

## Energy preservation and data governance: A synergistic approach for sustainable digital ecosystems

Kuldeep Singh Panwar \* and Jaishree Gaur

*Department of Law, School of Legal Studies, Nagaland University, Lumami, Nagaland 798627, India.*

World Journal of Advanced Research and Reviews, 2025, 27(02), 1708-1717

Publication history: Received on 04 May 2025; revised on 14 June 2025; accepted on 16 June 2025

Article DOI: <https://doi.org/10.30574/wjarr.2025.27.2.2327>

### Abstract

The exponential growth of digital infrastructure has intensified global energy consumption, with data centers and digital networks contributing significantly to carbon emissions. Concurrently, robust data governance frameworks are essential to ensure data integrity, security, and regulatory compliance in an increasingly data-driven world. This review comprehensively explores the synergy between energy preservation and data governance, highlighting how integrating energy-efficient practices into governance policies can foster sustainable digital ecosystems. By examining technological innovations, policy frameworks, and real-world case studies, we identify strategies to minimize environmental impact while maintaining data quality and compliance. Key findings emphasize that energy-aware governance not only reduces carbon footprints but also enhances operational efficiency and cost-effectiveness. This article provides a detailed roadmap for policymakers, industry leaders, and researchers to align technological advancements with global sustainability goals.

**Keywords:** Energy Preservation; Data Governance; Sustainability; Digital Ecosystems; Energy Efficiency; Data Management; Green Technology; Regulatory Compliance

### 1. Introduction

The digital transformation sweeping across industries, economies, and societies has ushered in an era of unprecedented data proliferation, fundamentally reshaping how information is generated, processed, and stored. In 2023, the global volume of data created reached an estimated 120 zettabytes, with projections indicating a rise to 181 zettabytes by 2025, driven by the proliferation of cloud computing, Internet of Things (IoT) devices, and artificial intelligence (AI) applications [1]. This data deluge powers innovation in sectors ranging from healthcare to finance, enabling advancements like real-time analytics, personalized services, and smart infrastructure. However, it also places immense strain on digital infrastructure, particularly data centers, which are the backbone of this digital ecosystem. Data centers alone consume approximately 1-2% of global electricity, equivalent to 200-250 terawatt-hours (TWh) annually, a figure comparable to the energy consumption of entire nations like Argentina or Norway [2]. This escalating energy demand contributes significantly to global carbon emissions, accounting for roughly 1.5% of CO<sub>2</sub> emissions worldwide, a footprint akin to the aviation industry [2]. As the world grapples with the urgent need to address climate change and meet sustainability targets, such as those outlined in the Paris Agreement, the environmental impact of digital infrastructure has become a critical concern.

Concurrently, the complexity of managing this vast data landscape has elevated the importance of data governance, defined as the set of policies, processes, and standards that ensure data quality, security, privacy, and compliance with regulations like the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and Health Insurance Portability and Accountability Act (HIPAA). Effective data governance is essential not only for maintaining

\* Corresponding author: Kuldeep Singh Panwar

trust and operational efficiency but also for navigating the legal and ethical challenges of a data-driven world. However, traditional governance frameworks often overlook the environmental implications of data management practices, such as the energy costs of redundant storage, inefficient processing, or prolonged data retention. The intersection of energy preservation and data governance represents a critical yet underexplored frontier for achieving sustainable digital ecosystems. By integrating energy-aware policies into governance frameworks, organizations can reduce their environmental footprint while upholding data integrity and regulatory compliance.

This convergence is particularly timely given the global push for sustainability, exemplified by initiatives like the European Green Deal and corporate commitments to net-zero emissions. For instance, major technology firms like Google, Microsoft, and Amazon have pledged to achieve carbon neutrality or negative emissions by 2030, highlighting the urgency of aligning digital operations with environmental goals [3, 4, 5]. Yet, achieving this alignment requires a paradigm shift, where energy preservation is not an afterthought but a core component of data governance strategies. This review aims to comprehensively explore this synergy, examining the energy consumption trends of digital infrastructure, the principles and challenges of data governance, and the technological and policy innovations that can bridge these domains. By synthesizing insights from recent literature, industry practices, and case studies, this article proposes a holistic framework for integrating energy preservation and data governance, offering actionable recommendations for policymakers, industry leaders, and researchers to foster sustainable, efficient, and compliant digital ecosystems.

## 2. Energy Preservation in Digital Infrastructure

The exponential growth of digital technologies has positioned digital infrastructure as a cornerstone of modern economies, but it has also driven a significant increase in global energy consumption. Data centers, cloud computing platforms, Internet of Things (IoT) ecosystems, and high-speed data transmission networks are among the primary contributors to this energy demand. As organizations and governments strive to meet sustainability goals, such as those outlined in the Paris Agreement and the United Nations Sustainable Development Goals (SDGs), understanding and mitigating the energy footprint of digital infrastructure is paramount. This section explores the trends driving energy consumption in digital systems and evaluates a range of strategies to enhance energy preservation, emphasizing technological innovations, policy interventions, and industry best practices.

