

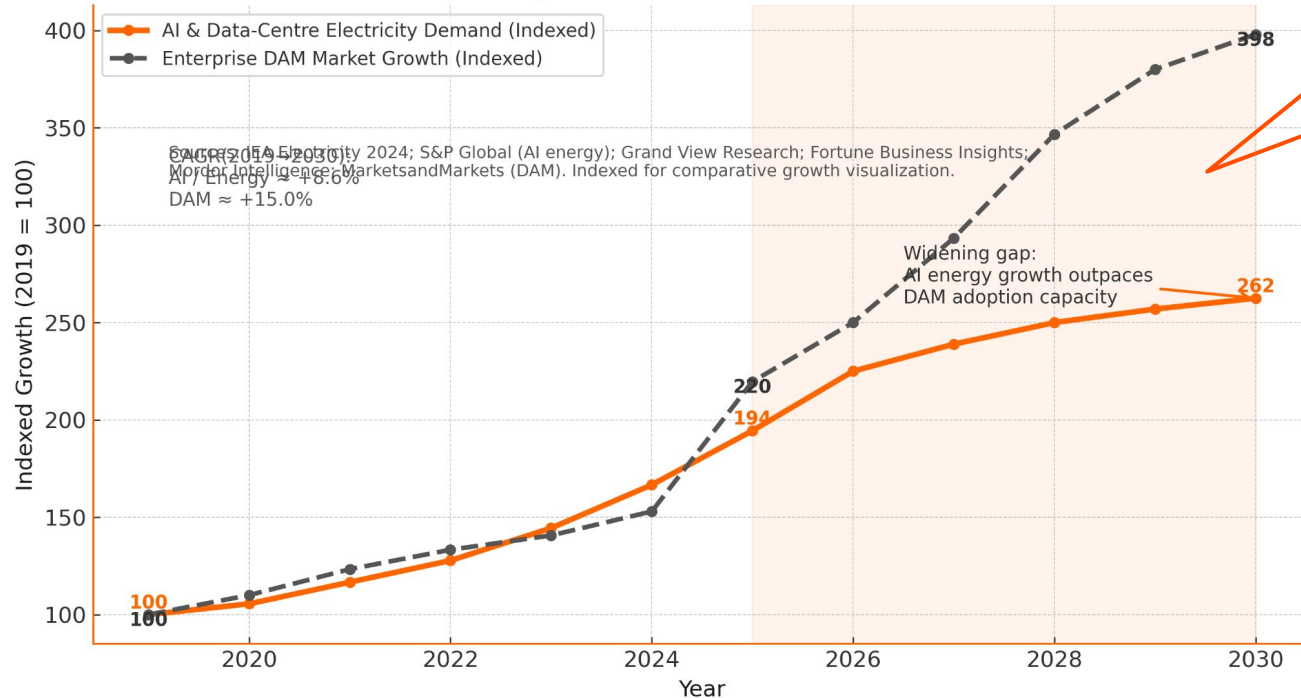


gre^{en}DAM

Responsible AI, MUST be sustainable AI.

DAM adoption VS. AI Adoption in Enterprise

AI & Data-Centre Energy vs. Enterprise DAM Adoption (2019-2030)
Growth Trajectories Indexed to 2019 = 100



AI adoption will cause enterprise DAM growth to spike but clean infrastructure will trail for years

Green-in-the-Loop™ is how we can bridge the gap

Green-in-the-Loop is the practice of embedding environmental awareness and sustainability governance directly into every phase of the AI lifecycle — from data collection and model training to deployment and inference.

It ensures that every human, algorithm, and process in the loop makes decisions not only with ethical intelligence, but with ecological intelligence.

AI innovation has outpaced environmental responsibility



Training large AI models can emit hundreds of tons of CO₂ per instance



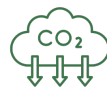
80% of enterprise content is redundant, outdated, or trivial (ROT)



Unoptimized digital workflows amplify storage and compute waste



Greenwashing dominates – measurable impact is rare



GreenDAM agents batch non-urgent compute jobs during *low-carbon hours*.

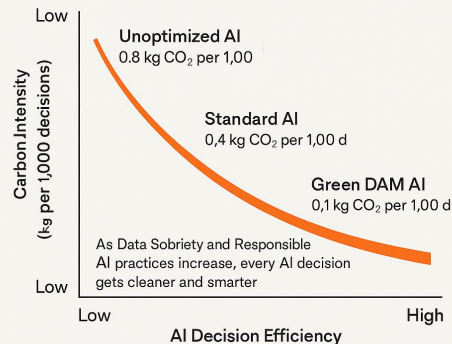


AI-driven dedupe eliminates up to 30% redundant storage, reducing compute energy.



Cognitive models trained with carbon-aware infrastructure selection.

Smarter AI, Smaller Footprint



Cleaner data = less compute waste = fewer emissions = more ethical decisions



Orange Logic was selected by The Data Sobriety Project™ as the exclusive enterprise digital asset management partner to it's consortium of environmental pioneers.

Together, we are drafting the standard in sustainable, responsible AI & content creation.

A few of The Data Sobriety Project partners:



The Solution - Sustainable DAM Leadership & Commitment

Data Sustainability Pillars at Orange Logic



Commitment

We are committed to shaping the future of responsible content by providing the most sustainable DAM & educating on best practices.



Mitigating Impact

Through internal and external education, we provide solutions that dramatically reduce the environmental impact of our platform and customers.



Intelligent Configuration

We offer options that provide impact and benefit insights, helping customers adjust how they create, store, and share assets without compromising performance.



Control your Impact

With GREEN DAM AI Agents, Eco-minded workflows and preconfigured infrastructure optimization customers can actively improve their DAM's environmental performance.



Informed by Data

GREEN DAM provides intuitive reporting on environmental impact and opportunities, with benchmarks and guidance to encourage continuous improvement.

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by: orangelogic

Intelligent Deduplication & Reuse



Continuously detects and consolidates duplicate and near-duplicate assets using perceptual AI.

Automated Storage Tiering & Lifecycle Governance



Minimizes energy-intensive hot storage; enforces retention policies to prevent digital bloat.

Carbon-Aware Compute Scheduling



Demonstrates measurable “load shifting” aligned with clean energy availability.

Sustainable Encoding & Compression Standards



Reduces bandwidth and storage loads, cutting energy use across the full content lifecycle.

In-Flow Education & Nudging



Embeds reduction habits at the source—preventing waste before it’s created

Sustainability Dashboards & Reporting



Turns invisible efficiencies into transparent, auditable metrics.

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the **DAM**

About Us

Pledge

United for a Sustainable Future

Plan, create, manage and share with confidence, not consequence

JOIN US



Digital sustainability delivers a measurable return on investment. Our experts translate your digital footprint into tangible savings, helping you set ambitious targets, and deploy the AI tools for enterprise-wide cleanup.

[Talk to a Green DAM Expert](#)

orange**logic**

Ready to Start Your Digital Detox?

We are entering a new era of digital responsibility. Just as we commit to innovation and creativity, we must also commit to sustainability.

[Take the Pledge](#)