclusively supplying

the computational infrastructure at the "PORTS-Pike" data centre project located in Ohio.

This project will be powered by a 9.2 gigawatt fossil gas power plant; if built it will reportedly be the largest power plant ever built in the United States of any kind by a significant margin, according to Global Energy Monitor's list of operating facilities²⁸. Indeed, the report shows that the PORTS-Pike gas²⁹ plant would be the largest gas-fired power station in the world once operational.

Ranking	Project name	Country	Status	Industry	Capacity (MW)
1	Fermi America Project Matador power station	United States	Planning	Data Centre	10,640
2	Portsmouth Powered Land Project	United States	Planning	Data Centre	9,200
3	Ghazlan power plant	Saudi Arabia	Operation	Oil & refining	4,256
	Ghazlan power plant	Saudi Arabia	Planning	Oil & refining	4,500
4	Power Pleasant Campus power station	United States	Planning	Data Centre	8,160
5	GW Ranch Energy Center	United States	Planning	Data Centre	7,655
6	Nexus Hubbard power plant	United States	Planning	Data Centre	7,230
7	Surgut GRES-2 power station	Russia	Operation	General	5,742
	Surgut GRES-2 power station	Russia	Planning	General	830
8	Kilby power plant	United States	Planning	Data Centre	5,368
9	Nextera-Comstock power station	United States	Planning	Data Centre	5,200
	Schahfer Generating Station	United States	Operation	General	258
10	Schahfer Generating Station	United States	Planning	Data Centre	3,986
	Schahfer Generating Station	United States	Planning	General	860

FIGURE 6 - TOP PLANNED AND OPERATING GAS PLANTS, WORLDWIDE (AS REPORTED BY GLOBAL ENERGY MONITOR).

Gas plants with units at differing stages are shown as merged rows.

If Ghazlan (#2) proceeds, it will still be smaller than PORTS-Pike

According to estimates published by Bloomberg New Energy Finance³⁰, the annual emissions of a gas plant at this scale would be around

20 megatonnes of carbon dioxide equivalent; roughly equivalent to the annual grid emissions of the country of Nigeria.

27. NVIDIA, 2026, "NVIDIA Guarantees SB Energy's PORTS-Pike Technology Campus in Ohio to Exclusively Host NVIDIA AI Compute" <https://NVIDIAnews.NVIDIA.com/news/NVIDIA-guarantees-sb-energy-s-ports-pike-technology-campus-in-ohio-to-exclusively-host-NVIDIA-ai-compute>

28. Global Energy Monitor, 2026, oil and gas plant tracker <https://globalenergymonitor.org/projects/global-oil-gas-plant-tracker#download>

29. PORTS-Pike Technology campus, 2026, "PORTS-Pike Technology Campus America's Corridor for Digital Economy and Advanced Manufacturing Builds From Here" <https://portscampus.com/>

30. Bloomberg, Aaron Clark and Eric Roston, 2026 "Trump-Backed Gas Plant Could Become Biggest US Power Polluter" <https://www.bloomberg.com/news/articles/2026-02-21/trump-backed-gas-plant-could-become-biggest-us-power-polluter> - See additional estimates from Canary Media, supplied by email from Rhodium group in 2026 <https://www.canarymedia.com/articles/fossil-fuels/trump-deal-33b-gas-megaplant-ohio-hurdles> (between 16 to 'more than 20)

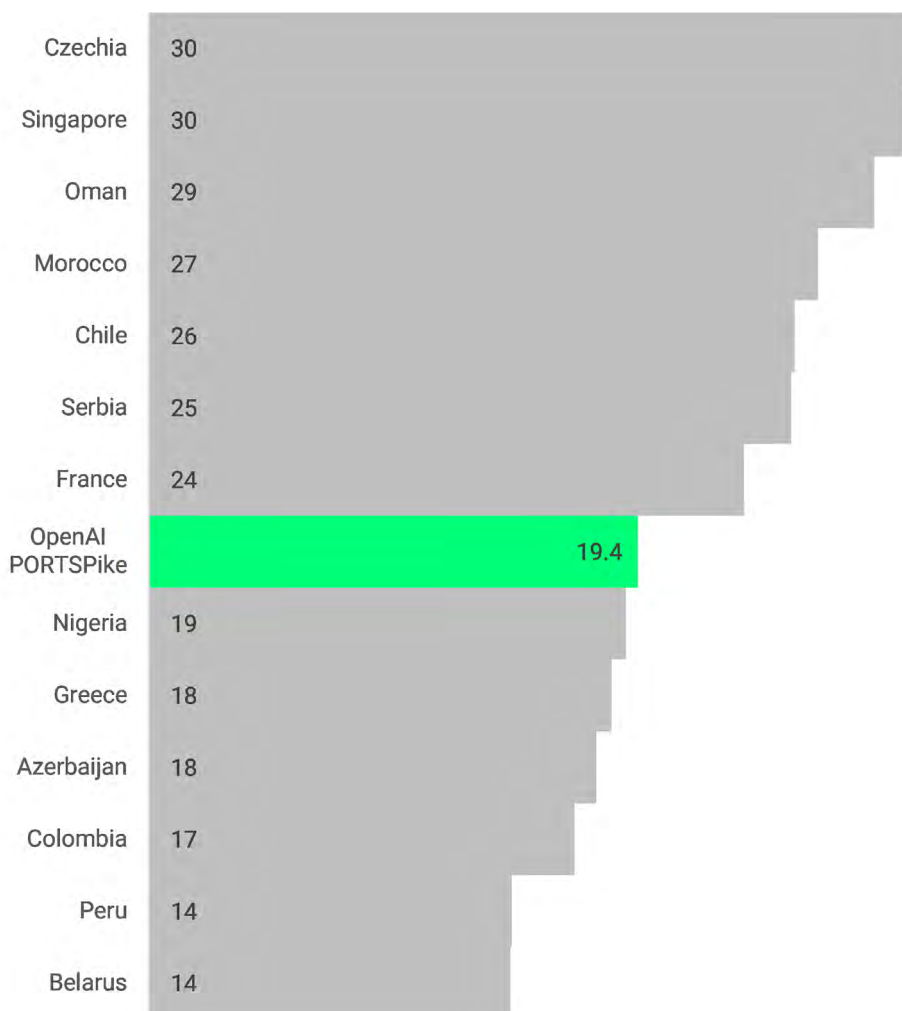


FIGURE 7 - REPORTED PORTS-PIKE GAS EMISSIONS VS COUNTRY GRID EMISSIONS ESTIMATES.