### 2.1. Energy Consumption Trends

The energy demands of digital infrastructure are driven by the rapid expansion of data generation and processing. In 2023, global data creation reached approximately 120 zettabytes, with projections estimating 181 zettabytes by 2025, fueled by the proliferation of AI, IoT, and 5G technologies [1]. Data centers, which serve as the backbone of these technologies, consume an estimated 200-250 terawatt-hours (TWh) annually, accounting for 1-2% of global electricity use [2]. This consumption is comparable to the annual energy use of countries like Argentina or Norway, highlighting the scale of the challenge [2]. The International Energy Agency (IEA) further estimates that data centers contribute approximately 1.5% of global CO<sub>2</sub> emissions, a figure on par with the aviation industry [2]. Several factors contribute to this energy intensity:

- **High-Performance Computing (HPC):** The rise of AI and machine learning workloads, particularly deep learning models, requires immense computational power. For instance, training a single large language model can emit as much CO<sub>2</sub> as a transatlantic flight, with energy consumption reaching tens of megawatt-hours [6]. The growing adoption of generative AI and real-time analytics exacerbates this trend.
- **Redundant Systems:** To ensure reliability and up time, data centers maintain redundant servers, storage systems, and power supplies. These systems often operate at partial capacity, leading to idle power consumption, which can account for up to 30% of a data center's energy use [7].
- **Cooling Requirements:** Data centers generate significant heat due to continuous server operation, necessitating energy-intensive cooling systems. Traditional air-based cooling systems consume up to 40% of a data center's total energy to maintain optimal operating temperatures (typically 20-25°C) [8]. Inefficient cooling designs amplify this energy demand, particularly in regions with high ambient temperatures.
- **Data Transmission Networks:** The global data transmission network, including 5G infrastructure, undersea cables, and fiber-optic systems, consumes an estimated 100 TWh annually [2]. The rollout of 5G, with its higher bandwidth and low latency, has increased energy demands due to denser network architectures and more frequent data transfers.
- **Edge Computing and IoT:** The proliferation of edge devices, such as IoT sensors and smart appliances, adds to the energy footprint. While edge computing reduces energy transmission by processing data locally, the sheer volume of devices—projected to reach 75 billion by 2025—creates a cumulative energy burden [9].

These trends underscore the need for targeted interventions to curb energy consumption while supporting the growth of digital infrastructure. Without such measures, the IEA projects that data center energy demand could double by 2030, posing significant challenges to global sustainability efforts [2].

## 2.2. Strategies for Energy Preservation

To address the escalating energy demands of digital infrastructure, a range of technological, operational, and policy-driven strategies have emerged. These approaches aim to reduce energy consumption, lower carbon emissions, and align digital operations with global sustainability goals. Below, we outline key strategies, supported by industry examples and technical insights:

