

People Powered Progress

OVO's Collaborative Blueprint for
Responsible AI Use

Mark Buss, GreenIO London, October 2026



Hi, I'm Mark

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Driving Innovation with AI



Enterprise
-level
productivity
tooling for all
staff

Access to
claude for all
of
Product &
Tech

Freedom to
learn and
experiment

**Our people are driven by our
mission**

**Powering human progress with
clean affordable energy for
everyone**

Plan Zero

Net-zero by 2035

Questions raised by our people

Harm to environment

I still don't understand how AI usage is being excused as good to use here despite the harm to the environment and local communities around data centres. How has this been determined as acceptable?

Net Zero Targets

Is OVO going to address the increasing concern and evidence that AI is causing detrimental consequences on the climate and environment? How is this going to tie into the zero carbon and greener energy missions?

Data Centres

When it comes to data centres, surely the concern is also broader than just climatic - it's a disturbance to human and faunal life, how are we brushing past how destructive this is?

Transparency

Could OVO publish all the data on how we use AI and how we impact the environment as a result? I would be interested in seeing numbers and understanding this more for transparency

Benefits

Using AI to help us be more efficient and effective in our roles and cutting down manual tasks also has a reduction in carbon being used on repetitive tasks.

Impact of AI

How bad is it, and what are we doing about it?

Questions about
the impact

A desire for
discussion

Primary focus on
the positives of AI

The need for a
safe space

An opportunity to
contribute to our
AI methodology

Workshops

```
graph TD; A[Questions about the impact] --> E[Workshops]; B[A desire for discussion] --> E; C[Primary focus on the positives of AI] --> E; D[The need for a safe space] --> E; F[An opportunity to contribute to our AI methodology] --> E;
```

The diagram illustrates five factors that lead to the organization of Workshops. Each factor is contained within a dark blue rounded rectangle, and arrows from each of these rectangles point towards a central, larger light blue rounded rectangle at the bottom labeled 'Workshops'. The factors are: 'Questions about the impact', 'A desire for discussion', 'Primary focus on the positives of AI', 'The need for a safe space', and 'An opportunity to contribute to our AI methodology'.



In person

Visit every office

Open to all roles

**Informative and
interactive**



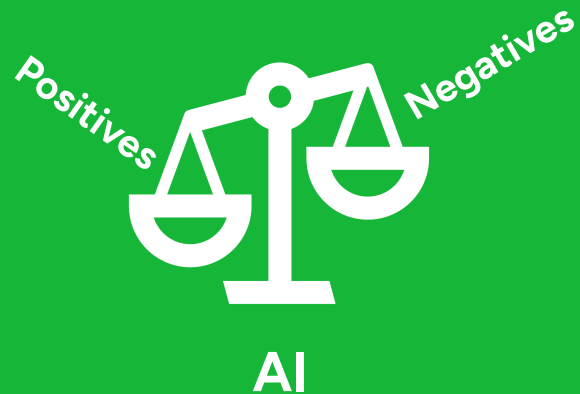
Environment



Social



Economic



Content | Informative

AI in the press

UK's decarbonisation progress

Comparison with other industries

Paradoxes

Introduction to Carbon Accounting



Content | Interactive

Sharing concerns

Restrict vs Unleash AI

Approve a Data Centre

Build a methodology

Suggest commitments



**Rate of
Growth**

Human Impacts

Concerns

**Environmental
Impacts**

Economic Impacts

**Big Tech's
Intentions**

Understanding our impact

Maths Time!

Operational Emissions

Energy Used

x

Carbon Intensity

+

Hardware Embodied Emissions

Mining
Manufacturing
Shipping
Disposal

=

**Carbon
Emission
s**

AI

Number of
tokens

x

Energy per
token

Finding the Data

	Carbon Emissions	Number of Tokens	Energy Per Token	Carbon Intensity	Embodied Emissions
AI products we build					
AI productivity tools					
AI coding tools					



...enter  greenpaxie

Finding the Data

	Carbon Emissions	Number of Tokens	Energy Per Token	Carbon Intensity	Embodied Emissions
AI products we build					
AI productivity tools					
AI coding tools					

...enter  greenpixie

The **big(?)** reveal

A large, solid orange circle is centered on a light gray background. Inside the circle, the text "4.3 tonnes" and "CO₂e" are displayed in white, bold, sans-serif font.

