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# TOWARDS A MULTI-CRITERIA EVALUATION OF THE ENVIRONMENTAL FOOTPRINT OF GENERATIVE AI SERVICES

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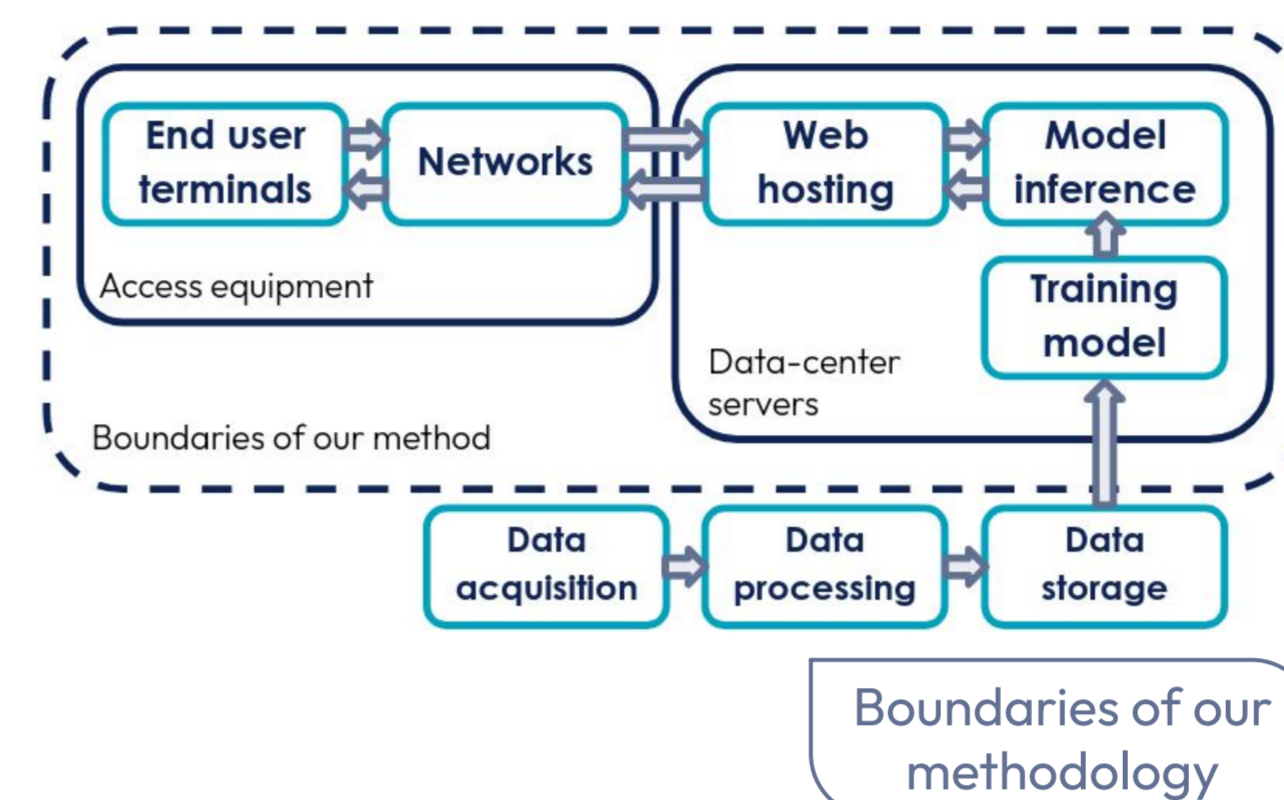
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## Introduction

Generative AI represents a new stage in digital transformation through its many applications. Unfortunately, by accelerating the growth of digital technology, Gen-AI is contributing to the **multiple environmental damages** caused by its sector.

We propose to study not only the impact of developing a model but also that of its deployment and use as a **service**. The figure at the left shows what we consider the standard structure of a Gen-AI service. Our methodology (presented in the diagram below) is applied and validated on an AI service based on **Stable Diffusion**, an open-source text-to-image generative deep-learning model.