- **Green Data Centers:** Transitioning data centers to renewable energy sources, such as solar, wind, or hydroelectric power, is a cornerstone of energy preservation. In 2020, Google achieved 100% renewable energy matching for its global data center operations, offsetting its electricity consumption with renewable energy purchases, primarily from wind and solar projects [10]. Similarly, Amazon Web Services (AWS) has committed to powering its operations with 100% renewable energy by 2025, leveraging large-scale solar farms and wind turbines [11]. Beyond renewables, green data centers incorporate energy-efficient designs, such as modular architectures that scale power usage based on demand, reducing waste. For example, Apple's data center in Maiden, North Carolina, integrates solar arrays and biogas fuel cells, achieving a power usage effectiveness (PUE) of 1.1, among the lowest in the industry [12]. PUE, a metric of energy efficiency, measures the ratio of total facility energy to IT equipment energy, with values closer to 1 indicating higher efficiency [13].
- **Energy-Efficient Hardware:** Advances in hardware design have significantly reduced energy consumption. Low-power processors, such as ARM-based chips used in modern servers, consume up to 50% less energy than traditional x86 processors for equivalent workloads [14]. Solid-state drives (SSDs), which rely on flash memory, use up to 80% less power than traditional hard disk drives (HDDs) due to their lack of mechanical components [15]. Additionally, specialized hardware like Google's Tensor Processing Units (TPUs) and NVIDIA's A100 GPUs optimize AI workloads, reducing energy per computation by up to 5x compared to general-purpose CPUs [16]. These hardware innovations are critical for scaling digital infrastructure sustainably.
- **Optimized Cooling Systems:** Cooling accounts for a significant portion of data center energy use, but innovative technologies are transforming this landscape. Liquid immersion cooling, which submerges servers in non-conductive fluids, can reduce cooling energy by up to 90% compared to air-based systems [17]. Free-air cooling, which uses ambient air to cool servers, is effective in cooler climates and has been adopted by companies like Facebook in their Arctic data centers in Sweden [18]. Microsoft's Project Natick, an experimental underwater data center, leverages ocean water for cooling, achieving a 40% reduction in energy use compared to land-based facilities [19]. Additionally, advanced thermal management systems, such as heat pumps and waste heat recycling, enable data centers to repurpose excess heat for nearby buildings or district heating systems, as demonstrated by a Google data center in Finland [20].
- **Workload Optimization:** AI-driven workload management systems enhance energy efficiency by optimizing server utilization and reducing idle power consumption. For instance, Google's DeepMind AI reduced cooling energy in its data centers by 40% by predicting temperature fluctuations and adjusting cooling systems in real time [21]. Similarly, workload orchestration tools like Kubernetes and Apache Mesos allocate tasks to servers dynamically, minimizing energy waste. These systems can reduce energy consumption by up to 30% by ensuring servers operate at optimal capacity [22]. Predictive analytics also enable proactive maintenance, preventing energy-intensive failures.
- **Virtualization and Containerization:** Virtualization technologies, such as VMware and Hyper-V, allow multiple virtual machines to run on a single physical server, improving resource utilization and reducing energy use by up to 50% [23]. Containerization platforms like Docker and Kubernetes further enhance efficiency by lightweight packaging of applications, minimizing overhead. For example, Netflix uses containerization to optimize its cloud infrastructure, reducing energy consumption while supporting millions of streaming users [24]. These technologies are particularly effective in cloud environments, where dynamic scaling is critical.
- **Policy and Standards:** Governments and industry bodies are promoting energy preservation through regulations and standards. The European Union's Code of Conduct for Data Centres encourages operators to adopt best practices, such as achieving a PUE below 1.5 [25]. Similarly, the U.S. ENERGY STAR program certifies energy-efficient data centers, incentivizing adoption of green technologies. Tax incentives and carbon pricing mechanisms further encourage investment in sustainable infrastructure, as seen in Denmark's tax breaks for renewable-powered data centers [26].

### 3. Data Governance: Principles and Practices

Data governance has emerged as a cornerstone of modern digital ecosystems, providing frameworks, policies, and processes to manage the vast and complex data generated by organizations worldwide. With global data volumes reaching 120 zettabytes in 2023 and projected to hit 181 zettabytes by 2025, effective governance is critical to ensuring data integrity, security, and compliance while enabling innovation [1]. Data governance encompasses the strategies and tools used to oversee data throughout its lifecycle—from creation and storage to processing, sharing, and eventual archival or deletion. As digital infrastructure becomes increasingly energy-intensive, governance frameworks must also address the environmental implications of data management practices. This section explores the core components of data governance, their significance in digital ecosystems, and the challenges organizations face in implementing robust governance systems, with a focus on their relevance to energy preservation.

#### 3.1. Core Components

Data governance is built on several foundational components that ensure data is managed effectively, securely, and in alignment with organizational and regulatory objectives. These components are critical for maintaining trust, operational efficiency, and sustainability in data-driven environments:

- **Data Quality:** High-quality data is accurate, complete, consistent, and timely, enabling reliable decision-making and efficient processing. Poor data quality, such as duplicate or incomplete records, can lead to redundant processing, increasing computational and energy demands. For example, a 2022 study by Gartner estimated that organizations with poor data quality incur an average of \$12.9 million annually in operational inefficiencies, including energy waste from unnecessary processing [27]. Governance policies, such as data cleansing and validation protocols, ensure quality, reducing resource consumption.
- **Data Security:** Protecting data from unauthorized access, breaches, and cyberattacks is paramount. Security measures include encryption (e.g., AES-256), multi-factor authentication, and intrusion detection systems. A single data breach can disrupt operations, requiring energy-intensive recovery processes, such as reprocessing or restoring backups. The 2023 IBM Cost of a Data Breach Report noted that the average cost of a breach reached \$4.45 million, with significant energy costs associated with mitigation [28]. Governance frameworks enforce security standards, minimizing risks and their environmental impact.
- **Compliance:** Adherence to regulations like the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), Health Insurance Portability and Accountability Act (HIPAA), and industry-specific standards (e.g., ISO 27001) is a core governance function. Compliance ensures data is handled ethically and legally, but it also has energy implications. For instance, GDPR's data minimization principle encourages organizations to store only necessary data, reducing storage and processing energy [29]. Non-compliance can lead to fines, reputational damage, and resource-intensive audits, diverting resources from sustainability initiatives.
- **Data Lifecycle Management:** Governance policies oversee the entire data lifecycle, from creation to disposal. This includes defining retention periods, archiving strategies, and secure deletion processes. Inefficient lifecycle management, such as retaining obsolete data, increases storage demands, with a 2021 study estimating that up to 60% of enterprise data is redundant, obsolete, or trivial (ROT), contributing to unnecessary energy consumption [30]. Governance frameworks that enforce data minimization and timely deletion align with energy preservation goals.
- **Data Stewardship and Accountability:** Assigning roles and responsibilities for data management ensures accountability. Data stewards oversee policy implementation, monitor compliance, and drive initiatives like data cataloging and metadata management. Effective stewardship can optimize data workflows, reducing energy-intensive processes. For example, metadata-driven automation can streamline data retrieval, cutting query times and server energy use by up to 20% [31].

