
Green AI Strategy: Resource Use, Social Impact and Skills Training Course

7 – 11 December 2026
Casablanca





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Programme Summary

Green AI strategy is the subject of this five-day training course for executives, sustainability directors and HR leaders at strategic level, ending in a green AI strategy plan for one organisation. Organisations adopt AI quickly, yet its energy demand, social effects and workforce consequences are rarely planned together. The approach moves from use case mapping, through resource use and social impact, to skills, governance and investment, and then to a worked plan. Mars Training Centre UK delivers this programme in green AI strategy.

The Business Case

AI investments are often approved on productivity grounds alone, while their resource demands, effects on roles and reporting duties surface later. Leaders who weigh these together choose use cases with fewer hidden costs, plan the transition of work in advance and can explain their choices to employees, investors and boards.

- Resource Intensity of AI Workloads: Falls as energy and compute demand is estimated before use cases are approved.
- Workforce Transition Readiness: Improves as role changes and reskilling needs are mapped early.
- Investment Case Quality: Rises as sustainability criteria sit beside cost and benefit in each proposal.

Principles and Evidence Base

- ISO 14001: Its environmental aspects and life-cycle thinking structure the resource impact work in Sessions 1 and 2.
- ISO 26000: Its guidance on social responsibility frames the review of workforce and community effects in Sessions 1 and 3.
- ISO/IEC 42001: Its AI management system requirements shape the governance and investment controls in Session 4.

Intended Participants

- Executives who sponsor AI programmes and answer for their wider effects.
- Sustainability leaders who set targets and report on environmental and social performance.
- HR leaders who plan workforce change, reskilling and consultation.
- Strategy and technology leaders who prioritise AI use cases and suppliers.

The programme serves energy, financial services, manufacturing and public-sector organisations.



Learning Outcomes

1. Participants will be able to map AI use cases against sustainability goals and workforce effects.
2. Participants will be able to evaluate the energy, compute and hardware demands of AI options.
3. Participants will be able to diagnose role and task exposure to AI across a workforce.
4. Participants will be able to construct reskilling pathways and transition scenarios for affected roles.
5. Participants will be able to justify sustainability criteria and governance controls in AI investment cases.
6. Participants will be able to prioritise actions in a green AI strategy plan that a board can approve.

Programme Structure

Day 1: Green AI Strategy Foundations

Where does AI help and harm sustainability goals, and where does the organisation stand?

- Sustainability Goal and AI Use Case Mapping
- AI Resource Footprint Baseline
- ISO 14001 Environmental Aspects Review
- ISO 26000 Social Impact Scan
- Case Review of Two Sector Deployments

Day 2: Resource Use and Environmental Impact

How are energy, water and hardware demands of AI measured and reduced?

- Energy and Compute Demand Estimation
- Model Size and Efficiency Trade-Offs
- Data Centre and Cloud Sourcing Criteria
- Hardware Life-Cycle and Disposal Planning
- Resource Impact Register

Day 3: Social Impact and Workforce Change

Which roles and tasks change, and who is affected first?

- Task and Role Exposure Analysis
- Workforce Transition Scenarios
- Fairness and Inclusion Checks on AI Tools
- Employee Consultation Approach
- Job Redesign Options Matrix



Day 4: Skills, Governance and Investment

How are skills built and AI investments governed against sustainability aims?

- Skills Gap and Reskilling Pathway Design
- ISO/IEC 42001 Management System Controls
- Sustainability Criteria for AI Investment Cases
- Board Oversight and Reporting Lines
- Indicator Set for Green AI Performance

Day 5: Applying Green AI Strategy to an Organisation

Is the strategy ready for executive approval?

- Applying the Session 1 Use Case Map to the Chosen Organisation
- Testing the Session 2 Resource Estimates
- Reviewing Session 3 Workforce Scenarios
- Checking Session 4 Skills and Investment Criteria
- Completing the Green AI Strategy Plan

Methodology

The programme is built around case analysis and structured exercises. Participants work with sample AI use cases, resource estimates and workforce data, challenge them in small teams, and defend a recommendation before a simulated executive committee. No technical background in AI development is required.

- Suggested activity: Estimating the energy and compute demand of two competing AI use cases.
- Suggested activity: Mapping task exposure for one department and drafting a transition plan.
- Suggested activity: Scoring three investment proposals against cost, benefit and sustainability criteria.

Capstone Output

Each participant completes a green AI strategy plan for one organisation. It contains a use case map, a resource impact register, a workforce transition outline, a skills pathway, an investment criteria set and a governance summary. It is used to brief the executive committee and to guide the first review of AI proposals.



Frequently Asked Questions

Is green AI strategy training suitable for leaders without a technical background?

Yes. Green AI strategy training is set at strategic level and assumes experience of approving investments or leading people, not data science or programming.

Which standards does green AI strategy rest on in this programme?

Green AI strategy rests on ISO 14001 for environmental management, ISO 26000 for social responsibility guidance and ISO/IEC 42001 for AI management systems.

How is the green AI strategy plan used at work?

You use the green AI strategy plan to brief your executive committee, set criteria for AI proposals and schedule workforce and skills actions.