Country-level grid emissions (2025) via Ember³¹. PortsPike emissions estimate sourced from Bloomberg New Energy Finance³². All values in megatonnes of carbon dioxide equivalent

The NVIDIA product use estimate only concerns chips that have already been sold by NVIDIA.

Fossil-fuelled megaprojects such as the PORTS-Pike project discussed above suggest

the future 'product use' emissions of NVIDIA may become significantly worse, if the company decides to provide hardware to similar sites that are running³³ on polluting fossil fuels.

31. Ember, 2026, Power grid emissions <https://ember-energy.org/data/electricity-data-explorer/>

32. Bloomberg, Aaron Clark and Eric Roston, 2026 "Trump-Backed Gas Plant Could Become Biggest US Power Polluter" <https://www.bloomberg.com/news/articles/2026-02-21/trump-backed-gas-plant-could-become-biggest-us-power-polluter> - See additional estimates from Canary Media, supplied by email from Rhodium group in 2026 <https://www.canarymedia.com/articles/fossil-fuels/trump-deal-33b-gas-megaplant-ohio-hurdles> (between 16 to 'more than 20')

33. Data center Frontier, 2026, "The project involves a massive 10-GW development, including 9.2 GW of natural gas capacity and 8 GW of IT capacity leased to OpenAI under a 20-year agreement", <https://www.datacenterfrontier.com/hyperscale/article/55398883/ports-pike-takes-shape-as-an-8-gw-ai-infrastructure-model>



Photo: Алексей Паршуков | Pexels

Section 2 - NVIDIA's key greenwashing tactics

NVIDIA is the world's largest supplier of graphics processing units (GPUs) worldwide. GPUs are computing equipment used traditionally for graphics processing and more recently used for machine learning applications (namely: generative AI producing text, images and videos en masse). The company describes itself³⁴ as offering "full stack AI infrastructure", including GPUs, parallel computation software (CUDA) and cloud services; together christened "AI factories" by NVIDIA's CEO, Jensen Huang. NVIDIA appears to be deeply engaged in financing its own customers and other major players in the space. In August 2026, NVIDIA announced³⁵ partnerships with Apollo, BlackRock, Blackstone, Brookfield, Goldman Sachs and KKR to mobilise more than \$500 billion for AI infrastructure. NVIDIA's 2026 10-K disclosure states that "We expect to continue investing in our ecosystem. We are finalising an investment and partnership agreement with OpenAI"³⁶.

In July 2025, NVIDIA reached a market capitalisation of \$4 trillion USD (the first company to ever do so³⁷), now the highest market capitalisation of all companies. It is currently around \$5.4 trillion USD³⁸. No company on Earth has benefited more from the AI boom than NVIDIA.

Despite the size of the company, and its immense resources, it is tough to describe it as a leader or even as doing the 'bare minimum' when it comes to attempting to restrain the climate impact of generative AI, when key emissions estimates remain undisclosed. However, NVIDIA proactively and regularly discusses AI climate 'benefits' in public events and media,

The following section focuses on these climate benefit statements made by NVIDIA which are either not well supported by evidence, or contradict the findings of other experts or organisations.

34. NVIDIA, 2026, "Smarter Business. Accelerated With NVIDIA AI" <https://www.NVIDIA.com/en-us/platforms/ai/>

35. NVIDIA, 2026, "NVIDIA Partners With Apollo, BlackRock, Blackstone, Brookfield, Goldman Sachs and KKR to Establish AI Compute Infrastructure Financing Platforms to Mobilize Over \$500 Billion of Third-Party Capital" <https://nvidianews.nvidia.com/news/nvidia-partners-with-apollo-blackrock-blackstone-brookfield-goldman-sachs-and-krk-to-establish-ai-compute-infrastructure-financing-platforms-to-mobilize-over-500-billion-of-third-party-capital>

36. Securities and Exchange Commission, 2026, <https://www.sec.gov/Archives/edgar/data/1045810/000104581026000021/nvda-20260125.htm> - Page 44

37. Guardian, 2025, "NVIDIA becomes first company to reach \$4tn in market value" <https://www.theguardian.com/technology/2025/jul/09/NVIDIA-first-company-4-trillion>

38. Companies Market Cap, 2026 <https://companiesmarketcap.com/nvidia/marketcap/> - Accessed 8th September 2026

2.1 - NVIDIA's claim that AI will solve climate change isn't backed by facts

NVIDIA's representatives have made public statements that over-emphasise weakly-evidenced benefits while downplaying or seemingly outright ignoring the strongly-evidenced risks. Several of these statements are collected below.

This narrative helps greenwash the rapid expansion of AI infrastructure, turning climate concern into a marketing tool for further AI growth. NVIDIA benefits directly from this story: the more AI is framed as essential to solving the climate crisis, the more demand grows for its so-called "AI factories". This allows NVIDIA to promote a green image while profiting from and itself driving an AI boom that is increasing electricity demand, resource use, and emissions across the tech sector.

As we lay out in this briefing, NVIDIA prominently highlights narrow gains while omitting the full story of its climate impacts. Below, we compile several examples of NVIDIA claiming its AI efforts are a 'net benefit' to climate or the energy transition.

The negative impact of the AI industry is significant

Evidence: 'AI for climate' claims conflate older, narrow 'traditional AI' machine learning systems with large, energy-intensive generative AI, which is likely driving most of the industry's rising greenhouse gas impacts³⁹. The actual emissions and climate benefits of machine learning systems, even the 'traditional' ones, have sometimes been presented with weak or even reportedly AI-generated evidence, by academics⁴⁰. As discussed later in this section,

the greenhouse gas emissions impact of generative AI will be significant.

NVIDIA's claim: The broad deployment of AI will serve as a net benefit for emissions reductions and climate action.