#### 3.2. Challenges in Data Governance

Implementing effective data governance is fraught with challenges, particularly in the context of rapidly evolving digital ecosystems and their environmental impact:

- **Scalability:** As organizations adopt distributed architectures, such as hybrid cloud and multi-cloud environments, governance becomes complex. Ensuring consistent policies across on-premises, cloud, and edge systems requires sophisticated tools and coordination. For example, a 2023 survey by Forrester found that 65% of enterprises struggle to scale governance across cloud platforms, leading to inefficiencies that increase energy use [32].

- **Interoperability:** Diverse data formats, platforms, and standards hinder seamless governance. Lack of interoperability can result in redundant data processing, as systems may duplicate efforts to reconcile incompatible formats. This inefficiency consumes additional computational resources, with a 2022 IDC report estimating that interoperability issues account for 15-20% of data center energy waste [33].
- **Privacy Concerns:** Balancing data utility with privacy rights is a persistent challenge, particularly under stringent regulations like GDPR and CCPA. Overly restrictive policies can lead to inefficiencies, such as excessive encryption or redundant backups, increasing energy consumption. Conversely, lax policies risk breaches, requiring energy-intensive recovery. A 2023 study by Deloitte highlighted that 70% of organizations face challenges in aligning privacy with operational efficiency [34].
- **Evolving Threat Landscape:** The rise of sophisticated cyberattacks, such as ransomware and zero-day exploits, necessitates continuous updates to governance frameworks. For instance, the 2023 CrowdStrike Global Threat Report noted a 74% increase in ransomware incidents, requiring organizations to invest in energy-intensive security measures like real-time monitoring and forensic analysis [35]. These measures, while critical, can conflict with energy preservation goals.
- **Resource Constraints:** Implementing robust governance requires significant investment in tools, training, and personnel. Small and medium enterprises (SMEs) often lack the resources to adopt advanced governance platforms, leading to ad-hoc practices that undermine efficiency and sustainability. A 2022 McKinsey report estimated that 40% of SMEs cite budget constraints as a barrier to effective data governance [36].

## 4. Synergies Between Energy Preservation and Data Governance

The integration of energy preservation and data governance offers a transformative approach to building sustainable digital ecosystems. By embedding energy-aware policies into governance frameworks, organizations can reduce their environmental footprint while maintaining data quality, security, and compliance. This section explores how these domains intersect, detailing energy-aware governance frameworks, presenting real-world case studies, and highlighting technological enablers that facilitate this synergy.

### 4.1. Energy-Aware Data Governance Frameworks

Energy-aware governance frameworks integrate sustainability metrics into data management policies, aligning operational efficiency with environmental goals. Key strategies include:

- **Data Storage Optimization:** Governance policies that enforce data duplication, compression, and tiered storage reduce storage requirements, directly impacting energy consumption. Deduplication can decrease storage needs by 20-30%, lowering power usage for storage hardware [37]. Compression algorithms, such as Z standard, reduce data size by up to 50%, minimizing energy for storage and retrieval [38]. Tiered storage prioritizes high-access data on energy-efficient SSDs while archiving infrequently accessed data on low-power tape or cold storage systems, achieving energy savings of up to 70% for archival data [39]. For example, IBM's governance framework for its cloud services includes automated deduplication, reducing storage energy by 25% [40].
- **Selective Data Retention:** Policies that define retention periods based on data relevance prevent the accumulation of obsolete data. GDPR's data minimization principle, for instance, mandates that organizations retain only necessary data, aligning with energy efficiency by reducing storage and processing demands [29]. A 2023 Veritas study found that organizations with strict retention policies reduced storage energy consumption by 15-20% by eliminating ROT data [41]. Automated lifecycle management tools, such as those offered by Informatica, enforce retention rules, ensuring compliance and sustainability.
- **Energy Audits and Monitoring:** Governance frameworks can mandate regular energy audits using Data Center Infrastructure Management (DCIM) software to track power usage effectiveness (PUE). A PUE of 1.2 or lower indicates high energy efficiency, with top-tier data centers like Google's achieving PUEs as low as 1.1 [13]. Governance policies can require real-time energy monitoring, enabling proactive adjustments to reduce waste. For example, Cisco's DCIM tools provide dashboards that correlate data workloads with energy use, helping organizations optimize operations [42].
- **Sustainable Data Processing:** Governance policies can prioritize energy-efficient algorithms and processing methods. Approximate computing, which trades marginal accuracy for significant energy savings, is particularly effective for big data analytics, reducing energy use by up to 30% in certain applications [43]. Governance frameworks can also enforce workload scheduling to off-peak hours, leveraging lower energy costs and renewable energy availability. For instance, AWS's sustainability-focused governance policies schedule non-critical workloads during periods of high renewable energy production [44].