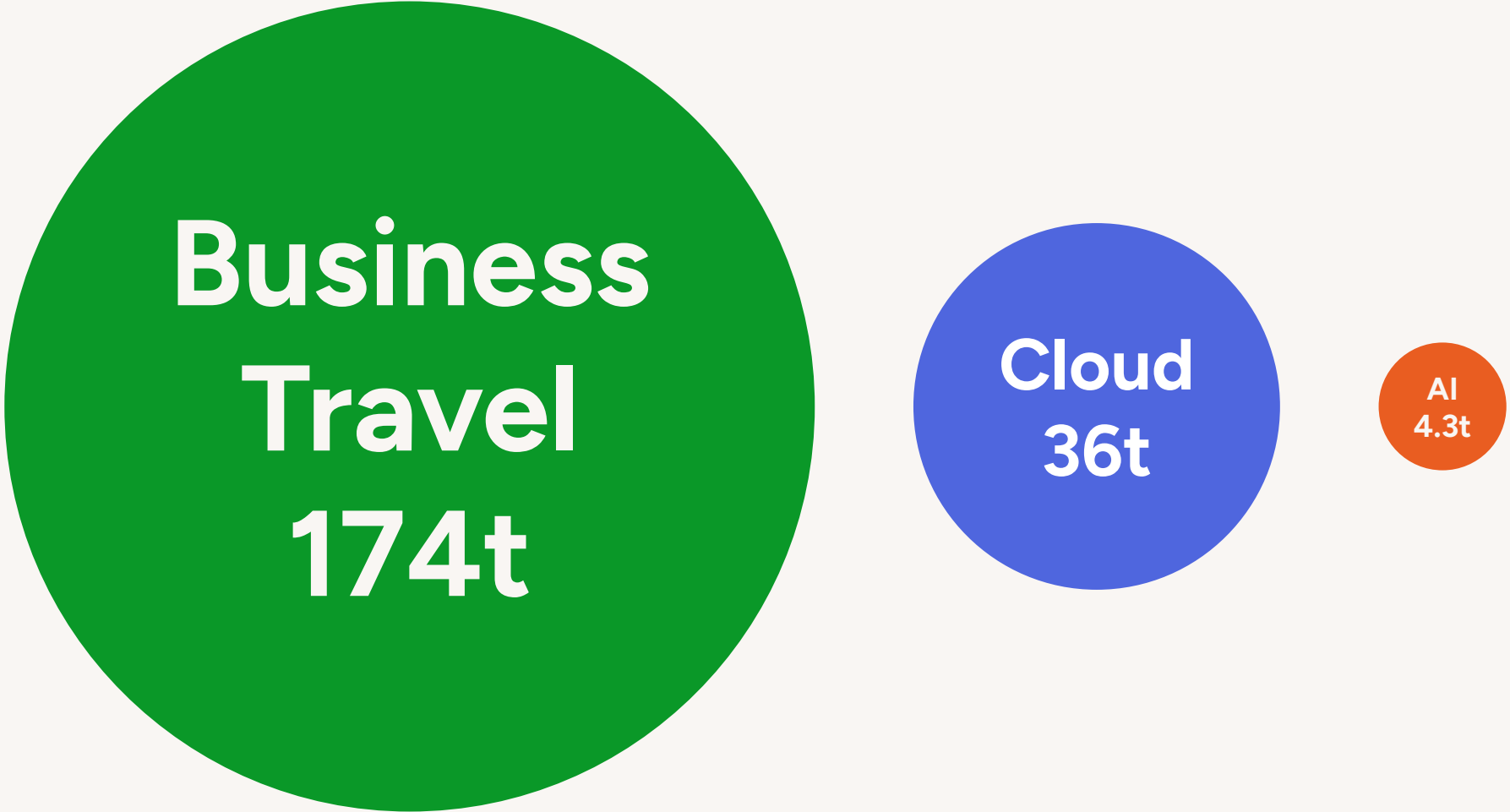
4.3 tonnes
CO₂e



Cloud
36t



AI
4.3t



**Business
Travel
174t**

**Cloud
36t**

**AI
4.3t**

**Gas &
Electricity
0.66mt**

- — **Business Travel**
174t
- — **Cloud**
37t
- — **AI**
4.3t

Context is
important

Commitments

our people want to see

Tools & Guidance

Choosing the right model for the job

FAQ articles & cheat sheets

Measuring & Reporting

Regular reports on emission estimates

Evidence of the value AI is delivering

Company

Transparency

Working with our supply chain

Sharing this work publicly

Worth it?

"Currently our AI impact is small in terms of CO2 emissions. However we need to be mindful of this as it grows"

"Presented a balanced position for AI/No AI"

"It was good to understand the different impacts of each of the AI tools we have, and how that should help us decide what's best to use for each task."

"It really helped me to just try and get onboard with it a little more, use it to help me do my job better because ultimately it's here so I may as well try and take advantage of it."

"I think it would've been nice to touch a little bit more on the other environmental impacts of AI (or particularly data centres)."

"Maybe less time on how the AI CO2 impact is calculated and more about what we can do with this information."

What **next**?

More workshops!

Training module!

Infographic!

Sharing!

Insights!

Agree a way forward with leadership

What can **you**
do?

Understand your impact

Share your concerns

Listen to your people

Thanks