

DATA CENTERS + AI

The cloud is no longer just infrastructure. It is also an energy and ESG risk.

As AI accelerates consumption and dependence on data centers, regulatory pressure around efficiency, transparency and sustainability grows.

What changed

AI expansion turned data centers into a governance issue

The conversation is no longer only technical. It now involves energy, water, reporting, procurement and reputational risk.

European Union

What European scrutiny is starting to require

Common rating schemes, material data, comparability and indirect pressure through the digital value chain point to less room for opacity.

For cloud buyers

The risk does not stay with the supplier

Technology dependence without energy and ESG insight is poorly bought risk. Costs, concentration, ESG claims and procurement criteria all matter.

Management questions

The questions leadership should ask

How do we measure digital infrastructure dependency? Can suppliers demonstrate consistent metrics? Are sustainability criteria embedded in contracts and procurement? Does the board understand AI's energy and reputational cost?

Operational conclusion

The issue is not only efficiency. It is governance with impact.

Companies using AI intensively will also be assessed by the quality of their infrastructure and digital supply chain.

Conclusion

Digital infrastructure is now part of the ESG conversation

As AI scales, it becomes less defensible to discuss cloud and data centers without energy, transparency and responsibility criteria.