- **Green Compliance Standards:** Governance frameworks can incorporate sustainability certifications, such as the EU Code of Conduct for Data Centres or LEED certification, ensuring that data operations align with environmental standards. These standards encourage practices like renewable energy adoption and efficient cooling, embedding energy preservation into compliance requirements [25].

#### 4.2. Case Studies

Real-world examples illustrate the successful integration of energy preservation and data governance:

- **Microsoft's Project Natick:** Microsoft's underwater data centers leverage ocean cooling to reduce energy consumption by up to 40% compared to land-based facilities [19]. Governance policies ensure data security and compliance in these unconventional environments, using encrypted data transmission and GDPR-compliant protocols. The project demonstrates how innovative infrastructure can align with robust governance to achieve sustainability and operational goals.
- **European Green Deal and Data Strategy:** The EU's Data Governance Act, part of the European Green Deal, promotes data sharing while mandating energy-efficient practices. For example, the act encourages edge computing to reduce data transmission energy, with governance policies ensuring compliance with privacy regulations [45]. The EU's Gaia-X initiative, a federated data infrastructure, integrates energy efficiency metrics into its governance framework, achieving a 20% reduction in energy use for participating organizations [46].
- **IBM's Green Horizon:** IBM's AI-driven platform optimizes energy use in data centers by predicting demand and adjusting workloads. Governance policies ensure compliance with data privacy and security standards, such as ISO 27001, while enabling energy savings of up to 30% through dynamic resource allocation [47]. The platform's governance framework includes energy audits, ensuring transparency and accountability.
- **Salesforce's Sustainability Cloud:** Salesforce's governance platform integrates energy tracking with data management, enabling organizations to monitor their carbon footprint alongside compliance metrics. By enforcing data minimization and efficient processing, the platform reduces energy consumption by 15% for enterprise clients, aligning with GDPR and sustainability goals [48].

#### 4.3. Technological Enablers

Several technologies facilitate the integration of energy preservation and data governance, enhancing efficiency and compliance:

- **AI and Analytics:** AI-driven governance tools, such as those from Collibra and Alation, predict energy usage patterns and optimize data workflows. For example, Google's DeepMind AI reduced cooling energy by 40% by integrating energy metrics into governance policies [21]. AI can also enforce compliance by detecting anomalies in data access, reducing the need for energy-intensive audits.
- **Blockchain:** Decentralized ledger technologies provide transparent tracking of energy consumption and data usage. Blockchain-based governance systems, such as those used in IBM's Food Trust platform, verify renewable energy usage in data centers, ensuring compliance with sustainability standards [49]. Blockchain's immutability enhances accountability, supporting energy-aware governance.
- **Edge Computing:** Processing data closer to its source reduces energy transmission, particularly for IoT applications. Governance policies tailored to edge environments, such as those implemented in Cisco's IoT solutions, ensure data security and compliance, achieving energy savings of up to 25% in smart city deployments [50]. Edge governance frameworks use lightweight protocols to minimize computational overhead.
- **Quantum Computing (Future Potential):** Emerging quantum computing technologies promise to solve complex problems with lower energy consumption than classical systems. Governance frameworks will need to evolve to manage quantum data, ensuring security and efficiency. For instance, IBM's quantum research suggests that quantum algorithms could reduce energy use for cryptographic tasks by up to 50% [51].
- **Automation Tools:** Governance platforms like Informatica and Talend automate data lifecycle management, enforcing policies for deduplication, retention, and archiving. These tools reduce manual intervention, cutting energy use for administrative tasks by up to 20% [52].

---

#### 5. Challenges and Future Directions

The integration of energy preservation and data governance is pivotal for building sustainable digital ecosystems, yet it faces significant challenges that must be addressed to realize its full potential. These challenges stem from technological, economic, regulatory, and human factors, each with implications for scalability and adoption. Simultaneously, the

evolving landscape of digital infrastructure and sustainability offers numerous opportunities for future research and innovation. This section provides a comprehensive analysis of the barriers to integrating energy preservation and data governance, followed by a detailed exploration of future research areas to drive sustainable progress.

