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## EFCA Launches its Position Paper on AI and Energy Efficiency

The European Federation of Engineering Consultancy Associations (EFCA) is pleased to announce the launch of its paper, "*Carbon-Neutral and Responsible AI: The Energy Efficiency Challenge in Emerging Digital Technologies*." This landmark document addresses the pressing energy demands posed by the exponential growth of Artificial Intelligence (AI) and frontier technologies, and presents recommendations for balancing disruptive innovation with sustainability.

The paper highlights critical challenges, including the embodied carbon footprint of emerging technologies, the strain on urban energy grids, and the environmental impact of data centres. It calls for smarter planning, collaboration between policymakers and industry, and tangible solutions such as energy-efficient data centres and improved server utilisation.

EFCA's Director General, Sue Arundale, says "*AI and digital technologies are showing immense potential, but their rapid adoption must not exacerbate the climate emergency. This paper focuses on energy efficiency measures that do not threaten innovation. It also highlights the unsustainable increase in water use, which must be tackled with the same urgency.*"

The recommendations align with existing European policies, including the Energy Efficiency Directive (EU/2023/1791), the Delegated Regulation (EU) 2024/1364 on reporting requirements for data centres, and the European Green Deal. All of these ensure that sustainable practices are integrated into the digital transformation. EFCA also calls for an EU-wide expert group to guide collaborative efforts in tackling these challenges.

**Press contact:** Sue Arundale, EFCA Director General.

### EDITOR'S NOTE

The EFCA Position Paper on AI and Energy Efficiency is available from the [website](#).

EFCA has member associations in 26 countries and is the sole European federation representing the business interests of professional engineering consultancy and related services, a sector that employs around one million staff in Europe.