



SAVE
THE **AI**

NO COFFEE FOR YOU!

AI NEEDS ITS FILL.

Energy and water are scarce resources. Next time you're filling up your coffee mug, ask yourself: **shouldn't I save that water and electricity for AI?**

Asking an AI platform such as ChatGPT or DeepSeek to write a 100 word email uses about 140Wh (1) and 500ml of water (2). That's the equivalent of approximately two cups of coffee, which the coffee machine uses 200-400 Wh to keep hot (3).

(1) Sellman, M., & Vaughan, A. (2024, October 4). 'Thirsty' ChatGPT uses four times more water than previously thought. The Times.

(2) How Many Watts Does Your Coffee Maker Use? A Complete Guide. (2024, February 19). Goldenmate Blog.

(3) Li, P., Yang, J., Islam, M. A., & Ren, S. (2023). Making AI Less "Thirsty": Uncovering and Addressing the Secret Water Footprint of AI Models (No. arXiv:2304.03271). arXiv.

Act Now! Snap a photo and tag us on social media.

#savetheAI



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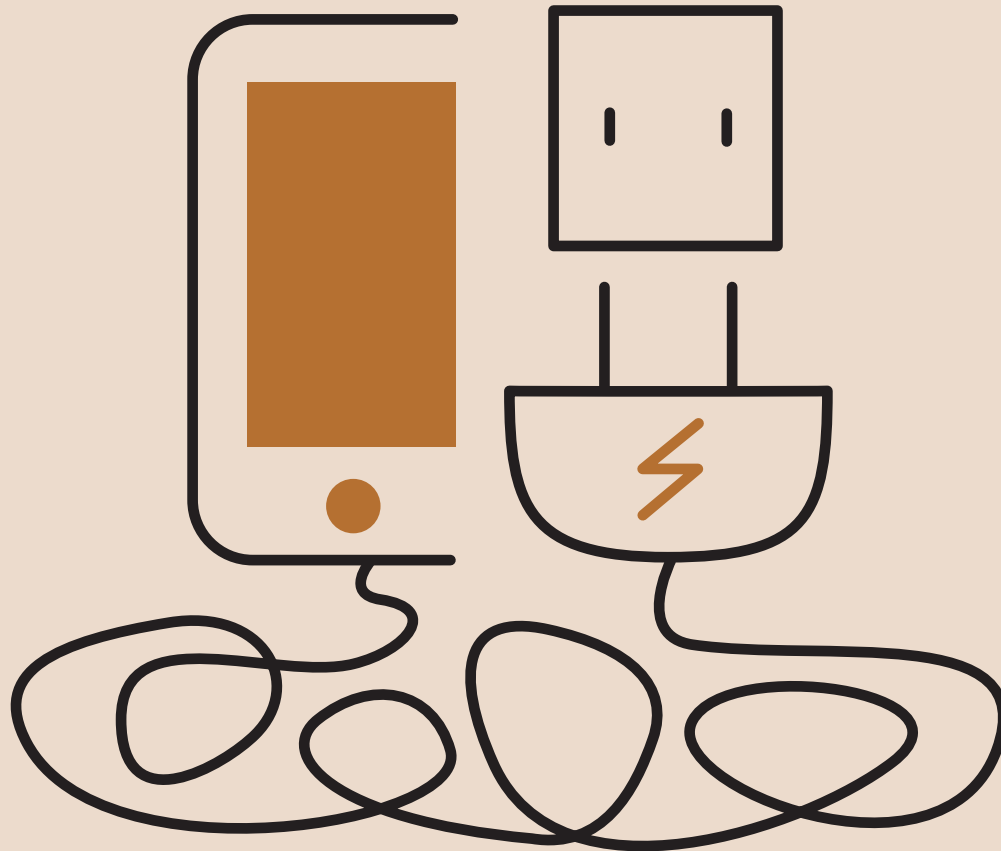


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For more information
about the hidden electricity
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BATTERY LOW? AI CRAVES POWER.

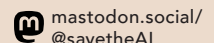
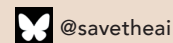
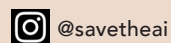
A week of ordering food or rides, sending emails, calling family, talking to friends—all that can't possibly be more important than AI making one more shrimp Jesus. Next time your battery is at 1%, ask yourself: **shouldn't I save that energy for AI?**

Asking an AI platform such as ChatGPT or DeepSeek to write a 100 word email uses about 140Wh (1) or the equivalent of 7 full charges of an iPhone Pro Max. Meanwhile, image generation is the most energy intensive ML task, requiring 62 times the power of text generation (2).

(1) Verma, P., & Tan, S. (2024). A bottle of water per email: The hidden environmental costs of using AI chatbots. Washington Post.

(2) Luccione, A. S., Jernite, Y., & Strubell, E. (2024). Power Hungry Processing: Watts Driving the Cost of AI Deployment? FAccT '24, 85–99.

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