





# Data Centers and Society – Facts vs. Myths

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# Data Centers in Norwegian Media

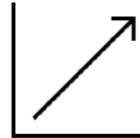
2025 report



3500+  
Unique articles



10  
Average hits per day



+56 %  
Increase in exposure

«Data centers are stealing all the power»

«Power prices are skyrocketing because of data centers»

«The DC industry is out of control – there are no rules or regulations»

«We only need data centers for Norwegian data and users»

«Data centers don't create jobs»

«Data Centers waste power and damage nature»





## Myth 1- Power

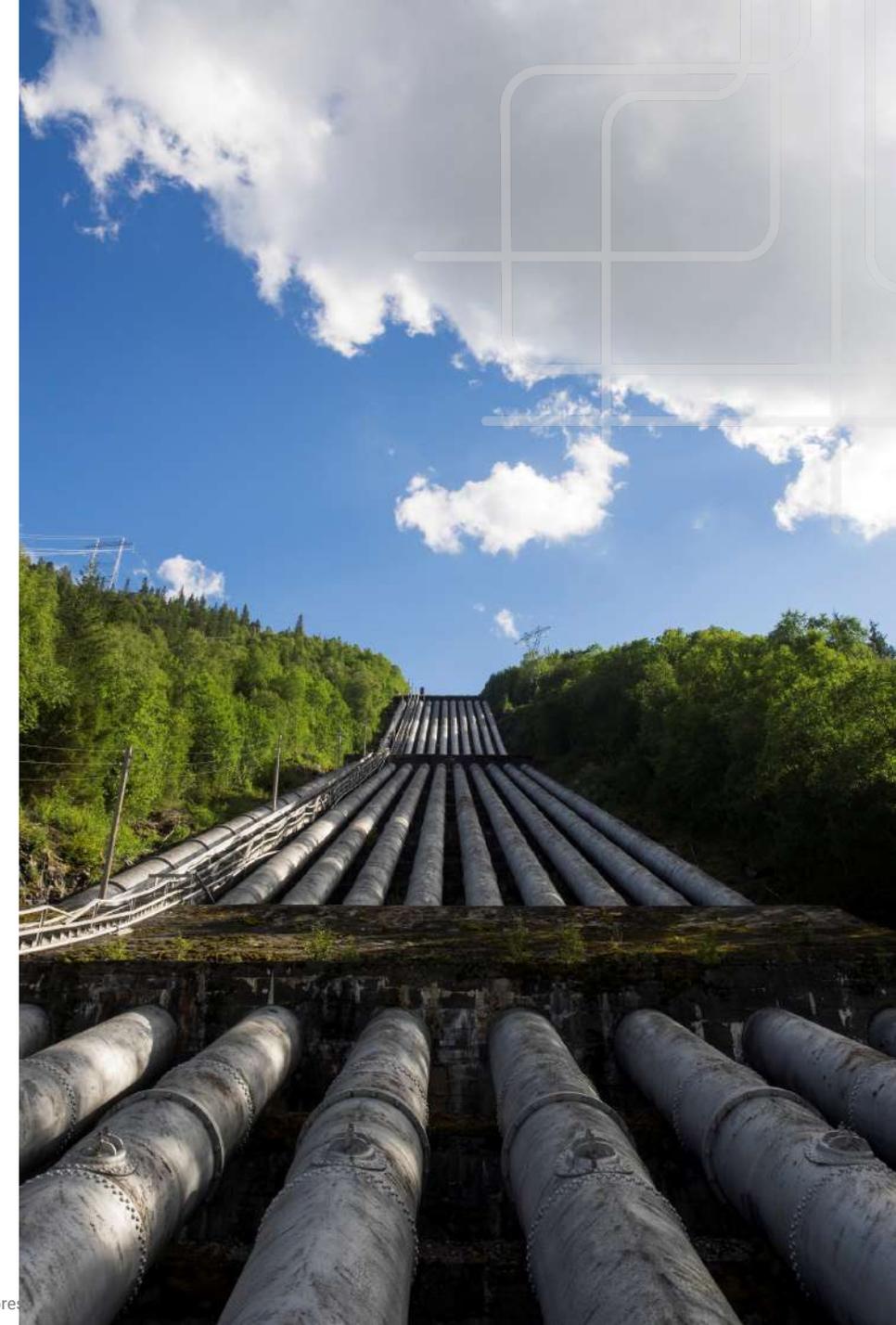
### Power deficit and rising electricity prices?

