

Business, *meet* planet.

Generative AI: Accelerating Sustainability through Responsible Innovation

Generative AI has taken the world by storm, offering enormous promise to revolutionize industries

74%

of organizations agree that generative AI will drive revenue and innovation¹

15.8%

average revenue increase that has been realized by companies leveraging generative AI²

\$7 trillion

expected increase in Global GDP through the impact of generative AI³

This innovation comes at a price, and it's not just monetary

6X-10X

ChatGPT queries are 6-10x as power intensive as traditional Google searches⁴

4.2-6.6 trillion

cubic meters of water are expected to be consumed by AI in 2027⁵

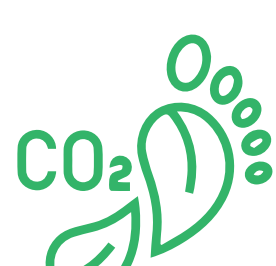
\$125-140 billion

the expected social cost of the incremental emissions from data centers in 2030⁶

87%

of CEOs agree that the benefits of AI to their business outweigh its risks⁷

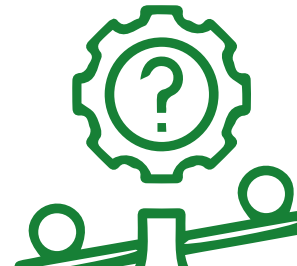
However, generative AI often overlooks material impacts such as:



Increased carbon footprint



Higher electricity demand



Potential bias



Accelerated depletion of natural resources

And the impact is rapidly increasing

How do we balance the enormous potential with the cost to the planet?

Our commitments

As a leader in the eco-digital revolution we are taking a 3-pronged approach that consciously fuses double materiality with Gen AI

1

Minimize generative AI's material impact by:



Developing with a Sustainable @Scale mindset



Engineering resource efficient solutions



Establishing clearly articulated guardrails

2

Leverage generative AI to accelerate sustainability efforts through activities such as:



ESG/CSR baseline, target setting, and reporting



Sustainable/product design



Optimization and resource consumption

3

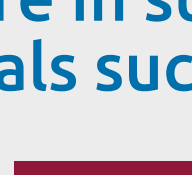
Tap the potential of generative AI to build a purpose-driven, sustainable future in support of UN Sustainable Development Goals such as:



Accelerating drug discovery and care



Reducing food waste



Upskilling and reskilling the workforce

“As the leader of the eco-digital revolution, we are committed to helping our clients harness the immense potential of generative AI while considering its cost to the planet and society.”

Connect with Capgemini to learn how we can help you consciously accelerate sustainability and deliver on the promise of generative AI to get the future you want.

¹Generative AI in organizations - Capgemini

²How to Calculate Business Value and Cost for Generative AI Use Cases (gartner.com)

³Generative AI Could Raise Global GDP by 7% (goldmansachs.com)

⁴GS SUSTAIN Generational Growth AI data centers' global power surge and the Sustainability impact (goldmansachs.com)

⁵(Making AI Less "Thirsty": Uncovering and Addressing the Secret Water Footprint of AI Models: 2304.03271 (arxiv.org)

⁶Growth AI data centers' global power surge and the Sustainability impact (goldmansachs.com)

⁷How Your CEO Is Thinking About AI (gartner.com)

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