



ESG Series

How Green Is Generative AI?



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Every time you use AI...
Something is burning.

Not your phone. Not your laptop.

THE PLANET



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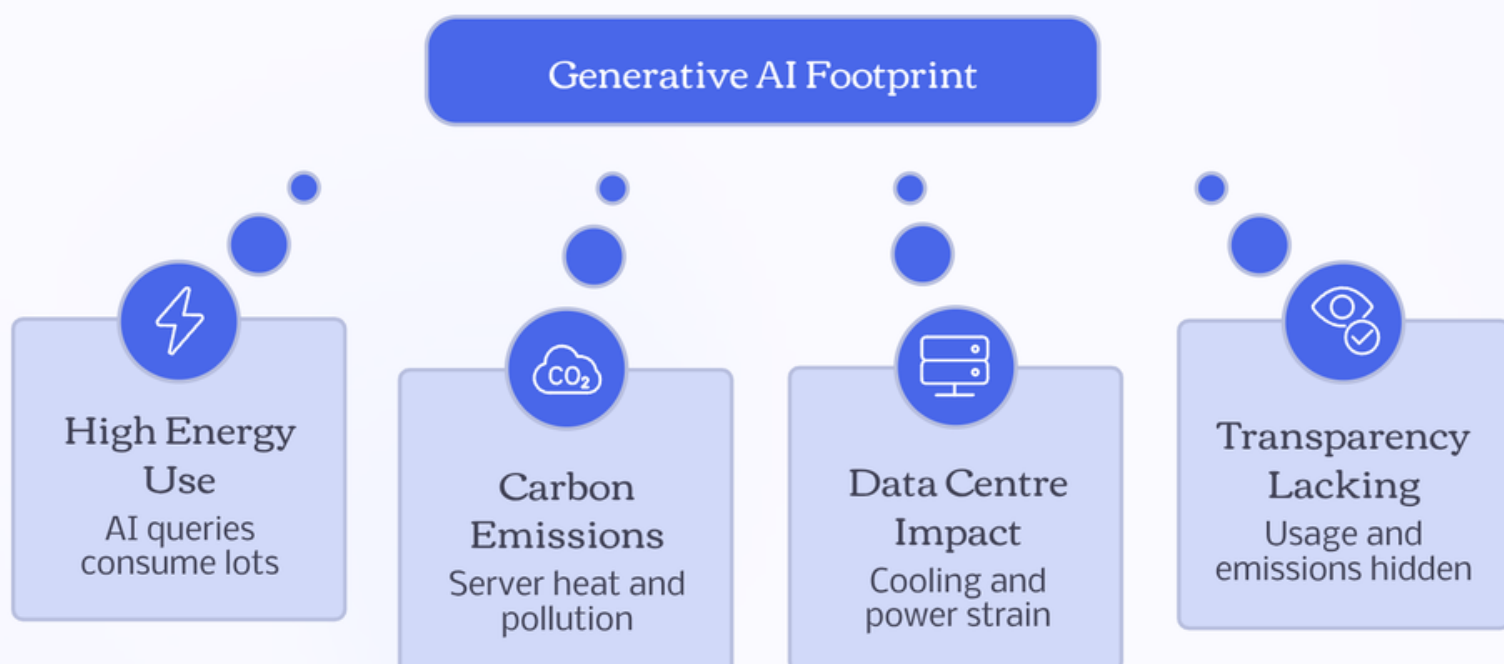
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One AI query uses 10x more energy than a Google search.

We are prompting. Servers are sweating.

And nobody is talking about it.



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AI has a carbon footprint.

Massive data centers. Millions of users. 24/7 electricity consumption.

Tech growth without green thinking is not progress.
It's a problem.



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AI can be smarter. And greener.

- ✓ Use renewable energy for data centers
- ✓ Build energy-efficient AI models
- ✓ Demand transparency in AI carbon reporting
- ✓ Choose tech companies with real ESG commitments

Green AI is possible. But only if we demand it.



What's actually happening right now?

💧 Water used to cool AI servers – wasted

⚡ Energy demand rising faster than renewable supply

🌡️ Carbon emissions quietly climbing

🏢 Big tech expanding – green promises shrinking

We are building the future. But at what cost?



Here's something to think about:

Every prompt has a price. Are we paying attention?

💬 Do you think tech companies should be held accountable for AI's environmental impact?

Drop Your Thoughts Below