prosus

GREEN INTELLIGENCE

A roadmap for sustainable AI

Chapter 1: the problem statement

About the Green Intelligence paper series

In this paper series, Prosus will explore perspectives to building what we call Green Intelligence: artificial intelligence (AI) that is built and operated with respect for the boundaries of our planet.

This first chapter frames the challenge of building green intelligence. Consequent chapters will each apply a different lens, looking at the challenge from a technical, governance, investment, policy and societal perspective.

Introduction

Prosus is scaling AI rapidly across our business and portfolio. We treat this as a strategic imperative as AI represents a transformational, generation-defining opportunity that could fundamentally reshape competitive dynamics in our markets. We also recognise it comes with the duty to be responsible about its extended impact. The energy, water and materials used to power AI are substantial and, at present, not fully visible to us or to other users of AI. This chapter sets out what we currently understand, what we do not yet know, and the work we are doing to close that gap.

The environmental impact of AI is difficult to measure accurately. To a user, AI feels frictionless and intangible, but in reality it relies on physical systems such as data centres, servers, graphics processing units (GPUs), electricity grids and cooling infrastructure. Every query processed, every recommendation generated, every model trained, draws on this infrastructure. As we deepen our reliance on AI – through our large commerce model (LCM), our platform, Toqan, and the AI tools deployed across our portfolio companies – the aggregate demand we place on these systems grows accordingly.

The primary determinant of AI's climate impact is not the model itself but the energy source that powers it. The same workload running on coal-fired grid electricity produces dramatically more emissions than on renewable or carbon-free power. This makes electricity sourcing the defining sustainability variable – and the one area where we, as a large deployer of AI technology, have the most relevant lever to pull.

For Prosus, the majority of AI workloads run on third-party cloud infrastructure, placing associated energy and emissions within scope 3, category 1 (purchased goods and services). Our current spend-based estimation methodology gives us limited visibility into the actual emissions intensity of our AI-related activities. This is compounded by the near-absence of site-level energy and water use disclosure from cloud providers – a structural gap that affects the entire industry, not only Prosus. We do not yet have the data to confirm that efficiency improvements are keeping pace with growth in absolute consumption.

Our **centralised cloud capacity agreement with Amazon Web Services** (AWS), announced in 2026, is an important step. By consolidating what were previously fragmented relationships across our portfolio into a single group-level agreement, we gain meaningful oversight of data centre resource consumption and the commercial leverage to make environmental performance a direct part of our supplier dialogue. AWS is committed to reducing the environmental impact of its infrastructure and we want to leverage our relationships to support further decoupling and continue to use impact criteria in selecting our suppliers.

COALITION FOR SUSTAINABLE AI

Prosus has proudly joined the Sustainable AI Coalition, a leading community of stakeholders to advance concrete initiatives for making Artificial Intelligence beneficial to our environmental goals.

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AI for All – Catalysing jobs, growth, and opportunity

Our whitepaper explores how AI can be deployed so no one is left behind in an AI-powered future, co-authored with BCG and MeltY.

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AI House – powered by Prosus

Our flagship AI hub: where people come together to learn, exchange ideas and connect.

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European AI Report 2026

Our report looks at the state of AI in Europe and asks what Europe can do to become a leading ecosystem for our AI.

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We are also working to reduce the environmental intensity of our AI activities by design. Our proprietary LCM performs commerce-specific tasks at more than 10 times lower compute cost than equivalent general-purpose models – a material efficiency gain when applied at the scale of Prosus' commerce operations. Designing for efficiency from the outset, rather than optimising after deployment, is an approach we intend to embed as a standard across new AI development.

AI is also contributing directly to environmental outcomes across our portfolio. At iFood, AI-optimised delivery routing for food delivery orders has reduced delivery costs by 16% over three years. This translates directly into fewer kilometres driven and lower tailpipe emissions. Similar optimisation is active across customer support, fraud detection and marketplace content moderation, each replacing more resource-intensive processes at scale.

The governance framework for responsible AI deployment at Prosus is set out in our responsible **AI policy**, structured around four pillars: Govern, design, monitor and train. The policy applies to all subsidiaries. We consider the environmental footprint of AI to be an integral dimension of responsible deployment, and we look to incorporate environmental impact criteria into how the policy is applied going forward.

Measurement standards and disclosure expectations in this area are still developing. In the near term, we are committed to understanding what AI workloads and impacts are most significant to our operations, establishing a credible baseline to focus on the right impacts and leveraging and outlining our response, such as enhancing our supplier sourcing and engagement strategy.

The questions around AI's environmental impact are a complex puzzle. Technology innovates at rocket speed, data is incomplete, standards are immature, and the trajectory of both AI adoption and energy transition remains uncertain. We believe the right response is not to wait for perfect information, but to act now and be transparent on the learnings, the successes, as well as the failures.

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About Prosus

Prosus is a global technology company and the power behind the world's leading lifestyle ecommerce brands, across Europe, India, and Latin America, unlocking an AI-first world for our 2 billion customers. The Prosus technology ecosystem spans food delivery, payments, classifieds, travel, events, and mobility. Our integrated approach enhances user engagement and creates the foundation for unprecedented AI capabilities through proprietary data and cross-service intelligence. Through Prosus Ventures, we invest in companies that inspire and support the Prosus ecosystem. We search for new opportunities at the leading edge of AI and ecommerce, the digital AI workforce and frontier technologies such as robotics, drones and synbio. The team actively backs exceptional entrepreneurs who are using technology to improve people's everyday lives. Prosus is one of India's largest foreign direct investment (FDI) investors in the technology sector, reflecting our deep and sustained commitment to the nation's thriving economy.