



AI: What's in store for Environmental Data Managers next week, next year, and beyond.

THERESA KENNEDY

ICEDM CONFERENCE, MAY 14-15, 2025

Sustainability is our business

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This is not a talk about AI.

This is a talk about “us”.

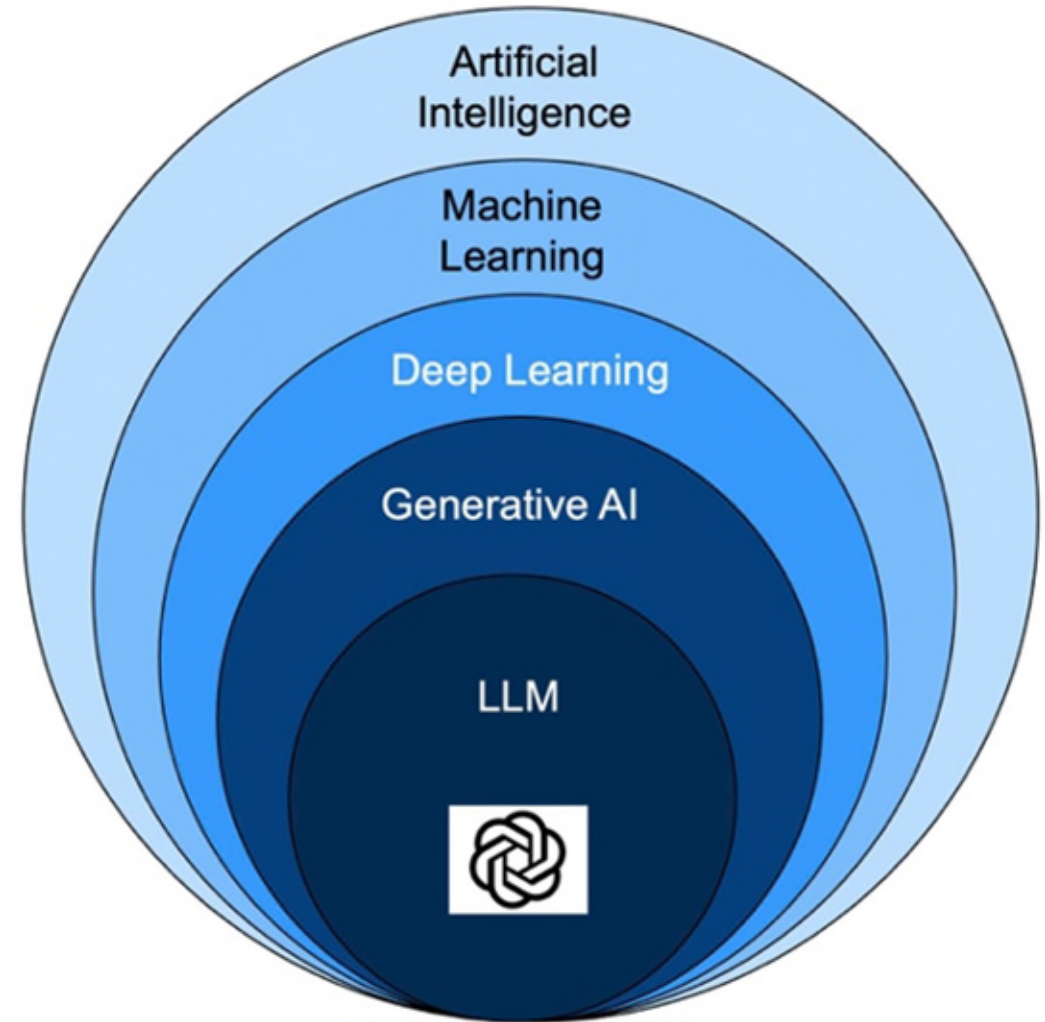
Agenda

- 1 When we say 'AI' we mean..
- 2 FOMO
- 3 What is already happening
- 4 What you can do now
- 5 What is going to happen
- 6 Build those capabilities!
- 7 Listen!

When we say “AI”, we mean...

AI has been a part of our lives for several years, but Generative AI is the new kid.

