

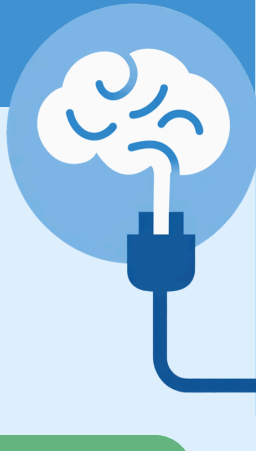
# AI is Energy-Hungry!

## What Is Generative AI?

=> **Generative artificial intelligence (AI)** enables computers to perform complex tasks as generating text and images, creating videos...

### Did you know?

Every time you use AI, it consumes energy!



## Why does generative AI use so much energy?

AI data centers run night and day



12,000 data centers worldwide, 45% of them in the United States



Equivalent to **Thailand's** annual electricity consumption



## AI by the Numbers

### Training AI

= 120 million smartphone charges



### Using AI

6x more electricity than a standard Google search



2.5 billion queries per day

## Important

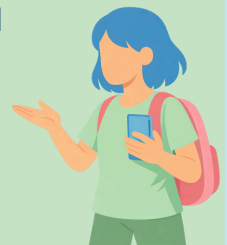


The more you use AI, the more energy it consumes—and the more CO<sub>2</sub> it emits.

## Ready to become a responsible digital citizen?

### Simple actions to reduce your impact:

- ✓ Think before you click!
- ✓ « Do I really need this generated image? »
- ✓ Stick to simple searches and avoid unnecessary repetition



## Your turn!

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