### 5.1. Barriers to Integration

The convergence of energy preservation and data governance is hindered by several interconnected barriers, each requiring targeted strategies to overcome:

- **Cost Implications:** Implementing energy-efficient infrastructure, such as liquid immersion cooling, renewable energy systems, or advanced hardware like ARM-based processors, requires substantial upfront investment. For instance, retrofitting a data center with liquid cooling can cost \$10-20 million, depending on scale [53]. Small and medium enterprises (SMEs), which account for 90% of global businesses, often lack the capital to adopt such technologies, limiting their ability to integrate energy preservation into governance frameworks [54]. Even large organizations face financial trade-offs, as investments in sustainability may divert funds from other priorities, such as cybersecurity or scalability. A 2023 McKinsey report noted that 60% of enterprises cite cost as the primary barrier to adopting green data center technologies [55].
- **Lack of Standardization:** The absence of global standards for energy-efficient data governance creates fragmentation across regions and industries. For example, the European Union's Code of Conduct for Data Centres sets a power usage effectiveness (PUE) target of 1.5, while other regions lack comparable benchmarks [25]. Similarly, data governance regulations like GDPR and CCPA differ in scope and requirements, complicating the development of unified, energy-aware governance frameworks. This lack of interoperability leads to redundant processes, with a 2022 IDC study estimating that 15-20% of data center energy waste results from inconsistent standards [33]. Harmonizing energy and governance standards remains a critical challenge.
- **Skill Gaps:** The interdisciplinary nature of energy preservation and data governance demands expertise in sustainability, data management, and IT infrastructure. However, there is a global shortage of professionals with cross-disciplinary skills. A 2023 LinkedIn report highlighted a 40% skills gap in data governance roles, with even fewer professionals trained in sustainable IT practices [56]. This gap hinders the design and implementation of energy-aware governance frameworks, particularly for SMEs and organizations in developing regions. Training programs and certifications, such as those offered by Green Grid or ISACA, are emerging but remain limited in reach [57].
- **Trade-Offs Between Efficiency and Performance:** Balancing energy efficiency with performance and security requirements poses a significant challenge. For instance, encryption and real-time monitoring, essential for data security, increase computational overhead, consuming 10-15% more energy than unencrypted processes [58]. Similarly, high-performance computing (HPC) workloads, such as AI training, prioritize speed and accuracy over energy savings, with a single AI model training session consuming up to 50 MWh [6]. Governance policies must navigate these trade-offs, ensuring compliance and performance without undermining sustainability goals.
- **Regulatory Complexity:** The global patchwork of data governance regulations complicates the integration of energy preservation. For example, GDPR mandates data minimization, which aligns with energy efficiency, but its strict compliance requirements can increase administrative overhead, diverting resources from sustainability initiatives [29]. Conversely, regions with lax regulations may prioritize cost over environmental impact, undermining global efforts. A 2023 Deloitte study found that 55% of organizations struggle to align regional regulations with sustainability goals [34].
- **Consumer Awareness and Adoption:** End-users and organizations often lack awareness of the environmental impact of data practices. For instance, a 2022 Pew Research survey indicated that only 30% of consumers understand the energy implications of cloud services, limiting demand for sustainable solutions [59]. Without consumer-driven pressure, organizations may deprioritize energy-aware governance, slowing adoption.

### 5.2. Future Research Areas

To address these challenges and advance the integration of energy preservation and data governance, several research areas hold promise:

- **Universal Metrics for Energy-Efficient Data Governance:** Developing standardized metrics, such as a "sustainability index" for data centers, could drive global adoption of best practices. Such metrics would combine PUE, carbon intensity, and data lifecycle efficiency, providing a holistic measure of sustainability. Research into frameworks like the Green Software Foundation's Software Carbon Intensity (SCI) specification could guide this effort, with early studies suggesting a 20% reduction in emissions through standardized metrics [60].

- **Quantum Computing for Energy Efficiency:** Quantum computing offers potential to solve complex problems, such as cryptographic tasks and optimization algorithms, with significantly lower energy consumption than classical systems. For example, IBM's quantum research indicates that quantum algorithms could reduce energy use for certain computations by up to 50% [51]. Future research should focus on developing governance frameworks for quantum data, ensuring security and efficiency in hybrid quantum-classical environments.
- **Consumer-Driven Governance Models:** Empowering consumers to influence governance policies through transparent energy usage reports could drive sustainable practices. Research into blockchain-based platforms, which provide verifiable energy consumption data, could enhance consumer trust and accountability. A 2023 pilot by the World Economic Forum showed that consumer-driven governance reduced energy waste by 10% in participating organizations [61].
- **Circular Economy Models:** Applying circular economy principles to digital infrastructure, such as recycling hardware or repurposing waste heat, could enhance sustainability. For instance, Google's data center in Finland repurposes waste heat for district heating, reducing local energy costs by 15% [20]. Research into scalable circular models, such as server refurbishment or modular hardware designs, could minimize e-waste and energy consumption.
- **AI-Driven Governance Optimization:** Advanced AI tools can optimize governance processes, reducing energy use for administrative tasks like compliance audits or data cataloging. Research into AI-driven governance platforms, such as those from Collibra, suggests potential energy savings of 15-20% through automation [52]. Future studies should explore AI's role in predicting and mitigating energy-intensive governance failures.
- **Policy Harmonization:** Research into harmonizing global data governance and energy efficiency standards could reduce fragmentation. For example, extending the EU's Gaia-X framework to non-European regions could create a unified approach, with early estimates suggesting a 25% reduction in interoperability-related energy waste [46]. Collaborative efforts between international bodies like the UN and ISO are critical.