- **AI** - Techniques that equip computers to emulate human behavior.
- **Machine Learning** – use advanced algorithms to detect patterns in large data sets, enabling them to learn and adapt.
- **Deep Learning** – neural networks for in-depth data processing and analytical tasks.
- **Generative AI** – *generate new content like text, images, code, based on provided input. Trained on large datasets.*



FOMO

Like, if you look at LinkedIn, everyone's an expert already.

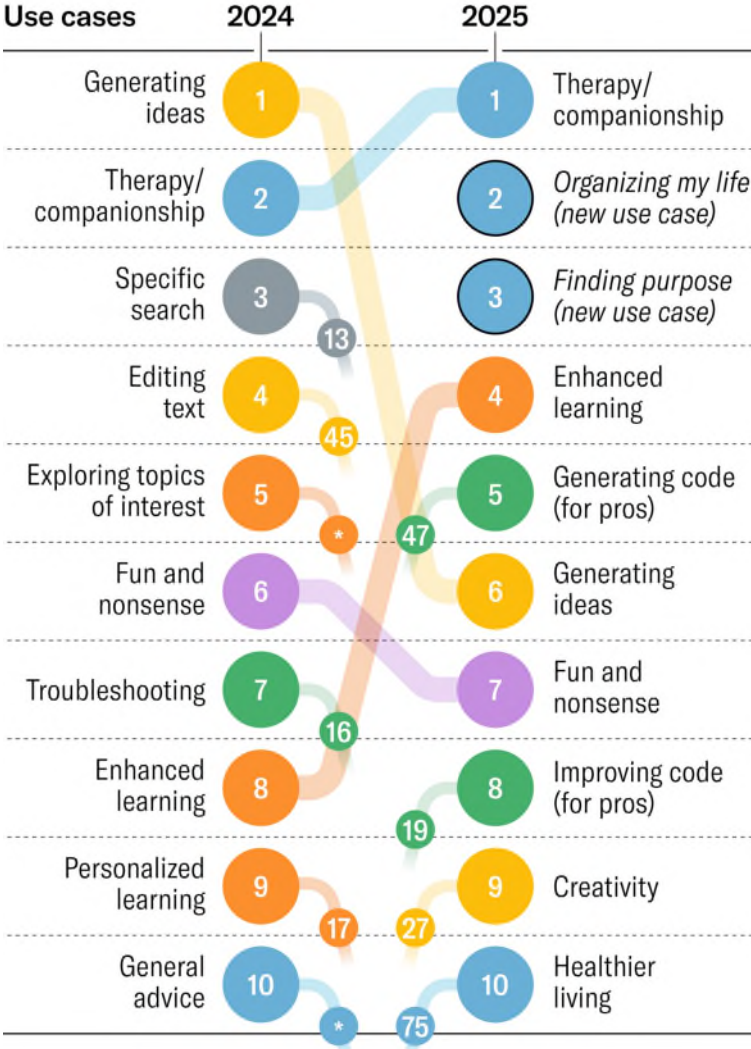
Top 10 Gen AI Use Cases

The top 10 gen AI use cases in 2025 indicate a shift from technical to emotional applications, and in particular, growth in areas such as therapy, personal productivity, and personal development.

Themes

● PERSONAL AND PROFESSIONAL SUPPORT	● TECHNICAL ASSISTANCE AND TROUBLESHOOTING
● CONTENT CREATION AND EDITING	● CREATIVITY AND RECREATION
● LEARNING AND EDUCATION	● RESEARCH, ANALYSIS, AND DECISION-MAKING

Source – Harvard Business Review: How People Are Really Using Gen AI in 2025



*Did not make list of top 100 in 2025
Source: Filtered.com



What is already happening in our world?

Incremental efficiencies are everywhere. Transformations? Not so much. Yet.

Meeting Copilots: Take notes, write minutes, list the unanswered questions, list tasks, suggest deadlines.

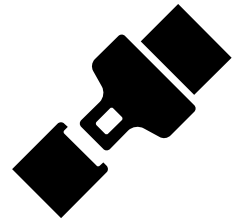
Document Processing: Summarize these 25 documents, extract data from tables, match the extracted data with X and export to csv.



