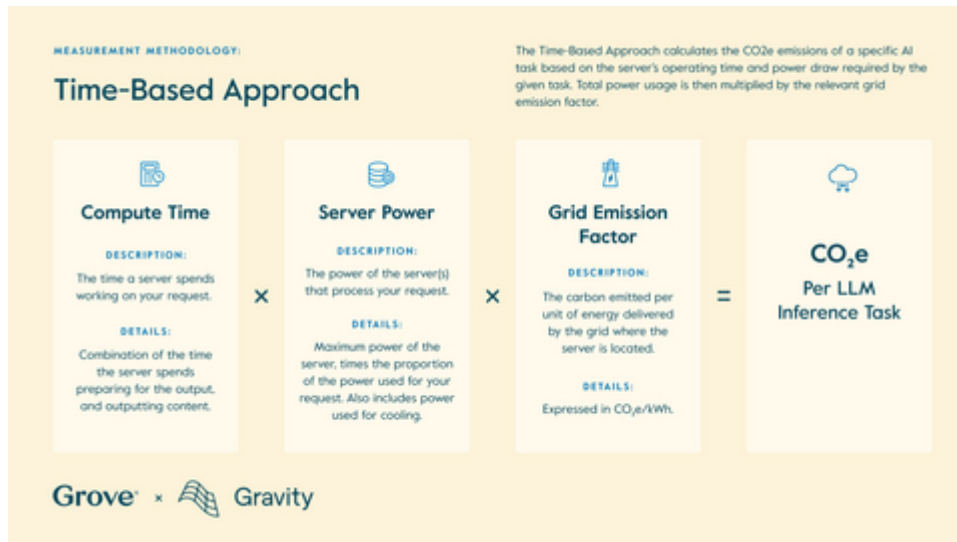# Sustainable Retailer Grove Collaborative to Measure and Mitigate AI's Environmental Impact

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Grove Collaborative, a sustainable consumer products company and Certified B Corporation, has announced a new set of commitments to measure and report the environmental impact of its artificial intelligence (AI) adoption. The company is partnering with Gravity, its existing carbon accounting platform, to become the first retailer to measure its AI-related carbon footprint and publish an open-source measurement approach for other businesses to follow.

The initiative, dubbed **"AI with Intention,"** aims to demonstrate that companies do not have to choose between innovation and environmental responsibility. Grove acknowledges that while the climate impact of AI is still being studied, it's an issue that must be addressed proactively. The company estimates its 2025 AI-related emissions will be small—roughly equivalent to 6% of its 2024 business travel emissions—but still significant enough to warrant action.

Leading with Transparency

Jeff Yurcisin, CEO of Grove Collaborative, said: "AI is essential to Grove's future and – like the rest of the industry – we're testing and learning with tools as they become available to stay competitive, be more efficient, and fuel growth. While we're still learning about the climate impacts of society's AI adoption, we will not and cannot choose between innovation and sustainability. Being a sustainable business and adopting artificial intelligence are not at odds, but every organization must prioritize ethics, emissions tracking, and environmental stewardship in their AI strategies – regardless of the size of that impact. We estimate our 2025 AI-related emissions will equate to roughly 6% of last year's business travel emissions, which, while small, still represents an environmental impact that we need to account for. We at Grove are committed to leading with transparency and we urge our peers to follow our measured approach to

adoption, which we've made accessible to all organizations through our partnership with Gravity."

Grove is currently using AI to enhance workflow, streamline content creation, and improve predictive modelling to better serve its customers. Using the new open-source formula, Grove and Gravity estimate the company's projected 2025 AI-related carbon footprint at **17.8 metric tons of CO2e**.

A Collaborative Approach to Accountability

To quantify this impact, Grove has expanded its partnership with Gravity, a carbon and energy management platform. Given the limited data disclosures from major AI model providers, Gravity has developed a detailed accounting method that leverages the best available information. The findings will be published in Grove's 2025-2026 annual sustainability report, expected in May 2026.

Saleh ElHattab, CEO and Founder of Gravity, said: "Measuring the impact of the products and services we use has always been an input into understanding the levers a company has to improve its sustainability and operational efficiency. With AI's proliferation and energy intensity, we've partnered with Grove to deliver an early blueprint for tracking an organization's consumption of these new tools."

Through this initiative, Grove has committed to several actions:

- Integrating AI emissions into its overall Scope 3 carbon reporting.
- Investing in nature-based carbon offsets to balance emerging AI-related emissions.
- Identifying opportunities for emissions reduction within its AI strategy.
- Choosing AI tools and models that prioritise sustainability and transparency.
- Calling on the broader industry to adopt AI responsibly using the publicly available measurement formula.

The open-source AI emissions formula, developed using a time-based model, covers factors such as energy intensity, data usage, and hardware efficiency. It is now publicly available for other organisations to use to track and reduce their own AI-related environmental impact.