Example statements

- "But I will mention that I think the trend towards **net emissions reductions enabled by AI**, to me, looks almost unavoidable at this point"
"So even if in the near term, we see an increase in emissions globally due to the build out of AI, I think in the medium and long term we will end up with **net reductions** for all the reasons that are covered in those papers that I mentioned"

Source: Josh Parker, Head of Sustainability at NVIDIA, May 2026, Heatmap News Podcast Interview <https://heatmap.news/podcast/shift-key-s3-e51-NVIDIA-transcript>

- "I think **AI is the best tool for sustainability that the world has ever seen**, really. It is a tool, and it can be used for good or for not good, but AI is a potential enabler of some of these huge moonshots that we need to try to innovate our way out of challenges.... So the net benefits of AI, these second-order impacts we've been talking about, I'm very optimistic, or at least hopeful, that in the long term those will end up being positive for the environment and for energy"

Source: Josh Parker, Head of Sustainability at NVIDIA, March 2025, GTC San Jose <https://www.NVIDIA.com/en-us/on-demand/session/gtc25-s72680/>

39. Joshi et al, 2026, "The AI Climate Hoax" <https://ketanjoshi.co/2026/02/17/big-tech-greenwashing-report/>

40. Jo Lindsay Walton, 2024, "Will AI save the planet? Why the evidence is flawed" <https://theconversation.com/will-ai-save-the-planet-why-the-evidence-is-flawed-240133>

- Huang: “The benefits of using AI to predict weather instead of using supercomputers to predict weather as we do now can save a ton of energy”.

Interviewer: “So it’s **part of the solution** as we think about climate, not so much part of the problem?”

Huang: “It really is”

Source: Jensen Huang, NVIDIA CEO, October 2025 Bipartisan Policy Center https://www.youtube.com/watch?v=0UFKwv_Xy6s

There is no clear ‘consensus’ that AI growth ‘helps’ climate

Evidence: There is a broad spectrum of differing opinions on this question. The International Energy Agency’s May 2025 report⁴¹ blended different AI types, and a February 2026 analysis found to have been based on weaker forms of evidence; as was the Grantham Institute study⁴². The oft-cited Boston Consulting Group report was reportedly found to have been based on conversations with clients rather than rigorous study.⁴³ It is proven, however, that AI growth is currently accelerating greenhouse gas emissions.⁴⁴ More recent works examining the question of the ‘net’ impact of AI raises further questions around other second-order effects⁴⁵.

NVIDIA’s claim: There is a consensus that AI will be a ‘net benefit’ for climate

Example statements

- “The very **rapidly growing consensus** is that AI is most likely to lead to net emissions

reductions, especially if it’s deployed broadly. So organisations like the International Energy Agency, World Economic Forum, Boston Consulting Group, Grantham Institute have all come to that conclusion that AI, because of its transformational impacts on other sectors in particular around energy efficiency and so forth, is poised to drive net emissions reductions”

- “So if I were to pick a metric, I would say, what’s the net impact on emissions that AI is creating? And **it’s really a positive one if you look at those studies**”

Source: Josh Parker, Head of Sustainability at NVIDIA, May 2026, Heatmap News Podcast Interview <https://heatmap.news/podcast/shift-key-s3-e51-NVIDIA-transcript>

- “If you run the numbers on emissions associated with [AI data centre] electricity consumption, you get to around less than 0.1% of global emissions are associated with AI consumption in 2024. So that puts in Scope the little bit of effort that we need to do to have AI become net positive in reducing emissions. And as the Grantham Institute has noted and the IEA, there is absolutely the potential for AI to have **net reductions in greenhouse gas emissions**. The key thing is how quickly and broadly we deploy it for those goals”⁴⁶

Source: Josh Parker, Head of Sustainability at NVIDIA, 13 March 2026, Sustainability Magazine Panel session <https://youtu.be/DH0NAE8PmWQ?t=1918>

41. International Energy Agency, 2025, “Energy and AI” <https://www.iea.org/reports/energy-and-ai>

42. Joshi et al, 2026, “The AI Climate Hoax” <https://ketanjoshi.co/2026/02/17/big-tech-greenwashing-report/>

43. Joshi et al, 2026, “The AI Climate Hoax” <https://ketanjoshi.co/2026/02/17/big-tech-greenwashing-report/>

44. Joshi et al, 2026, “The AI Climate Hoax” <https://ketanjoshi.co/2026/02/17/big-tech-greenwashing-report/>

45. Turliuk and Sterman, 2026, “The Net Climate Impact of Artificial Intelligence (AI): Balancing Current Costs with Future Climate Benefits” https://papers.ssrn.com/sol3/papers.cfm?abstract_id=6689098

46. While this statement does not feature an explicit statement of a ‘consensus’ on net benefit, it builds on previous remarks and implies much of the same, and is included here to show the position and style of remarks put forward. The key issue with this statement is “the little bit of effort that we need to do to have AI become net positive in reducing emissions”, which overstates the ease with which this potential exists. This type of couching is part of the same systemic overstatement, along with instances where it was stated with strong inevitability.

NVIDIA and the AI industry in general are invested in the rapid growth of generative AI. The statements above are not supported by strong evidence, and risks distracting from the company's role in enabling the growing emissions of generative AI.

The climate impact of this AI growth is set to be extremely substantial. The latest report⁴⁷ from the IEA estimates power grids around the world will spur an additional power generation of 75 terawatt hours of coal and 190 terawatt hours of gas to serve data centre growth, from 2025 to 2030.

Using approximate emissions factors⁴⁸ for both technologies, this will result in 156 megatonnes

of carbon dioxide equivalent extra emissions over five years; equivalent to the emissions that have been attributed to the Netherlands power grid each year⁴⁹. According to the IEA, data centre growth will be one of the fastest growing emissions sources in the world⁵⁰.

In addition to that estimated grid impact, Bloomberg recently estimated the annual greenhouse gas impact of all 99 planned gas-fired power plants dedicated to data centres at around 300 megatonnes of carbon dioxide equivalent each year; equivalent to the reported entire economy-wide greenhouse gas emissions of the United Kingdom⁵¹.

47. International Energy Agency, 2026, "Key questions on energy and AI" <https://www.iea.org/reports/key-questions-on-energy-and-ai>

48. Coal: 835 grams of carbon dioxide equivalent per kilowatt hour. Gas: 490 grams of carbon dioxide equivalent per kilowatt hour - see IPCC 2018 emissions factors: (coal 740/820/910 = 740~910 gCO₂e/kWh, median 820), (gas 410/490/650 = 410~650 gCO₂e/kWh, median 490) https://www.ipcc.ch/site/assets/uploads/2018/02/ipcc_wg3_ar5_annex-iii.pdf

49. Netherlands power grid emissions - Ember, 2026 <https://ember-energy.org/data/electricity-data-explorer/>

50. Matteo Wong, The Atlantic, 2026, "Inside the Dirty, Dystopian World of AI Data Centers" <https://www.theatlantic.com/magazine/2026/04/ai-data-centers-energy-demands/686064/>