Don't upload documents, data or meeting transcripts into a public GenAI tool.

What can you do now?

Experiment! Safely.



ERM's Seven Guiding Principles on Responsible AI



Governance

We proactively assess our products against our values, emerging obligations, and regulatory expectations. We govern our processes and employ best practices throughout the lifecycle.



Sustainability

We incorporate our sustainability principles to manage environmental and social impacts.



Positive Contribution

We prioritize the application of our AI tools to address societal and environmental challenges.



Transparency

We clarify our intentions and methodologies. We disclose our performance against these Responsible AI principles.



Accountability

We recognize and acknowledge that all significant decisions are ultimately human decisions. We hold ourselves accountable for our work as consultants.



Safety & Privacy

We use industry best practices to protect personal information and to secure our products. We strive to build and maintain trust.



Fairness

We build awareness around discrimination, bias & misuse of AI tools. We commit to using the appropriate data & methodologies, guided by our purpose & beliefs.

What are your guiding principles or policy??

Dos and Don'ts of GenAI

01



DO Use Public GenAI as a starting point
GenAI tools are an aid, not a replacement for human creativity. Keep a human in the loop.

02



DO NOT upload or enter Company, Client, or personally identifiable information
Any information, including confidential or sensitive data entered into to a Public GenAI tool is effectively shared with the rest of the world.

03



DO be transparent about your use of GenAI
Disclose your use of a GenAI tool when you've used it to support your work.

04



DO NOT assume the output is accurate
Output from GenAI may present itself as factual, but may be a 'hallucination' or a distortion of the facts. Always validate.

05



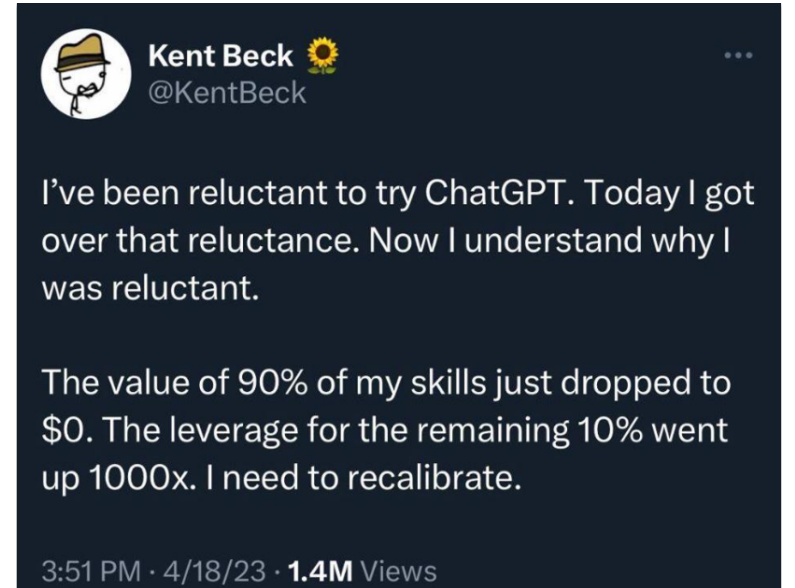
DO follow ERM's Guidelines around ethical and appropriate use.
Think about whether you 'should', not just about whether you 'could'.

What is going to happen?

There will be pressure to do more with less time, there will be initiatives around pushing tasks to AI/lower skilled workforce