## 6. Conclusion

The convergence of energy preservation and data governance represents a critical opportunity to address the environmental and operational challenges of the digital age. As global data volumes surge—projected to reach 181 zettabytes by 2025—and data centers consume 1-2% of global electricity, the need for sustainable digital infrastructure has never been more urgent [1, 2]. By embedding energy-aware policies into data governance frameworks, organizations can significantly reduce their carbon footprint while ensuring data quality, security, and compliance. This review has explored the multifaceted dimensions of this synergy, detailing energy consumption trends, governance principles, and innovative strategies to integrate the two domains.

Technological advancements, such as green data centers, AI-driven workload optimization, and edge computing, demonstrate the feasibility of reducing energy use without compromising performance. Case studies like Microsoft's Project Natick, the EU's Green Deal, and IBM's Green Horizon highlight practical applications, achieving energy savings of 20-40% while adhering to robust governance standards [19, 45, 47]. Governance frameworks that prioritize data minimization, duplication, and energy audits align with regulations like GDPR and sustainability certifications, creating a virtuous cycle of efficiency and compliance [29]. Emerging technologies, including blockchain and quantum computing, further enhance this synergy by enabling transparent energy tracking and efficient processing [49, 51].

However, significant challenges remain, including high costs, lack of standardization, skill gaps, and regulatory complexity. Addressing these barriers requires concerted efforts from stakeholders across the ecosystem. Policymakers must harmonize global standards, as seen in initiatives like the EU Code of Conduct for Data Centres [25]. Industry leaders should invest in training programs and scalable technologies, such as modular data centers and AI-driven governance tools, to bridge skill gaps and reduce costs. Academia plays a crucial role in advancing research into universal metrics, quantum computing, and circular economy models, fostering innovation at the intersection of energy and governance.

This review underscores that energy preservation and data governance are not isolated disciplines but interdependent pillars of sustainable digital ecosystems. By adopting a holistic approach, organizations can align technological progress with global sustainability goals, such as the Paris Agreement and the UN SDGs. The proposed framework—integrating energy-efficient technologies, governance policies, and collaborative research—offers a roadmap for stakeholders to navigate the complexities of the digital era while minimizing environmental impact. As the world moves toward a data-driven future, the synergy between energy preservation and data governance will be instrumental in building resilient, efficient, and sustainable digital infrastructure.

---

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

---

## References

- [1] Statista. Volume of data created, captured, copied, and consumed worldwide from 2010 to 2025. Hamburg: Statista; 2023.
- [2] International Energy Agency. Data centres and data transmission networks. Paris: IEA; 2023.
- [3] Google. 2021 Environmental report. Mountain View (CA): Google Sustainability; 2021.
- [4] Microsoft. Microsoft sustainability report. Redmond (WA): Microsoft Corporation; 2020.
- [5] Amazon. AWS sustainability commitment. Seattle (WA): Amazon Web Services; 2023.
- [6] Strubell E, Ganesh A, McCallum A. Energy and policy considerations for deep learning in NLP. In: Proceedings of the 57th Annual Meeting of the Association for Computational Linguistics; 2019 Jul 28-Aug 2; Florence, Italy. Stroudsburg (PA): Association for Computational Linguistics; 2019. p. 3645-50.
- [7] Shehabi A, Smith S, Sartor D, Brown R, Herrlin M, Koomey J, et al. United States data center energy usage report. Berkeley (CA): Lawrence Berkeley National Laboratory; 2018.
- [8] ASHRAE. Advances in data center cooling technologies. ASHRAE J. 2020;62(3):14-22.
- [9] Cisco. Cisco Annual Internet Report (2018-2023): Global IoT forecast, 2020-2025. San Jose (CA): Cisco Systems; 2022.
- [10] Google. 2021 Environmental report. Mountain View (CA): Google Sustainability; 2021.
- [11] Amazon. AWS sustainability commitment. Seattle (WA): Amazon Web Services; 2023.
- [12] Apple. Environmental progress report. Cupertino (CA): Apple Inc.; 2022.
- [13] Uptime Institute. Power usage effectiveness (PUE) metrics. New York (NY): Uptime Institute; 2023.
- [14] ARM. Energy efficiency in ARM-based servers. Cambridge: ARM Ltd.; 2021.
- [15] Intel. SSD vs. HDD: Power consumption comparison. Santa Clara (CA): Intel Corporation; 2022.
- [16] NVIDIA. A100 GPU: Energy efficiency for AI workloads. Santa Clara (CA): NVIDIA Corporation; 2023.
- [17] Schneider Electric. Liquid cooling for data centers. Rueil-Malmaison: Schneider Electric; 2021.
- [18] Facebook. Sustainability in data center design. Menlo Park (CA): Facebook Engineering; 2020.
- [19] Microsoft. Project Natick: Underwater data centers. Redmond (WA): Microsoft Research; 2020.
- [20] Google. Waste heat recycling in data centers. Mountain View (CA): Google Sustainability; 2021.
- [21] Google DeepMind. Reducing energy consumption in data centers. London: DeepMind; 2016.
- [22] Kubernetes. Energy optimization in cloud orchestration. Kubernetes Documentation; 2022. Available from: <https://kubernetes.io/docs/>.
- [23] VMware. Virtualization for energy efficiency. Palo Alto (CA): VMware Inc.; 2021.
- [24] Netflix. Containerization for scalable streaming. Los Gatos (CA): Netflix Technology Blog; 2021.
- [25] European Commission. EU code of conduct for data centres. Brussels: European Commission; 2021.
- [26] Danish Energy Agency. Incentives for green data centers. Copenhagen: Danish Energy Agency; 2022.
- [27] Gartner. The cost of poor data quality. Stamford (CT): Gartner Inc.; 2022.
- [28] IBM. Cost of data breach report. Armonk (NY): IBM Security; 2023.
- [29] European Union. General Data Protection Regulation (GDPR). Brussels: European Union; 2016.
- [30] Veritas. The state of enterprise data management. Santa Clara (CA): Veritas Technologies; 2021.