51. Energy Institute, 2026, "2026 Statistical Review of energy" <https://www.energyinst.org/statistical-review>

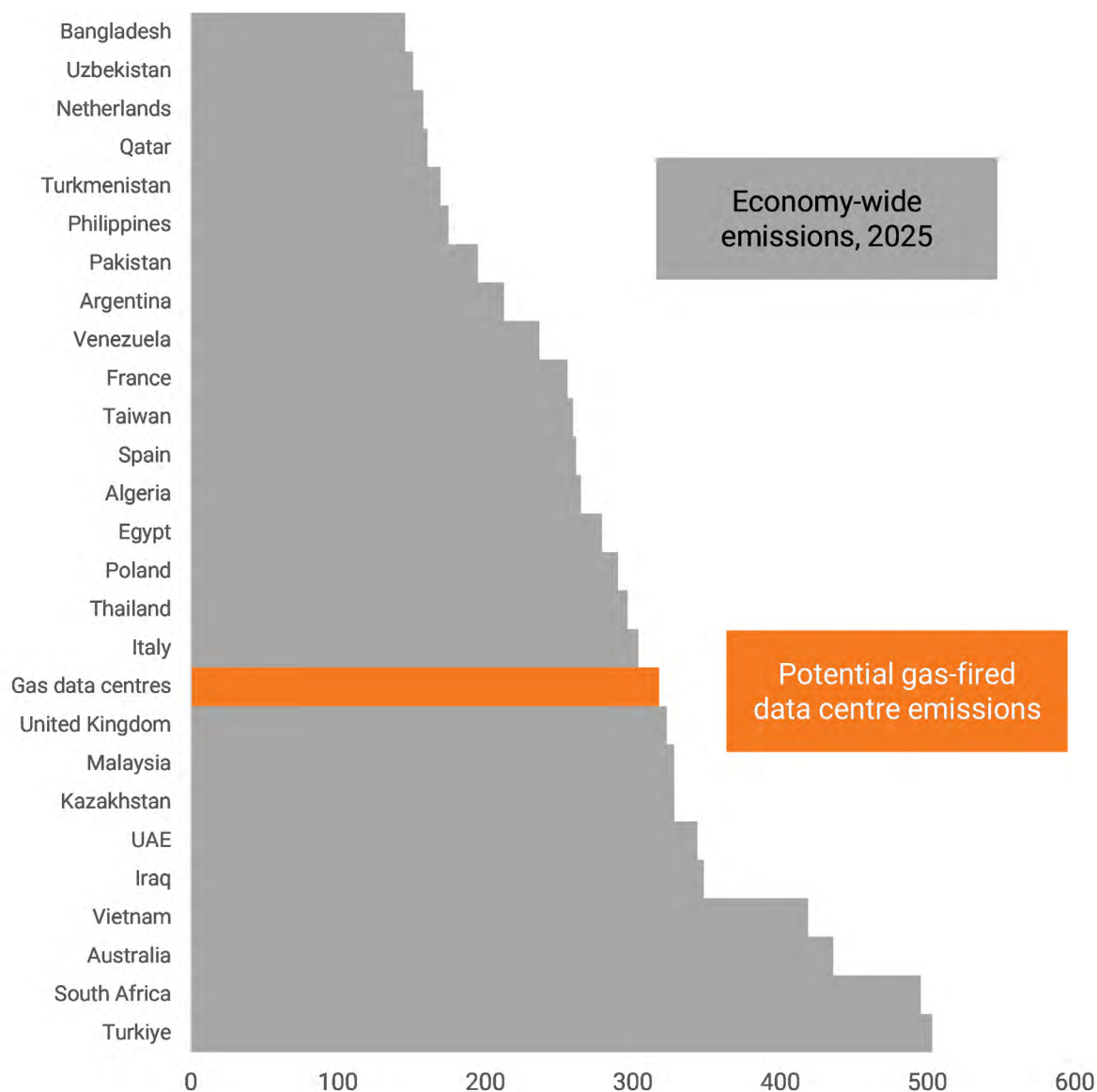


FIGURE 8 - REPORTED GAS-POWERED DATA CENTRE EMISSIONS IMPACT.

Bloomberg's estimate found the annual climate impact of global gas-fired data centres could be around 300 megatonnes of carbon dioxide equivalent. This is approximately equivalent to the entire annual emissions of the United Kingdom. Country-level emissions data: Energy Institute⁵²

As shown in section one, NVIDIA's own climate trajectory closely mirrors this industry-wide story.

52. Energy Institute, 2026, Statistical review of world energy <https://www.energyinst.org/statistical-review> - carbon dioxide, 2025

2.2 - NVIDIA overstates demand response as a grid solution

NVIDIA prominently highlights flexibility or demand response as an AI climate benefit, despite clear evidence that rapid, large-scale data centre deployment driven by the AI boom can worsen greenhouse gas emissions.

These technologies entail data centres flexibly responding to demand peaks during periods of grid stress, often incentivised with a financial reward⁵³. Demand response is a long-established tool used by grid operators to manage the fine balance between demand and supply, particularly during moments such as heatwaves or other climate-intensified disasters when electricity use is extremely high.

NVIDIA's sustainability statements have focused on the use of AI technologies to enhance or enable the function of demand response during these **rare, short moments of grid stress**, whilst downplaying the long-term ongoing impacts of data centre growth on the grid across the many other hours of a year. Many of these statements⁵⁴ flow through NVIDIA's partnership with Emerald AI, a company which promises to use AI "agents" to optimise the delivery of demand response from large data centres (and

promises minimal disruption of computation services in those responsive data centres)⁵⁵.

NVIDIA and Emerald AI present these efforts as part of the energy transition: "Renewable energy, which is intermittent and variable, is easier to add to a grid if that grid has lots of shock absorbers that can shift with changes in power supply... **data centers can become some of those shock absorbers**" said Ayse Coskun, Emerald AI's chief scientist⁵⁶. Similarly, a white paper published by UK's National Grid in partnership with Emerald AI and others claimed that "this capability is essential for integrating higher percentages of intermittent renewables into the UK energy mix"⁵⁷.

To the contrary, adding a large volume of new demand, as needed by an additional hyperscale data centre, to a power grid in many cases results in a lift in fossil fuel generation, regardless of limited benefits for grid management during periods of grid stress. One recent study from MIT found⁵⁸ that in some cases, demand flexibility can increase greenhouse gas emissions⁵⁹. Another analysis⁶⁰ from Princeton University found that "the hours when demand response can be deployed represent only a minor fraction of the entire year, less than 1%", in scenarios with high data centre growth.

