

# AI Sustainability Policy

Environmental considerations for artificial intelligence



## Background

At Akamai, sustainability is at the heart of our mission to power and protect life online. As artificial intelligence (AI) becomes an integral part of modern technology, it presents both opportunities and challenges. AI holds immense potential to optimize operations, improve efficiency, and drive innovation across industries. However, it also brings environmental considerations, including energy consumption, carbon emissions, and resource usage, that must be addressed thoughtfully.

Akamai recognizes its responsibility to balance these opportunities with the imperative to minimize environmental impacts. This policy reflects our focus on integrating sustainability into every aspect of AI use — whether in developing our own tools or collaborating with third-party providers. By prioritizing responsible practices, we aim to harness the transformative power of AI while contributing meaningfully to our sustainability goals and global efforts to combat climate change.

This policy provides a framework for reducing the environmental footprint of AI technologies, advancing innovation in sustainable practices, and promoting transparency and accountability in our AI-related activities. Through this approach, Akamai seeks not only to meet its sustainability commitments but also to lead by example in the responsible development and deployment of AI.

## Sustainable AI design and development

Akamai will ensure that sustainability is a core consideration in the design and development of AI systems by:

- **Prioritizing efficiency:** Focusing on energy-efficient algorithms and processes to reduce resource consumption while maintaining effectiveness.
- **Data optimization:** Using well-curated datasets to minimize storage and processing requirements without compromising AI quality or capabilities.
- **Model improvement:** Exploring ways to streamline AI models for optimal performance with reduced environmental impact.

# Environmentally responsible AI operations

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To minimize the operational impact of AI systems, Akamai will strive to:

- **Seek energy-smart operations:** Leveraging data centers powered by renewable energy and prioritizing operational efficiency in managing AI workloads.
- **Implement workload management:** Targeting data center providers for AI-related processes that provide a greater mix of renewable energy and network efficiency.
- **Provide impact monitoring:** Regularly assessing and reporting on energy consumption and carbon emissions associated with our global platform to maintain transparency.

While Akamai is not currently developing its own models, we are using existing models for reference. Here are some examples of how we are using AI currently:

- **Large language models:** Akamai uses chatbots internally to assist employees in answering frequently asked questions. It also uses external sources to conduct relevant research.
- **AI analytics:** Akamai uses tools to perform predictive analysis like estimating future expenditures.
- **Machine learning:** linear models (like linear/logistic regression), decision trees and their combinations (random forests, gradient boosting), nearest-neighbor lookups, and clustering methods.

## Sustainable partnerships and vendor collaboration

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Akamai will engage with partners and vendors who share our commitment to sustainability by:

- **Evaluating sustainability practices:** Considering AI vendors who demonstrate a commitment to clean energy and environmentally conscious practices.
- **Promoting shared goals:** Collaborating with providers to develop and implement solutions that reduce the environmental footprint of AI technologies.
- **Driving innovation:** Exploring initiatives with partners to improve the sustainability of AI systems across the industry.

## Lifecycle assessments and circularity

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Akamai will assess the environmental lifecycle of its AI systems to identify opportunities for improvement, including:

- **Material use:** Encouraging efficient use of materials and reducing reliance on finite resources in hardware.
- **Responsible end-of-life management:** Collaborating with the vendors to seek that AI-related hardware is refurbished, recycled, or disposed of in an environmentally responsible manner that meets our [circularity goals](#).
- **Lifecycle transparency:** Providing insights into the environmental performance of AI systems at Akamai as part of sustainability disclosures.

## Leveraging AI for sustainability

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Akamai will actively explore how AI can support broader sustainability goals, including:

- **Network optimization:** Using AI to enhance the efficiency of traffic routing and reduce energy use across Akamai's global network.
- **Renewable energy advancement:** Analyzing how AI might improve the integration and management of renewable energy within our operations.
- **Climate resilience:** Applying AI insights to better understand and mitigate climate risks impacting Akamai's infrastructure and services.

## Continuous learning and innovation

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To stay at the forefront of sustainable AI practices, Akamai will:

- **Consider investments in research:** Supporting efforts to advance sustainable AI technologies and address emerging challenges and incorporate across our [environmental management system](#) (EMS).
- **Seek collaboration across sectors:** Partnering with academic, governmental, and industry organizations to establish and promote best practices for sustainable AI.
- **Evolve policy:** Regularly reviewing and refining this policy to adapt to new insights, technologies, and stakeholder feedback.

## Accountability and reporting

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Akamai will promote transparency and accountability in its AI sustainability efforts by:

- **Providing updates:** Related to our platform's environmental performance metrics and initiatives in our annual sustainability report.
- **Engaging stakeholders:** Encouraging feedback from employees, partners, and customers to enhance sustainability practices.
- **Strengthening oversight:** Engaging the sustainability and technology teams with regard to governance and implementation of this policy.

# Our commitment to environmentally responsible AI use

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By integrating sustainability into every facet of our AI strategy, Akamai is demonstrating leadership in responsible technology adoption. We aim to balance the transformative potential of AI with our dedication to environmental stewardship, ensuring that our innovations not only drive operational excellence but also help contribute to the global fight against climate change. By prioritizing energy efficiency, fostering sustainable partnerships, leveraging AI for environmental benefits, and maintaining transparency and accountability, we strive to set a benchmark for how AI can be used responsibly. This comprehensive approach reflects our belief that innovation and environmental responsibility are not mutually exclusive but are essential for creating a meaningful, lasting impact that aligns with our sustainability goals and values.