# Google Reports Increase in Greenhouse Gas Emissions Despite Carbon Neutrality Goals



Google has reported a significant rise in its greenhouse gas emissions, contrary to its goal of achieving carbon neutrality. Its annual environmental report, released on Tuesday, shows that from 2018 to 2023, Google's emissions surged by 48%. For 2023 alone, emissions increased by 13% compared to the previous year, primarily due to the rising energy demands of its data centers and supply chain as it integrates AI technology into its products.

Chief Sustainability Officer Kate Brandt and Senior Vice President Benedict Gomes acknowledged the challenges posed by higher energy consumption associated with AI computing and expanding technical infrastructure. Despite increasing use of solar and wind energy, the growing operational demands continue to drive emissions.

Microsoft, also a key player in AI, reported a 29% increase in greenhouse gas emissions from 2020, underscoring similar logistical challenges. Both companies have made substantial pledges, with Google and Microsoft aiming for carbon neutrality by the end of the decade, and Microsoft additionally aspiring to be carbon-negative by 2050. Amazon targets carbon neutrality by 2040.

Google emphasized the need for systemic change, strong government policies, and new technologies to achieve a sustainable future.