53. This phrase is sometimes used to describe flexing demand to more closely match renewable energy output; an interpretation we are not considering in this section as this does not feature prominently in NVIDIA's marketing materials.

54. NVIDIA, 2025, "At Climate Week NYC, NVIDIA Details AI's Key Role in Energy Efficiency"

<https://blogs.nvidia.com/blog/ai-energy-innovation-climate-research/>

55. NVIDIA, "Emerald AI Showcases How Grid-Flexible AI Factories Unlock Latent Capacity"

<https://www.nvidia.com/en-us/case-studies/emerald-ai/>

56. NVIDIA, 2025, "How AI factories can help relieve grid stress" <https://blogs.NVIDIA.com/blog/ai-factories-flexible-power-use/>

57. National Grid Partners, 2026, "Power Flexible AI Factories: A UK-First Demonstration of Grid Responsive AI Infrastructure (March 2026)"

<https://www.ngpartners.com/stories/emerald-ai-whitepaper>

58. MIT Management, Sloan School, 2025 "Flexible data centers can reduce costs, if not emissions"

<https://mitsloan.mit.edu/ideas-made-to-matter/flexible-data-centers-can-reduce-costs-if-not-emissions>

59. In regions where it is 'cheaper' for operators to shift their demand towards fossil-fuelled power stations rather than wind and solar

60. Princeton University, 2025, "Data centers will strain the grid (even with demand response)"

<https://orfeus.princeton.edu/data-centers-will-strain-grid-even-demand-response.html>

In a joint study published by Deloitte and Agora Energiewende in April 2026⁶¹, it was claimed that Europe's data centres could bring about a reduction in emissions of 5 megatonnes of carbon dioxide equivalent by the year 2035, through flexible operation. However, the authors state that this emissions reduction is only 23% of the total additional emissions in their data centre additions scenario, meaning another 16.7 megatonnes of carbon dioxide equivalent remain unmitigated **and there is a 'net worsening' of emissions in their projections.**

NVIDIA highlights its work with Emerald AI as an example of AI helping the climate, but this claim only makes sense through a narrow view of rare hours of grid stress. The wider view is that data centre growth causes a long-term uplift in fossil fuels (and electricity prices), and it is this view that is obscured through NVIDIA's narrow focus on demand response.

2.3 - NVIDIA's energy efficiency claims are misleading

The claim that 'more efficient' large language models (LLMs) are a key climate solution was central to NVIDIA's statements at Climate Week 2025⁶². Head of sustainability Josh Parker stated that "Energy efficiency in large language model inference has improved 100,000x in the past 10 years – demonstrating that accelerated computing is sustainable computing". However, as shown in Figure 9 below, the total energy consumption of the largest hyperscalers has been rising significantly. **Energy efficiency activities in this industry simply serve to enable even more growth, rather than bring about a reduction in energy and emissions.**

61. Agora Energiewende, 2026, "Value and enablers of data centre flexibility in Europe"
<https://www.agora-energiewende.org/publications/value-and-enablers-of-data-centre-flexibility-in-europe>

62. NVIDIA, 2025, "At Climate Week NYC, NVIDIA Details AI's Key Role in Energy Efficiency"
<https://blogs.NVIDIA.com/blog/ai-energy-innovation-climate-research/>

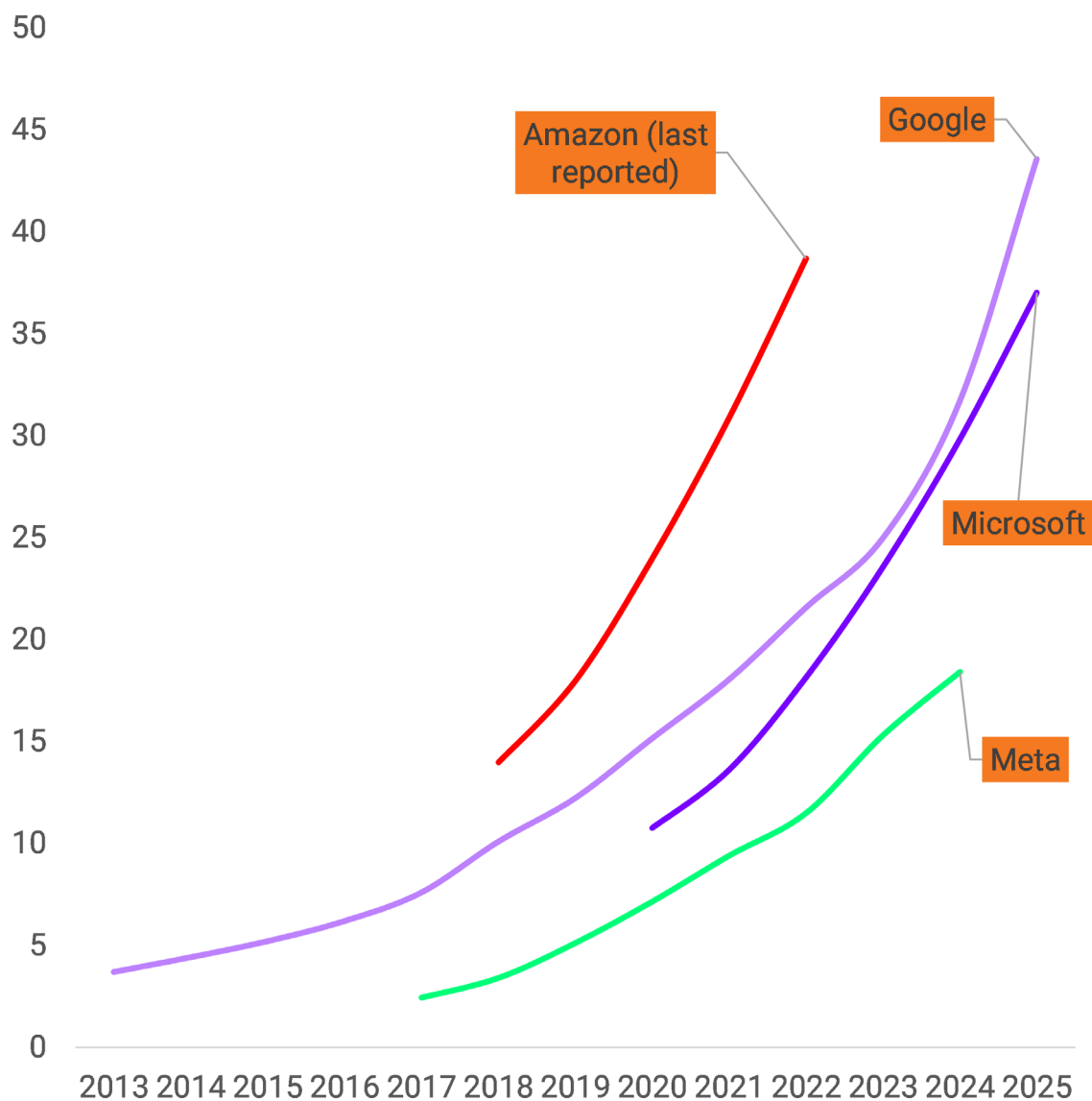


FIGURE 9 - RISING POWER CONSUMPTION OF HYPERSCALERS.

