

## AI Opportunities & Environmental Impact

### 1 About the Organisation

Greenpeace International is a global environmental organisation founded in 1971 now operating in 55 countries with 26 independent national and regional offices. Greenpeace is committed to fighting climate change, protecting biodiversity, and promoting peace. Known for their bold campaigns and advocacy for sustainability, Greenpeace works to create a greener, more sustainable future.

### 2 Project Context

Greenpeace International has found the use of AI a promising tool to improve efficiency and enhance the impact of their work. However, they are also aware of the significant environmental impacts from AI usage. Greenpeace has come to GRC Imperial to understand the best use cases for AI within their operational branches, analysing the feasibility of implementation.

In this consultancy project, the Imperial team will conduct two key types of research: market research to explore how AI is currently used in areas like HR, legal, and finance, and primary research through interviews with Greenpeace employees to assess their readiness and capacity to adopt AI. There's also potential to extend the project to help implement the most effective AI tools identified.

GRC Imperial will be collaborating with GRC Duke in this project.

### 3 Project Objectives

#### Operational Understanding

- Collaborate with the client to understand the roles of their operational branches
- Segment the branches between the Duke & Imperial GRC teams

#### Similar organisation AI strategy identification

- Conduct secondary analysis to identify similar firms in terms of operation, size or service
- Curate a list of potential AI strategies & tools used in these similar organisations using a combination of primary and secondary research
- Analyse which tools could align with Greenpeace's operations

#### Primary research with Greenpeace employees

- Develop an interview campaign to present to Greenpeace managers setting up targeted interviews with employees in each branch who would use potential tools
- Conduct interviews gaining insight into which tools the employees were receptive to
- Create a report/presentation delivering recommendations to Greenpeace tailor their value

### 4 Learning Outcomes

- Experience the environment of an international organisation, as well as the direct impact of your work
- Learn and apply business analytical skills and big data
- Gain insights into a variety of consulting techniques used to tackle each of the project objectives
- Hands-on experience in an interesting and niche, but growing industry

### 5 Application Process

The project is expected to commence in the fourth week of October 2024 and last for 6-7 weeks. To apply, please submit your CV stating your reasons for applying and the qualities you would bring to ICG. Shortlisted candidates will be interviewed by the Project & Engagement Manager before commencement of the project.