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AI for energy systems

Marketing and social media toolkit

A guide for marketing, communications and research teams to assist in leveraging this campaign in your geography.

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MAKING AN IMPACT THAT MATTERS since 1845

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01

Campaign overview

- **Key messages**

Key messages

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Energy systems face mounting challenges —from rising demand to environmental concerns and the need for enhanced resilience. Artificial Intelligence (AI) offers transformative potential to help address these matters by optimizing operations, strengthening reliability and unlocking substantial economic and environmental benefits. AI applications across energy systems span three main areas—system optimization and control, asset lifecycle management, and end-use efficiency and management—and have the potential to help drive energy efficiency, cost savings, and emission reductions.

AI: Powering smarter, stronger and sustainable energy systems

Energy savings

By 2030, AI could enable approximately 2,700–3,700 terawatt-hours (TWh) in energy savings—around triple its own projected use. This could reach almost 12,000 TWh in energy savings by 2050, which corresponds to 10–12% of projected world energy consumption in a net-zero scenario.

By 2030, around 60% of energy savings are expected to come from industry and the power sector (1,550–2,210 TWh). By 2050, the power sector is projected to lead overall savings reaching 3,540-4,530 TWh, around 37–38% of total projected savings.

Cost savings

Integrating AI into energy planning and operations could also translate to over US$200 billion in annual cost savings by 2030 and almost US$500 billion by 2050.

The total economic benefits from AI could reach between US$8.3 trillion and US$11 trillion from 2030 to 2050. This could reduce the overall cost of the energy transition, estimated at nearly US$200 trillion, by up to 5%.

Emissions reduction

At the same time, energy savings achieved through AI adoption can directly translate into substantial annual emission reductions, reaching nearly 660 MtCO2eq by 2030.

As energy systems become more efficient and low carbon, AI's impact on annual emission reductions is expected to gradually decline. Dropping below 400 $MtCO_2e$ by 2040 and leveling off around 100 $MtCO_2e$ by 2050.

Roadmap to unlock AI's potential in energy systems

To unlock AI's potential in energy systems—enhancing resilience, efficiency, and sustainability—and help ensure a secure, inclusive and sustainable energy future, public and private stakeholders should work together to overcome barriers related to data access, skills, infrastructure, and governance. To realize these benefits without compromising resilience, AI development should adhere to key sovereign AI principles, which emphasize transparency, accountability, local capacity-building, and safeguarding sensitive data to ensure that AI systems remain trustworthy and aligned with public interests.

Audience-specific messaging

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Audience	Industry	Key message
Energy companies and industrial manufacturers	ER&I	**Leading AI deployment for efficiency and resilience.** Energy and industrial manufacturing companies are the main drivers of AI deployment as the end-users and owners of operational data. Prioritizing high-quality data, cybersecurity and governance can help with implementation, while investing in scalable applications like AI-driven asset optimization, predictive maintenance and real-time system balancing can help generate rapid returns and resilience. *Read more in the report*
Technology companies	TMT, GenAI SGO	**Driving innovation and tailored solutions for energy systems.** Technology companies are among the engines of AI innovation and key to tailoring to the needs of the energy sector. By investing in complementary technologies like Internet of Things (IoT) and digital twins and collaborating with energy and industrial manufacturing companies they can provide solutions for grid stability, demand forecasting and predictive maintenance. *Read more in the report*
Financial services providers	FSI	**Financing scalable, sustainable AI adoption.** Financial services providers are important for scaling sustainable and resilient AI-driven innovation. By deploying innovative financing instruments—green and sustainability-linked bonds, concessional loans, and mezzanine financing mechanisms—they can support deployment of sustainable, sovereign AI in energy projects adopting leading efficiency standards and flexible grid integration. *Read more in the report*
Governments and policymakers	GPS	**Enabling responsible and secure AI integration.** Governments and policymakers can play an important role in creating the conditions for responsible, sovereign AI adoption in energy systems. By establishing standards, harmonizing secure data-sharing, investing in high-quality datasets, building local capacity through education and public-private partnerships, and maintaining flexible regulatory frameworks, they can accelerate innovation in AI and its adoption. *Read more in the report*

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Campaign creative and assets

- **Campaign assets**
- **Visual identity**
- **Social media**

Campaign assets available or coming soon on KX

Global campaign ID - GC1000643

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Report Assets

- Report (PDF)
- Report webpage
- Key messages
- Video

Marketing enablement tools

- Social media assets
- Marketing blurbs
- Industry-specific messaging
- Event assets

Client enablement tools

- Client email template
- Client deck

Visual identity and campaign concept

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Visual identity

Campaign concept

Social media assets

Tracked links: LinkedIn | X (Twitter) | Others

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Social media assets are available in KX and a selection is uploaded to **Sprinklr**, in the 'Suggestions' tab. Ensure you add the campaign ID: **GC1000643** to your posts and use either Deloitte Global tracking links or create tracking links for your geography using **Claravine**. Social cards are available in both 1200x628px and 1080x1080px on KX. Teams should follow their local member firm risk/legal processes for marketing communications.

Key message 1

By 2050, AI could save almost 12,000 terawatt-hours (TWh) of energy and unlock nearly US$500 billion in cost reductions, while avoiding substantial emissions annually—helping to drive a more efficient, resilient, and sustainable energy future.