#### True?

Today our business use approx 1 % and it is estimated to rise to about 10-12% within 2050\*.

#### A few nuances:

- DCs are far behind traditional power intensive industries
- We use less power compared to data centers in continental Europe
- Norway still has a significant power surplus = power export
- Electricity prices depend on a number of different factors – not on the presence of a data center alone
- Data centers pay for the power and generate income for power- and grid companies which are largely publicly owned
- A part of the solution? – grid stability, load balancing, heat reuse...





## Myth 2 - Regulations

### Communities and politicians have no say?

#### True?

Local communities and politicians are worried  
Call for stricter regulations and a national licencing scheme.

#### A few nuances:

Data centers operate within a multi-layered and nationally regulated framework today:

- the Planning and Building Act
- the Energy Act the Grid and Licensing system
- the Electronic Communications Act
- the Security Act
- the Pollution Control Act





## Myth 3 – No jobs in data centers

There are only a few janitors on site?

**True?**

Most of the jobs connected to data centers are indirect and not employed by the operator.

**A few nuances:**

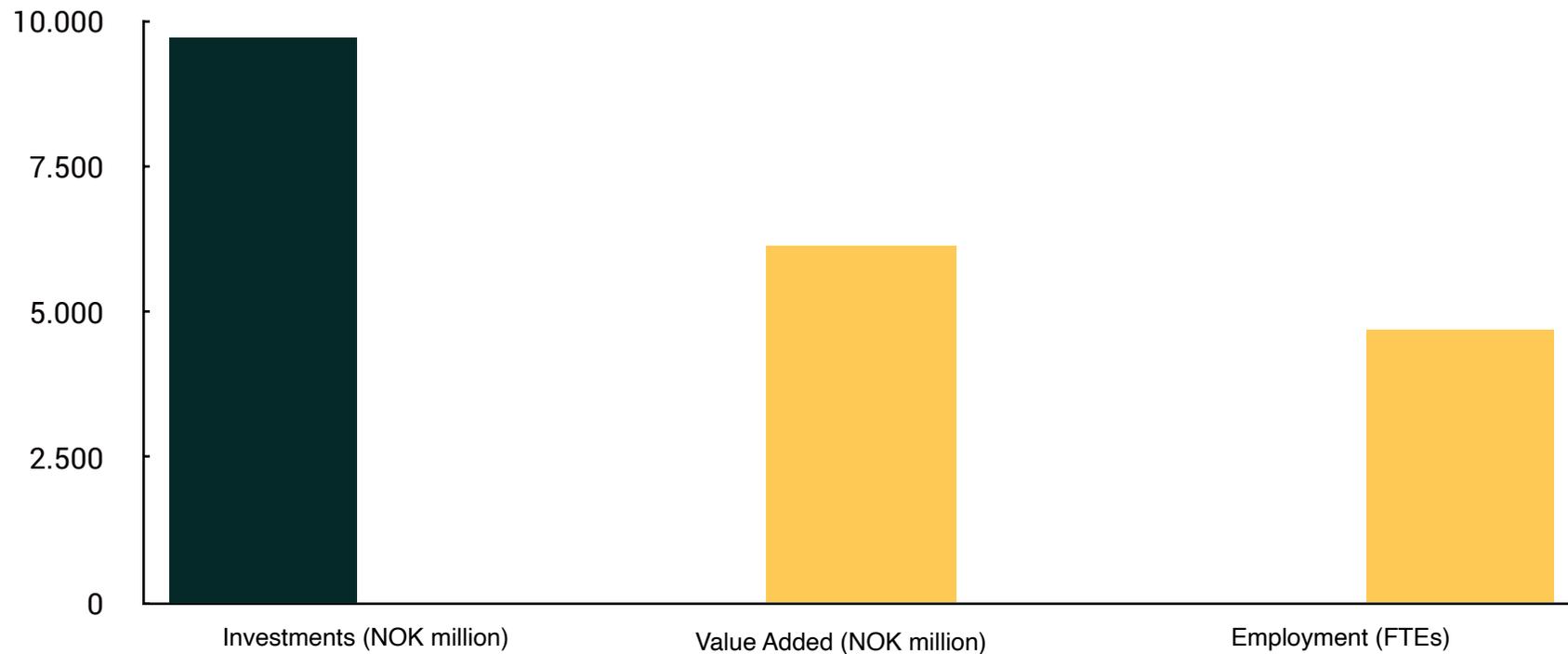
- Data centers in Norway are about maintaining critical infrastructure 24/7 – that requires skilled workers.
- Several independent reports document the actual employment generated.
- Is a job in a data center less valuable than in other industries?
- In addition to jobs – data center establishments create significant local economic impact





