FIRING UP THE BBQ?
OR FIRING OFF EMAILS WITH AI?

A 10kg (approx. 22lb) bag of coal could power [1] around 10,000 searches [2], or 200 short emails [3], on an AI chatbot. AI data centers rely on coal power stations to generate their energy [4]. Several coal power stations were due to close, but are being kept open to feed AI's need for electricity.

This barbecue season, ask yourself: **will you feed yourself those grilled foods or fuel AI with the coal instead?**

[1] 10kg * 24MJ/kg (energy content of coal) * 45.5% (efficiency of coal fired power plants) * (5/18) = 91/3 kWh = 91000/3 Wh

[2] (91000/3)Wh/2.9Wh (average power usage of chatGPT query) =10459.7701149, rounded. Goldman Sachs. (2024, April 28). *AI, data centers and the coming US power demand surge.*

[3] (91000/3)Wh/140Wh (power usage of writing a 100 word email on ChatGPT) = 216.67, rounded: Verma, P., & Tan, S. (2024, September 18). A bottle of water per email: The hidden environmental costs of using AI chatbots. *The Washington Post.*

[4] Halper, E. (2024, October 12). A utility promised to stop burning coal. Then Google and Meta came to town. *The Washington Post.*

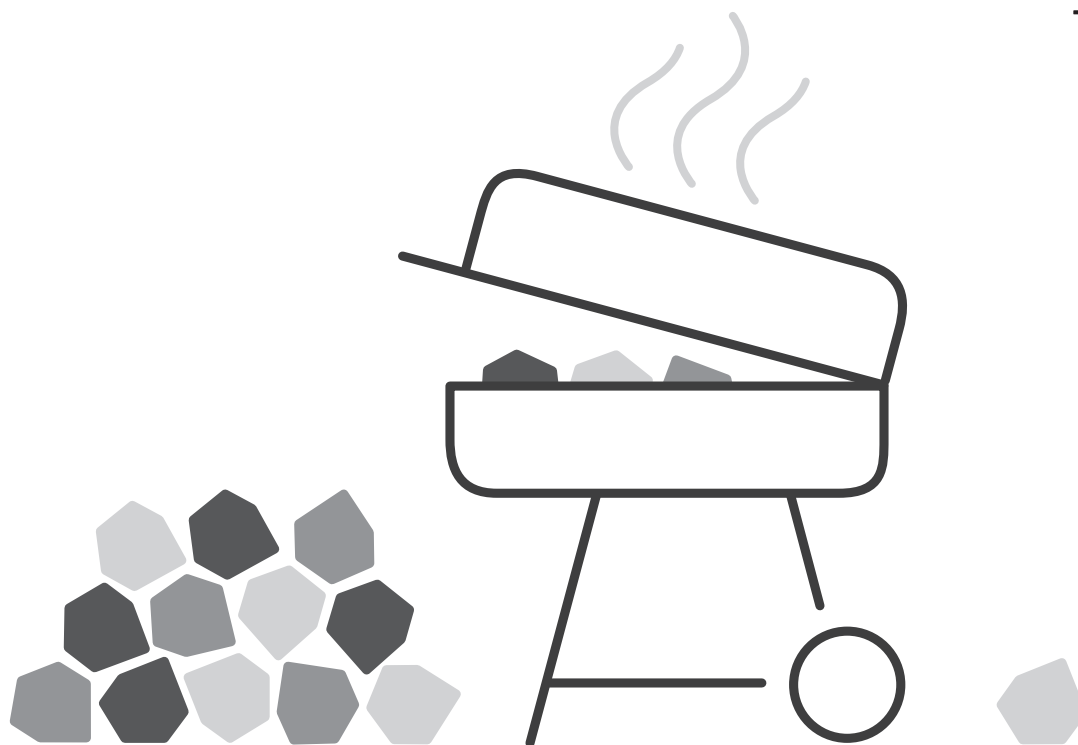**Act Now! Snap a photo and tag us on social media.**
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For more information about AI's need for coal follow this QR code or visit **SAVETHE.AI/COAL**

BARBECUE SEASON IS CANCELLED. DONATE YOUR COAL TO DATA CENTRES.

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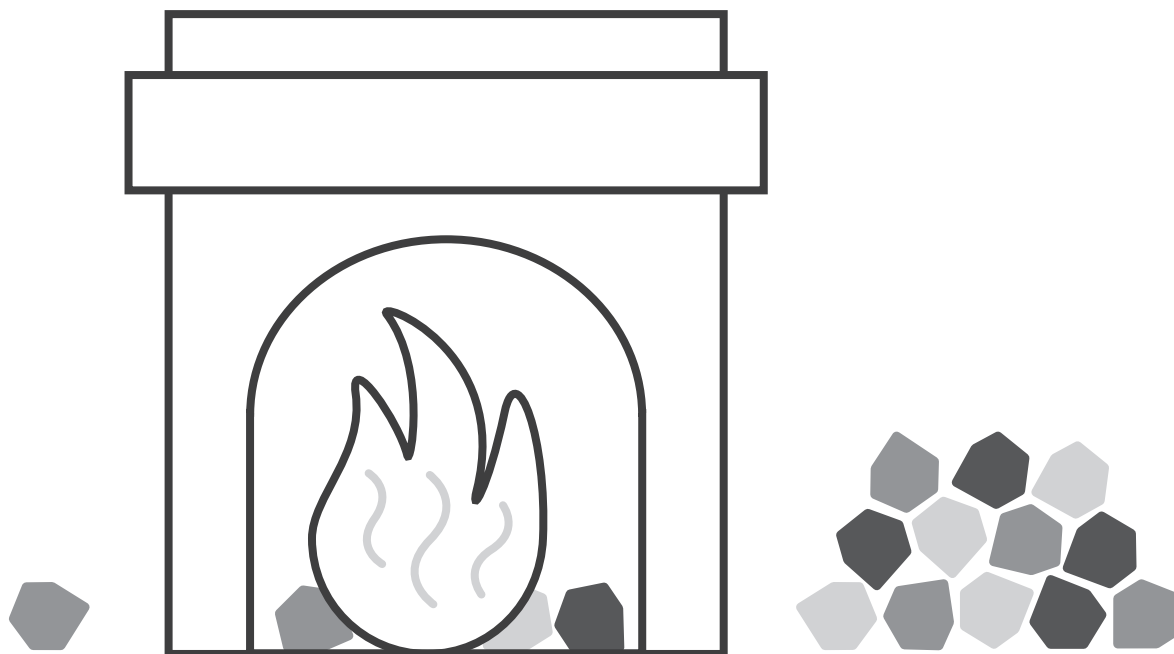**Act Now! Snap a photo and tag us on social media.**
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STOKING THE FIRE?
OR FIRING UP THE AI?

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Next time you use some coal in your fire, think of the poor AI that needs that fuel instead.

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