

Sustainability Checklist for AI Startups



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Environmental

- ☐ Incorporates features that minimize energy consumption when customers use their products.
- ☐ The startup leads its customers to follow more environment-friendly processes.
- ☐ The startup raises the environmental awareness of its customers.
- ☐ Actively seeks to quantify and communicate the environmental impact of its solutions.
- ☐ The startup has a policy to minimize energy use in AI training and operations.
- ☐ Uses or plans to use energy-efficient cloud services optimized for AI.
- ☐ Offers products or services that help customers reduce their environmental footprint and minimize waste.
- ☐ Startup does not create any pollution for the environment.
- ☐ Commits to recycling and minimizing electronic and operational waste.
- ☐ Adopts green practices in office environments.
- ☐ Startup has a policy for responsible data center usage and choosing green hosting providers.

Social

- ☐ Has established guidelines for ethical AI development, including bias prevention and fairness in algorithms.
- ☐ Adheres to strict data privacy regulations and employs robust data security measures.
- ☐ Transparent about data collection, use, and sharing practices.
- ☐ Has a policy to promote diversity in hiring, promotion, and team composition.
- ☐ Ensures products and services are accessible to people with disabilities and cater to diverse user needs.
- ☐ Engages in projects or partnerships that positively impact local or global communities.
- ☐ Offers fair labor practices, competitive benefits, and a healthy work environment.
- ☐ Provides opportunities for employee growth and development.
- ☐ Startup has a multinational team.
- ☐ Startup engages with local communities and social causes.
- ☐ Makes effort and take preventions about ethical AI use that includes considerations for potential negative impacts on society.
- ☐ The startup contributes to the digital literacy of its stakeholders.

☐ Ensures products are designed with user safety and well-being in mind, including mental health considerations.

Organizational

- ☐ Regularly reviews and updates governance practices to reflect evolving standards and regulations.
- ☐ Engages with a broad set of stakeholders on AI-related issues and takes their feedback into account.
- ☐ Transparent about AI development processes and outcomes with stakeholders.
- ☐ Openly shares challenges and progress in meeting sustainability goals.
- ☐ Fully complies with all applicable laws and regulations related to AI, technology, and data use.
- ☐ Proactively follows new regulatory requirements and standards and adapts its processes accordingly.
- ☐ Manages intellectual property responsibly, fostering innovation while respecting the rights of others.
- ☐ Contributes to the broader AI and tech community through open-source projects or collaborative research.
- ☐ The startup is capable of assessing and reporting its sustainability commitments when it is demanded.