## Example

### The Construction of OSL-Hamar



-  90 MW
-  3 buildings
-  220 full time jobs created



## Myth 4 – Climate and environment

**Pollute, waste energy and damage nature?**

**True?**

Data Centers use diesel generators, produce heat and need land for buildings.

**A few nuances:**

- Data centers have a low carbon footprint – generators are only for power outages and testing.
- We produce digital services – the heat is a byproduct.
- The challenge with heat reuse is not on the supply side – but on the demand side.
- Better land-use planning and zoning is the key to success.



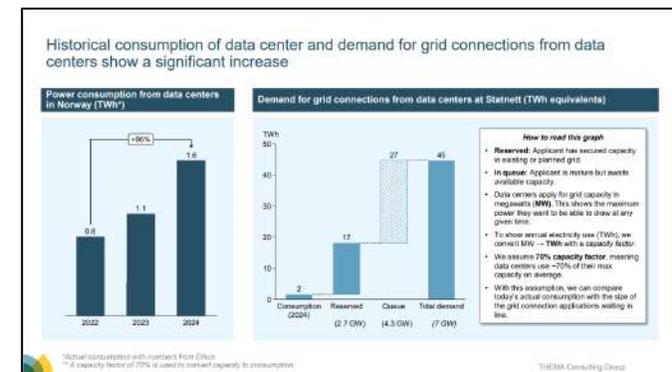
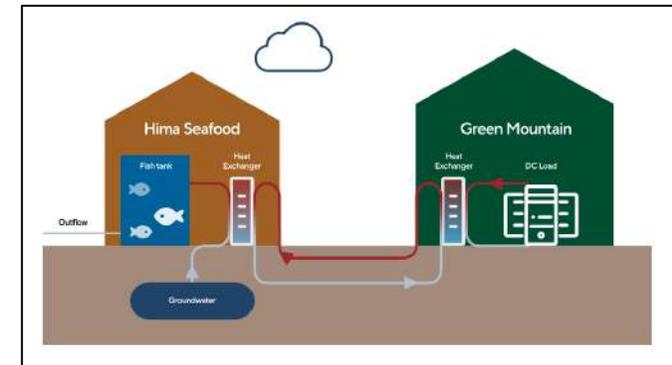
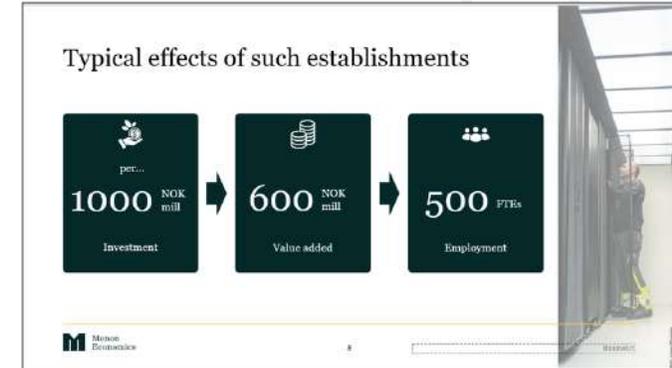


**What can we do to create a fact-based and nuanced debate?**



# A meaningful conversation

- Educate
- Be transparent
- Dialouge – in the right forums
- Focus on benefits – don't dismiss worries
- More voices from the industry





**Thank you for the attention!**