Hyperscalers report ever-growing annual energy consumption, which is reported to be leading to growing emissions impacts⁶³. The data above are in terawatt hours per year.

⁶³. Ketan Joshi, 2026, "Data Collection – Big Tech Emissions + Energy" - see Scope 2 location-based emissions disclosures <https://ketanjoshi.co/2025/05/23/data-collection-big-tech-emissions-energy/>

One reported estimate of NVIDIA's own sales published by Epoch AI shows that, for every single quarter since 2022, the total power consumption of the chips sold has reportedly been greater than the previous quarter⁶⁴. According to Epoch AI's estimates, in Q2 2026, NVIDIA sold more than two gigawatts worth of chips; 23 times the capacity sold in Q2 2022. This is despite NVIDIA's head of sustainability claiming in 2025 that "The energy efficiency for accelerated computing and AI for inference is 100,000 times better than it was"⁶⁵. As NVIDIA stated⁶⁶ in 2026, "To put this in perspective, if the average fuel efficiency of a car had improved as swiftly as chips over a similar time period, one

gallon of gas would suffice for a trip to the moon and back"

The 'Blackwell Ultra' hardware is touted by NVIDIA as "the most energy-efficient AI supercomputer, delivering unmatched energy efficiency and performance per watt"⁶⁷. However, Epoch AI estimates the company has sold 5.3 gigawatts worth of these units; more than any other generation of data centre hardware sold by the company. NVIDIA's "most efficient" hardware may end up having the greatest absolute climate impact, due to the power capacity of the volume sold, and the emissions impact of power generation.

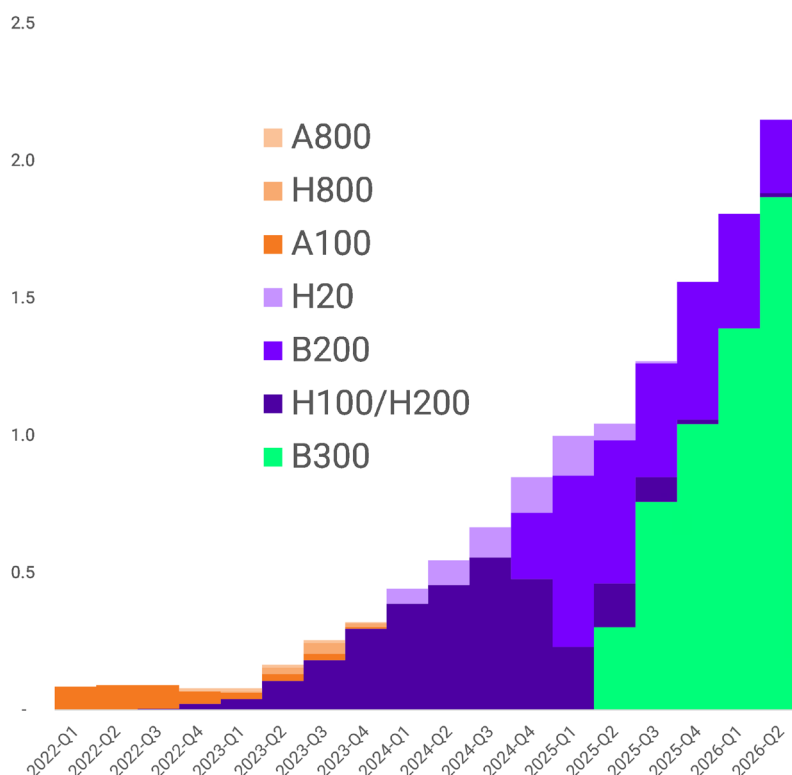


FIGURE 10 - POWER CONSUMPTION OF HARDWARE SOLD BY NVIDIA IN EACH QUARTER, ACCORDING TO EPOCH AI.
Epoch AI's estimates of the power consumption of NVIDIA's chip sales each quarter, by type of chip sold, in gigawatts per quarter

64. Epoch AI, 2026, "AI Chip Sales" Updated August 27th 2026, retrieved September 1st 2026
<https://epoch.ai/data/ai-chip-sales?view=graph&tab=power&designerSelect=NVIDIA&projectUntil=24321>

65. NVIDIA, 2025, "AI for a Greener Future: Its Power is in Our Hands"
<https://developer.nvidia.com/blog/ai-for-a-greener-future-its-power-is-in-our-hands/>

66. NVIDIA, 2026, "Scaling Token Factory Revenue and AI Efficiency by Maximizing Performance per Watt"
<https://developer.nvidia.com/blog/scaling-token-factory-revenue-and-ai-efficiency-by-maximizing-performance-per-watt/>

67. NVIDIA, 2026, DGC300 Page <https://www.NVIDIA.com/en-us/data-center/dgx-b300/>

As stated by MIT Sloan management experts in a new analysis⁶⁸, “the more efficient AI and data centers become, the lower the cost of training and using AI, which will stimulate greater AI use and offset some of the benefits of those efficiency gains. That feedback is known as the direct rebound effect”.

The International Energy Agency raised the same issue in its recent report, ‘Key questions on energy and AI’⁶⁹:

“By lowering costs and making AI tools more capable and accessible, efficiency gains are also fuelling broader adoption of AI services, a dynamic known as the Jevons paradox. As a result, even with continued rapid improvement in energy efficiency, total electricity consumption from AI is set to increase in the near term”

A narrow focus on ‘efficiency’ metrics is hiding a fossil-fuelled demand explosion in NVIDIA’s AI growth. This is something we can see reflected in both disclosed and estimated numbers.

⁶⁸. MIT Management Sloan School, 2026, “Can AI’s climate benefits outweigh its costs?” <https://mitsloan.mit.edu/ideas-made-to-matter/can-ais-climate-benefits-outweigh-its-costs>.

