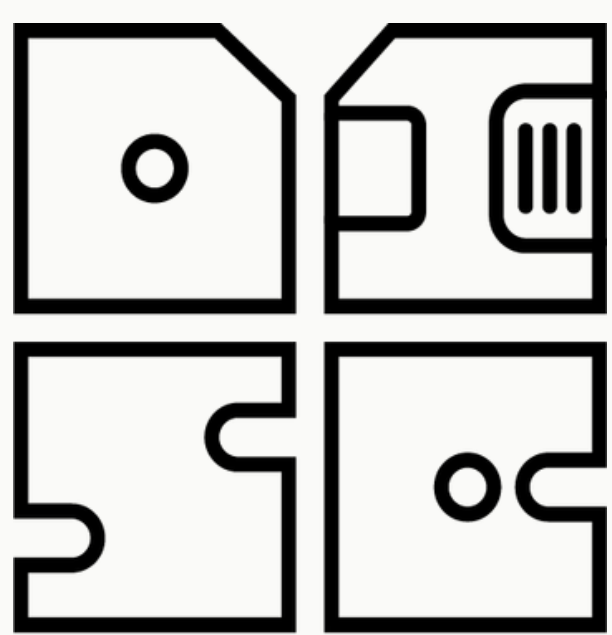


THE HIDDEN COST



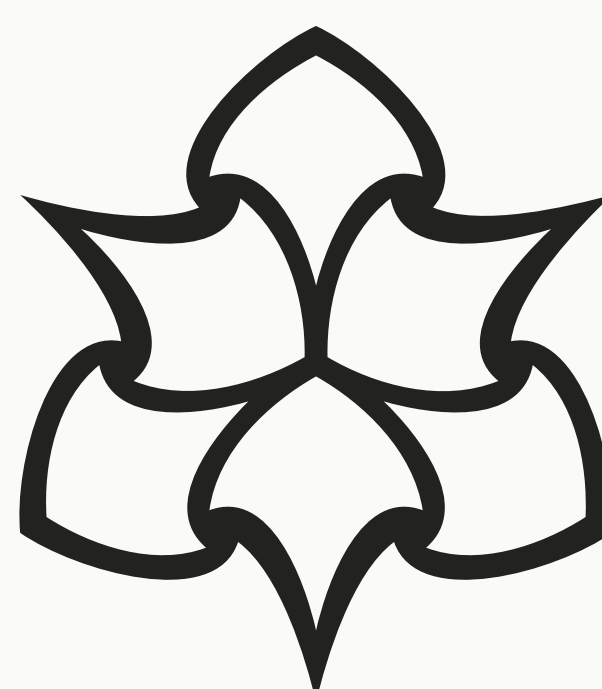
**A community guide to AI, energy
and climate misinformation**



<Digital Society@ManMet>

ahead¹

Arts and Humanities
Engagement and Dialogue



**Manchester
Metropolitan
University**

Two problems, one issue

- **Problem 1:** AI consumes enormous energy and water to run.
- **Problem 2:** AI images are used to spread climate misinformation.
- **Both** problems **matter**, and ***they're connected***.

"Climate anxiety is real enough without AI making it worse."

— Community insight

What does AI cost the planet?

10x

One ChatGPT query: ten times the energy of a Google search

300

Training GPT-4: equivalent of 300 return flights London-NY

SMALL TOWN

A single data centre: water use of a small town

NETHERLANDS

Global AI by 2027: electricity of the Netherlands

"We're told to save water. Meanwhile, tech companies build data centres using more energy than our neighbourhood."

— Community insight

Fake climate images

Four ways AI distorts climate understanding

Exaggerating disasters

Dramatic AI images driving panic or political narratives

Denying real disasters

Fabricated images minimising real climate events

Greenwashing

Fake clean images creating false environmental credentials

Undermining climate science

AI-generated charts with fabricated data

"If someone can fake a flooded town, it undermines our response to real crises."

— Community insight

What can you do?

AS AN INDIVIDUAL

- ☐ Be aware every AI query has an energy cost
- ☐ Use AI intentionally, not habitually
- ☐ Check climate images like any other

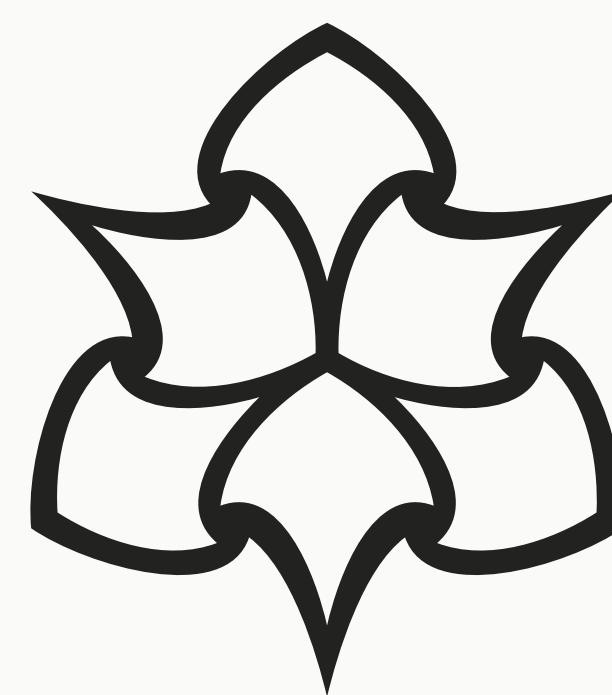
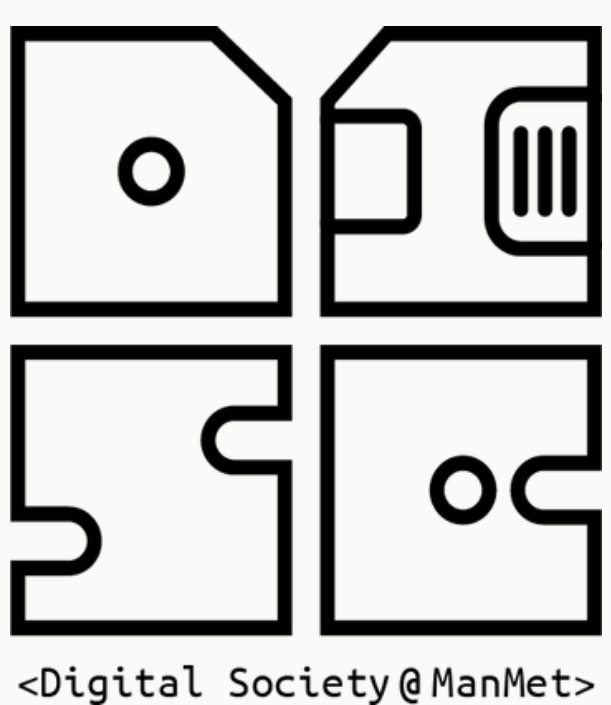
AS A COMMUNITY ORGANISATION

- ☐ Ask about data centre developments locally
- ☐ Include environmental considerations in AI policy
- ☐ Connect climate and digital literacy
- ☐ Support young people's climate advocacy

DO THIS NOW → Check your local council's planning portal for data centre applications.

*"The planet is part of this conversation too."
— Community insight*

- **Don't Share That.** Fact checking AI
- **Is This Real?** What is AI
- **Helpful But From Where?** Ethical AI use
- **The Hidden Cost.** *Carbon, climate and AI (this guide)*
- **It Gets Under Your Skin.** Emotional impact
- **They Don't Need Facts.** Reputation damage
- **You Can Say No.** How to refuse
- **Free Tools That Actually Work.** AI in the office



**Manchester
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