1. You + AI = **New You**

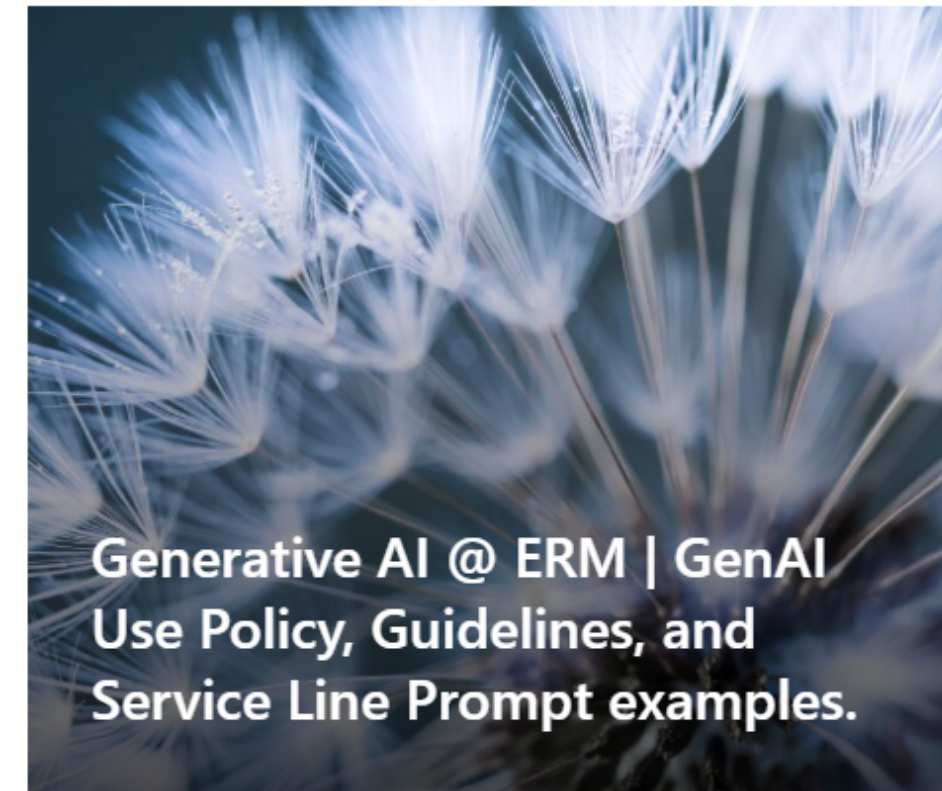
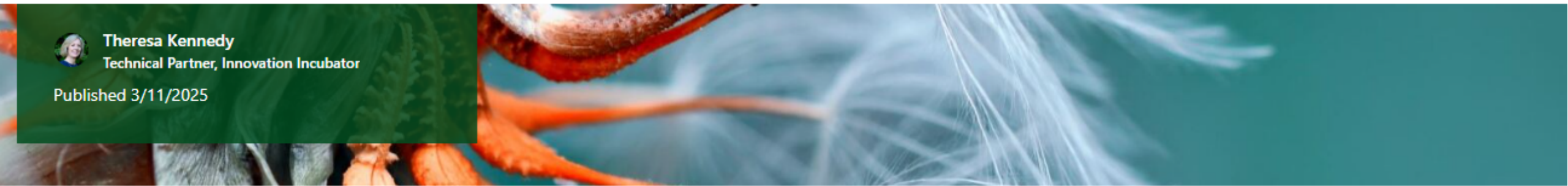
2. AI needs data, and our data isn't in the public domain (yet)





Theresa Kennedy
 Technical Partner, Innovation Incubator

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People and Podcasts – make them part of your learning network



**Cassie
Kozyrkov**

Ex-Google Chief
Decision Scientist.

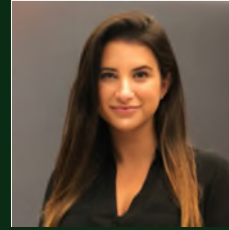
Courses on Maven
and LinkedIn, her
posts are witty
and erudite.



**Me, Myself,
and AI
Podcast**

Business success
stories.

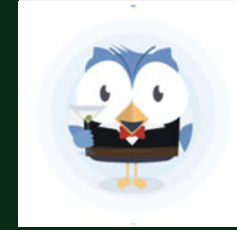
Use cases,
opportunities,
pitfalls &
guardrails.



**Allie K.
Miller**

AI insights on
LinkedIn.

AI in Business,
Tech insights, use
cases, accessible
and relatable.



**Catalog &
Cocktails**

Data.World (Data
Catalogs) Podcast.

Covers the
intersection of
Data Governance
& AI (with drinks).

“the best way to predict
the future is to create it”

PETER DRUCKER



Prompts?

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Companion, Warner Bros. Pictures, 2025