⁶⁹. International Energy Agency, 2026, “Key questions on energy and AI” <https://www.iea.org/reports/key-questions-on-energy-and-ai>



Key Questions NVIDIA should be asked

1. At what point will NVIDIA begin disclosing product-use emissions (as disclosed by competitors such as AMD)?
2. On what basis is NVIDIA claiming a 'net climate benefit' for AI, given the weak evidence of benefits and strong evidence of harms?
3. Does NVIDIA study the actual effect of data centre deployment on power sector emissions, and if so, what is the real net effect even with 'demand response' options?
4. Will NVIDIA commit to cleaning up its supply chain for production, such as through investments in additional renewable energy?

Appendices

Appendix 1 - Details on Scope 3 category 11 estimates

The methodology used to estimate the greenhouse gas emissions associated with the power consumption Nvidia's sold chips occurred in three steps:

1. Obtain the total power capacity of chips sold by Nvidia (in gigawatts)

These estimations are sourced from Epoch AI, referenced in the body text. Epoch AI estimate chip sales from a variety of sources, and therefore there is uncertainty in these numbers. However, they state that "We have the highest confidence in our Nvidia estimates, which are based on Nvidia-reported compute revenue and extensive media and analyst coverage, and corroborated by direct disclosures from Nvidia of Hopper and Blackwell shipments".

Epoch AI also caution that "The power figures are based on each chip's thermal design power (TDP), which is a specification that roughly means the maximum possible sustained electric power draw of the chip. This is multiplied by the total quantity of a given chip. **Importantly, the total power draw of an AI data center is typically much higher (roughly twice as high) than the total TDP of the chips inside, due to overheads at the server, cluster, and facility level**". This is confirmed by recent studies from LBNL⁷⁰.

What this means is that the estimates **we provide here are an extremely conservative estimate that likely understates the emissions impact of Nvidia's product sales by a large margin, with the reality likely being nearly double this.**

Epoch AI's data is licensed under a Creative Commons Attribution licence. We thank the organisation for making these estimates freely available.

2. Apply a utilisation factor to this, to estimate the energy consumption (in megawatt hours)

The "2024 United States Data Center Energy Usage Report"⁷¹ assigns an 80% utilisation factor for chips used in training at AI-focused data centres and 40% for inference; we have used a midpoint (60%) here. A lack of disclosures from all involved parties (eg, chip manufacturers and hyperscalers) unfortunately means we have to use a rough estimate.

We note chips purchased may not be used immediately; however a similar lack of disclosure means it's difficult to incorporate this into estimates.

We also caution that the widespread use of off-grid gas-fired power facilities may result in unreliable operation⁷² of data centres due to maintenance, fuel supply and cost issues, and therefore result in a lower utilisation factor.

70. Smith et al, 2026, "United States Data Center Energy Usage Report: 2025 Update", page 25 <https://escholarship.org/uc/item/33m6w3x0>

71. Canary Media, 2026, <https://www.canarymedia.com/articles/data-centers/data-center-off-grid-gas>

72. Ember electricity data explorer, 2025 values https://ember-energy.org/data/electricity-data-explorer/?data=co2_intensity&fuel=total

3. Convert to carbon emissions, with three emission factors

We estimated the power consumption of the total fleet of Nvidia chips sold from the start of 2022 to the quarter in question operating for the hours of that quarter (2190 hours per quarter).

For example, in Q1 2026, Nvidia had sold 10,342,167,200 watts of chip capacity. If that capacity operated for that quarter, it would consume $10,342,167,200 \times 0.6 \times 2190 = 13,589,607,701$ kilowatt hours.

This quarterly consumption of sold-to-date fleet was multiplied by three emissions factors⁷³ (in grams of carbon dioxide equivalent per kilowatt hour):

Low Grid	110	Brazil
Medium Grid	384	US
High Grid	603	Malaysia

This returned the volume of emissions for that quarter in grams; converted to megatonnes by dividing by 1,000,000,000,000.

We note that some customers of NVIDIA's chips may be procuring renewable energy by various means, and therefore report lower emissions than the grid average. Due to a lack of disclosure from any of the parties involved we cannot estimate these numbers; and as such we default to the grid average, for a 'location based' estimate. We also account for this to some degree by using a range of emissions factors.

As a sense check, we note these approximations are in the ballpark of the disclosed product-use figures for AMD. Notably, AMD's chip sales are materially lower than NVIDIA, and they may be incorporating overhead power consumption into their estimates.

An alternative calculation estimates the lifetime emissions from the products only sold in one year. Epoch AI estimates NVIDIA sold 4.8 gigawatts worth of chips in 2025. If this methodology is used to an estimated lifetime of five years, this would cause between 5 to 25 megatonnes of carbon dioxide equivalent for that one year's worth of product sales.

This alternative method therefore yields approximately similar results to the core method used above.

73. Ember electricity data explorer, 2025 values https://ember-energy.org/data/electricity-data-explorer/?data=co2_intensity&fuel=total

Appendix 2 - Listing of Nvidia's AI-related climate and energy statements

Statement

- “We know what it’s able to do in helping us advance climate science and understand the climate better. Because of AI, we’re able to upgrade our national power grid. Because of AI, we’re able to invest in sustainable energy without government subsidies. All of this is because of this particular industry, and so I think we ought to be much more enthusiastic about it”

Source: Jensen Huang, NVIDIA CEO, July 2026, Axios Interview <https://youtu.be/fr1IQspixmM?t=2516>

Statement

- “The very rapidly growing consensus is that AI is most likely to lead to net emissions reductions, especially if it’s deployed broadly. So organisations like the International Energy Agency, World Economic Forum, Boston Consulting Group, Grantham Institute have all come to that conclusion that AI, because of its transformational impacts on other sectors in particular around energy efficiency and so forth, is poised to drive net emissions reductions. So if I were to pick a metric, I would say, what’s the net impact on emissions that AI is creating? And it’s really a positive one if you look at those studies”

Statement

- “But I will mention that I think the trend towards net emissions reductions enabled by AI, to me, looks almost unavoidable at this point, because the technology fundamentally helps us take better advantage of the resources that we have. So even if in the

near term, we see an increase in emissions globally due to the build out of AI, I think in the medium and long term we will end up with net reductions for all the reasons that are covered in those papers that I mentioned”