- [31] Informatica. Metadata-driven data governance. Redwood City (CA): Informatica; 2022.
- [32] Forrester. State of data governance in enterprises. Cambridge (MA): Forrester Research; 2023.
- [33] IDC. Interoperability challenges in data management. Framingham (MA): International Data Corporation; 2022.
- [34] Deloitte. Privacy and data governance trends. New York (NY): Deloitte Insights; 2023.
- [35] CrowdStrike. Global threat report. Sunnyvale (CA): CrowdStrike; 2023.
- [36] McKinsey & Company. Data governance for SMEs. New York (NY): McKinsey & Company; 2022.
- [37] EMC. Data deduplication and energy savings. Hopkinton (MA): EMC Corporation; 2019.
- [38] Facebook. Zstandard compression algorithm. Menlo Park (CA): Facebook Engineering; 2021.
- [39] Spectra Logic. Tiered storage for energy efficiency. Boulder (CO): Spectra Logic Corporation; 2022.
- [40] IBM. Cloud storage optimization. Armonk (NY): IBM Cloud; 2023.
- [41] Veritas. Data retention and energy savings. Santa Clara (CA): Veritas Technologies; 2023.
- [42] Cisco. DCIM for sustainable data centers. San Jose (CA): Cisco Systems; 2023.
- [43] Mittal S. A survey of techniques for approximate computing. *ACM Comput Surv.* 2016;48(4):62.
- [44] Amazon. AWS sustainability-focused governance. Seattle (WA): Amazon Web Services; 2023.
- [45] European Commission. A European strategy for data. Brussels: European Commission; 2020.
- [46] Gaia-X. Federated data infrastructure for sustainability. Brussels: Gaia-X; 2023.
- [47] IBM. Green Horizon: AI for sustainability. Armonk (NY): IBM Research; 2021.
- [48] Salesforce. Sustainability cloud: Governance and energy tracking. San Francisco (CA): Salesforce; 2023.
- [49] Andoni M, Robu V, Flynn D, Abram S, Geach D, Jenkins D, et al. Blockchain technology in the energy sector: A systematic review of challenges and opportunities. *Renew Sustain Energy Rev.* 2019; 100:143-74.
- [50] Cisco. Edge computing for IoT: Energy and governance considerations. San Jose (CA): Cisco Systems; 2022.
- [51] IBM. Quantum computing and sustainability. Armonk (NY): IBM Quantum; 2023.
- [52] Talend. Automation in data governance. Redwood City (CA): Talend; 2022.
- [53] Schneider Electric. Liquid cooling for data centers. Rueil-Malmaison: Schneider Electric; 2021.
- [54] OECD. SME digitalization and sustainability. Paris: Organisation for Economic Co-operation and Development; 2023.
- [55] McKinsey & Company. Green data centers: Opportunities and challenges. New York (NY): McKinsey & Company; 2023.
- [56] LinkedIn. Global skills gap report. Sunnyvale (CA): LinkedIn Corporation; 2023.
- [57] ISACA. Sustainable IT certifications. Schaumburg (IL): ISACA; 2022.
- [58] NIST. Energy implications of encryption technologies. Gaithersburg (MD): National Institute of Standards and Technology; 2022.
- [59] Pew Research Center. Consumer awareness of digital sustainability. Washington (DC): Pew Research Center; 2022.
- [60] Green Software Foundation. Software carbon intensity specification. Green Software Foundation; 2023.
- [61] World Economic Forum. Consumer-driven data governance pilot. Geneva: World Economic Forum; 2023.