Learn more here: [insert local or global page link]
#AIForEnergy
#DeloitteSustainability

Key message 2

By 2030, AI could deliver up to 3,700 TWh in energy savings—triple its own projected use—and save nearly 12,000 TWh by 2050, equivalent to 10–12% of estimated global consumption.

Learn more here: [insert local or global page link]

#AIForEnergy
#DeloitteSustainability

Key message 3

Integrating AI into energy planning and operations could generate over US$200billion in annual savings by 2030 and almost US$500billion by 2050. Total economic benefits could reach US$8.3–11trillion by 2050.

Learn more here: [insert local or global page link]

#AIForEnergy
#DeloitteSustainability

Key message 4

Energy savings from AI adoption can translate into annual emissions reductions, reaching nearly 660 MtCO2eq by 2030.

Learn more here: [insert local or global page link]

#AIForEnergy
#DeloitteSustainability

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Digital activation

- **D.com: Adopting the Deloitte Global webpage**
- **Jupiter: Tracking client conversations**

D.com | Adopting the Deloitte Global webpage

Visit the webpage

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Geography teams can choose to republish the global campaign webpage using the available blueprint at this link. This includes the flexibility to localize the contact and quote to feature relevant geography leaders.

The webpage will be translated based on the location. Teams should follow their local member firm risk/legal processes for marketing communications.

If you choose to build your own version of the page (not using the blueprint), please make sure to include the campaign ID.

To help drive traffic, consider promoting the webpage across other relevant high-traffic pages.

Digital activation checklist

- ☑ Add the **campaign ID: GC1000643**, if you build your own webpage (not using the blueprint).
- ☑ Social media assets are available in **Sprinklr**, in the 'Suggestions' tab. Ensure you add the campaign ID: **GC1000643** to your posts.
- ☑ Ensure you use **Claravine** to create any **tracking links** for your geography (e.g. Deloitte webpage or social media posts) using the **campaign ID: GC1000643** and the report name: **'AI for Energy Systems'**.

Jupiter | Tracking client conversations

Tag any client conversations related to the campaign in Jupiter to help track engagement and share impact across teams.

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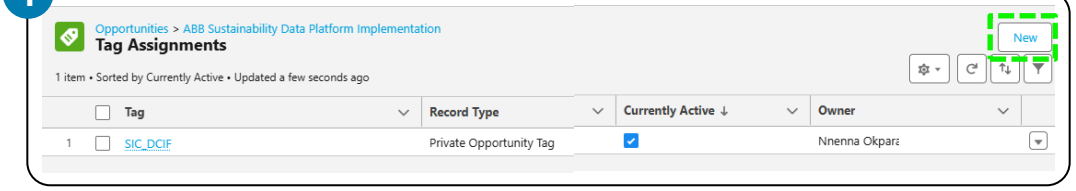
You can assign single Tags from the Opportunity Related tab.

1. In the Opportunity Related tab, scroll down to the Tag Assignments section and click on New.
2. In the Tags field, search for the Tag “**AIforEnergy**" and click on the Save button.
3. After saving, go to the Related tab to review the Tag Assignment section.

1



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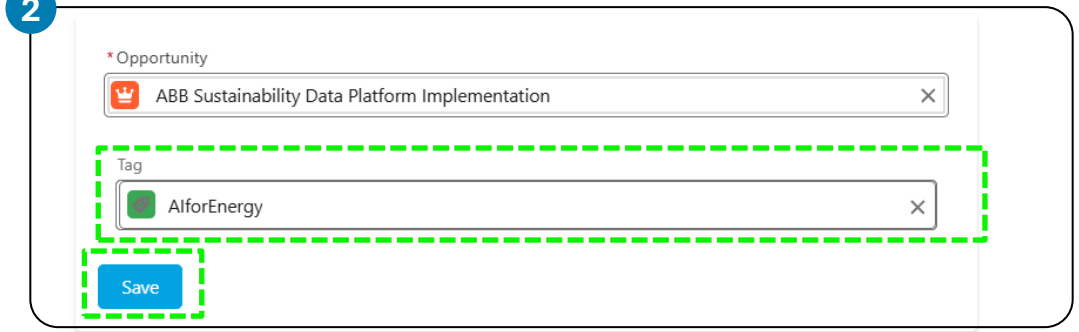

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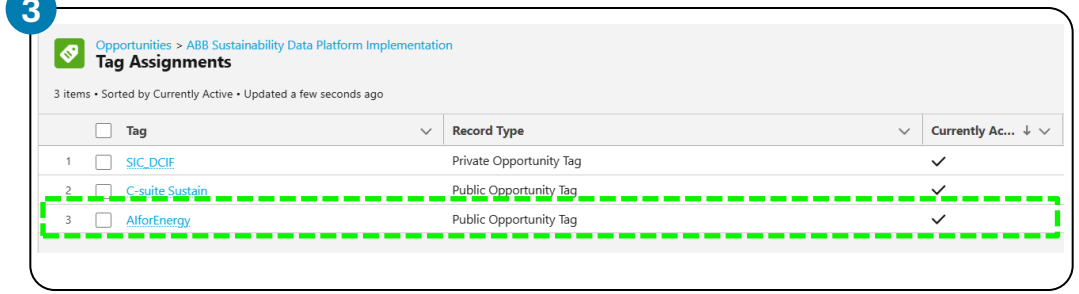

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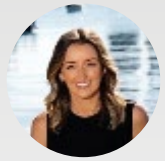

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