Source: JJosh Parker, Head of Sustainability at NVIDIA, May 2026, Heatmap News Podcast Interview <https://heatmap.news/podcast/shift-key-s3-e51-NVIDIA-transcript>

Statement

- “If you run the numbers on emissions associated with [AI data centre] electricity consumption, you get to around less than 0.1% of global emissions are associated with AI consumption in 2024. So that puts in Scope the little bit of effort that we need to do to have AI become net positive in reducing emissions. And as the Grantham Institute has noted and the IEA, there is absolutely the potential for AI to have net reductions in greenhouse gas emissions. The key thing is how quickly and broadly we deploy it for those goals”

Source: Josh Parker, Head of Sustainability at NVIDIA, 13 March 2026, Sustainability Magazine Panel session <https://youtu.be/DH0NAE8PmWQ?t=1918>

Statement

- “...accelerating the economic feasibility and reliability of those technologies. AI is best positioned, I think, to help us do that. And if that happens, when that happens, I think it’s it’s clearly a 10 out of 10 impact”

Source: Josh Parker, Head of Sustainability at Climate Week September 2025 <https://www.youtube.com/watch?v=uUyhUYfTMwQ>

Statement

- “I think AI is the best tool for sustainability that the world has ever seen, really. It is a tool, and it can be used for good or for not good, but AI is a potential enabler of some of these huge moonshots that we need to try to innovate our way out of challenges.... So the net benefits of AI, these second-order impacts we’ve been talking about, I’m very optimistic, or at least hopeful, that in the long term those will end up being positive for the environment and for energy”

Source: Josh Parker, Head of Sustainability at NVIDIA, March 2025, GTC San Jose <https://www.NVIDIA.com/en-us/on-demand/session/gtc25-s72680/>

Statement

- Huang: “The benefits of using AI to predict weather instead of using supercomputers to predict weather as we do now can save a ton of energy”.
Interviewer: “So it’s part of the solution as we

think about climate, not so much part of the problem?”

Huang: “It really is”

Source: Jensen Huang, NVIDIA CEO, October 2025 Bipartisan Policy Center https://www.youtube.com/watch?v=0UfKwv_Xy6s

Statement

- “Protecting the planet has long been slow work — researchers wading through swamps to count endangered apes, forecasters painstakingly calculating the physics of weather, waste diversion facilities sorting recyclable material out of trash bound for landfills. AI and accelerated computing are setting a new pace” - This quote relates to ‘Earth 2’, A library of AI weather models that NVIDIA prominently highlights across most of its sustainability materials. This system is included in marketing materials entitled “5 Ways NVIDIA AI Is Protecting the Planet”⁷⁴, but this system (and the others on their page) relates to ‘traditional’ AI rather than generative AI.

74. NVIDIA, 2026, “From Rainforests to Recycling Plants: 5 Ways NVIDIA AI Is Protecting the Planet”, <https://blogs.NVIDIA.com/blog/earth-day-2026-ai-accelerated-computing/>

Disclaimer

The data used in this report is provided on an 'as is' basis and was assembled using the best available data at the time of publication. Whilst every effort has been made to ensure the information in this publication is correct, the author cannot guarantee its accuracy and the author and organisations that have contributed to the development of this briefing shall not be liable for any claims or losses of any nature in connection with the information contained in this document, including (but not limited to) lost profits or punitive or consequential damages or claims in negligence.

Organisations

About **Beyond Fossil Fuels**

Beyond Fossil Fuels is a civil society network committed to ensuring a just and rapid transition to a fossil-free, renewables-based future.

Building upon the Europe Beyond Coal campaign, its goal is for Europe to be coal-free by 2030 and phase out fossil gas from the power sector by 2035. A clean and flexible energy system will deliver lasting benefits for people, the climate and the broader economy. Beyond Fossil Fuels is a non-profit organisation with an office in Berlin, with staff spread across Europe.

www.beyondfossilfuels.org

About **Stand.earth**

Stand.earth is a global advocacy organization delivering large-scale change for our planet and its people by interrupting the systems that create environmental and climate crises. Its mission is to challenge corporations and governments to treat people and the environment with respect. Stand's worldwide community of more than one million members advocates for a climate-safe, equitable future, where environmental and climate justice policies uphold the dignity of people everywhere – at the scale our world requires.

<https://stand.earth>

About **Climate Action Against Disinformation**

Climate Action Against Disinformation is a global coalition of over 120 leading climate and anti-disinformation organisations across the globe demanding robust, coordinated and proactive strategies to deal with the scale of the threat of climate misinformation and disinformation.

<https://caad.info>

About **Friends of the Earth U.S.**

Friends of the Earth U.S. works to reduce the spread of disinformation that potentially affects all of our campaigns. As technology and media companies consolidate their power, our fundamental ability to campaign on any issue is threatened, as corporate polluters gain more control over the basic communications systems that are needed for social change and democracy itself.

<https://foe.org/projects/disinformation/>

About **Green Screen Coalition**

The Green Screen Climate Justice and Digital Rights Coalition is a group of funders and practitioners looking to build bridges across the digital rights and climate justice movements. The aim of the coalition is to be a catalyst in making visible the climate implications of technology by supporting emerging on-the-ground work, building networks, and embedding the issue as an area within philanthropy.

<https://greenscreen.network>

About **Green Web Foundation**

Green Web Foundation is a non-profit organisation working towards a fossil-free internet by 2030 by reducing absolute emissions and phasing out fossil fuels in data centers – fast, fairly and forever. The foundation maintains the world's largest open dataset of websites that run on green energy and builds open source tools for measuring and mitigating emissions from digital services.

<https://greenweb.org/>

About **Kairos Fellowship**

Kairos Fellowship is an US -based organization building a multi-racial movement to hold Big Tech accountable. Kairos campaigns and organizes to ensure that technology and the internet are not used to uphold systemic injustice and undermine democracy. It does this by holding corporations accountable to Black and brown communities and empowering the leadership of everyday people to bring about change.

<https://www.kairosfellows.org>

About **Greenpeace International**

Greenpeace International is the coordinating and supporting organisation for the global network of independent campaigning Greenpeace organisations that use non-violent, creative confrontation to expose global environmental problems and force solutions that are essential for a green and peaceful future.

The Greenpeace network comprises 25 independent national and regional organisations in over 50 countries, as well as a coordinating organisation, Greenpeace International.

To maintain its independence, Greenpeace organisations do not accept donations from governments or corporations, but rely on contributions from individual people and private charitable foundations that share the Greenpeace values.

<https://www.greenpeace.org/international/>