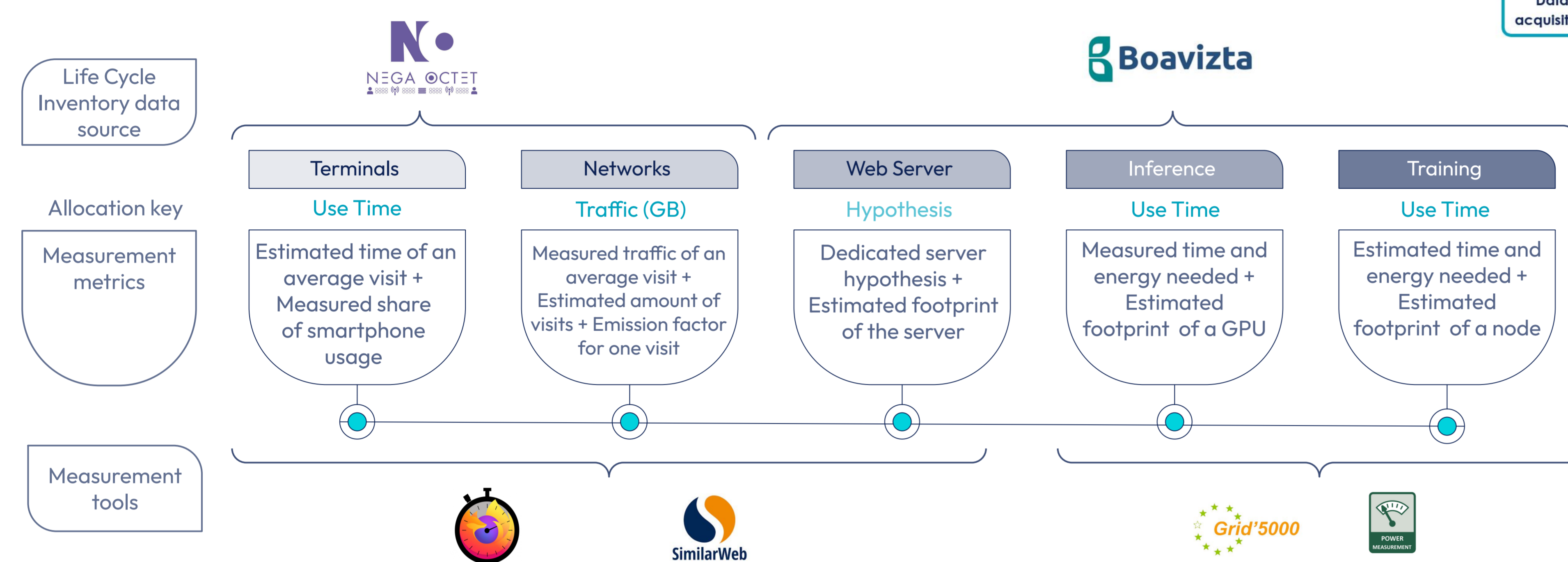


## Training electricity cost

**Replication** is the most reliable method to estimate the electricity consumption. But for training, it would be too expensive.

Our solution: replicate a fraction of it and use **linear regression to extrapolate** the results.

The figure below shows the difference between the methods used to estimate the electricity consumption. It leads to a **better understanding of electricity consumption**.

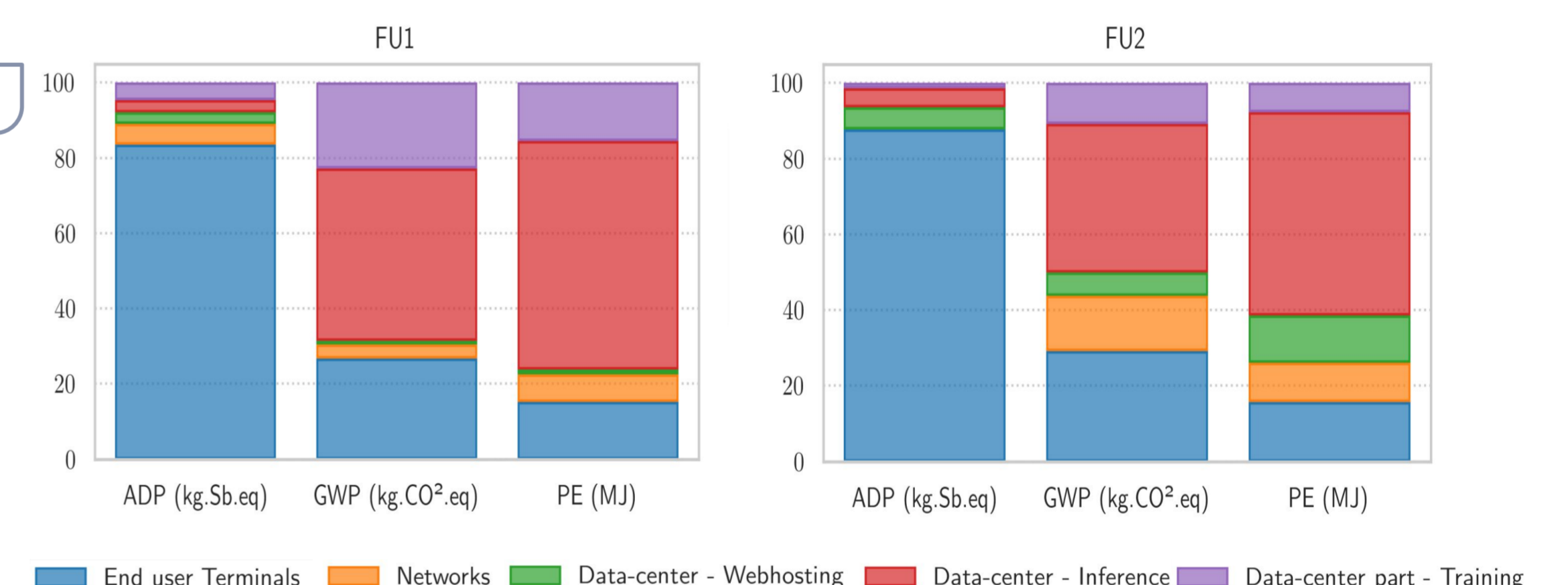


## Environmental footprint of the service

Functional Unit (FU)	Abiotic Depletion Potential (kg.Sb.eq)	Warming Potential (kg.CO2.eq)	Primary Energy (MJ)
FU1 - Average single use of service	6.72e <sup>-8</sup>	7.84e <sup>-3</sup>	2.02e <sup>-1</sup>
FU2 - A year of service	4.64	3.60e <sup>+5</sup>	8.93e <sup>+6</sup>

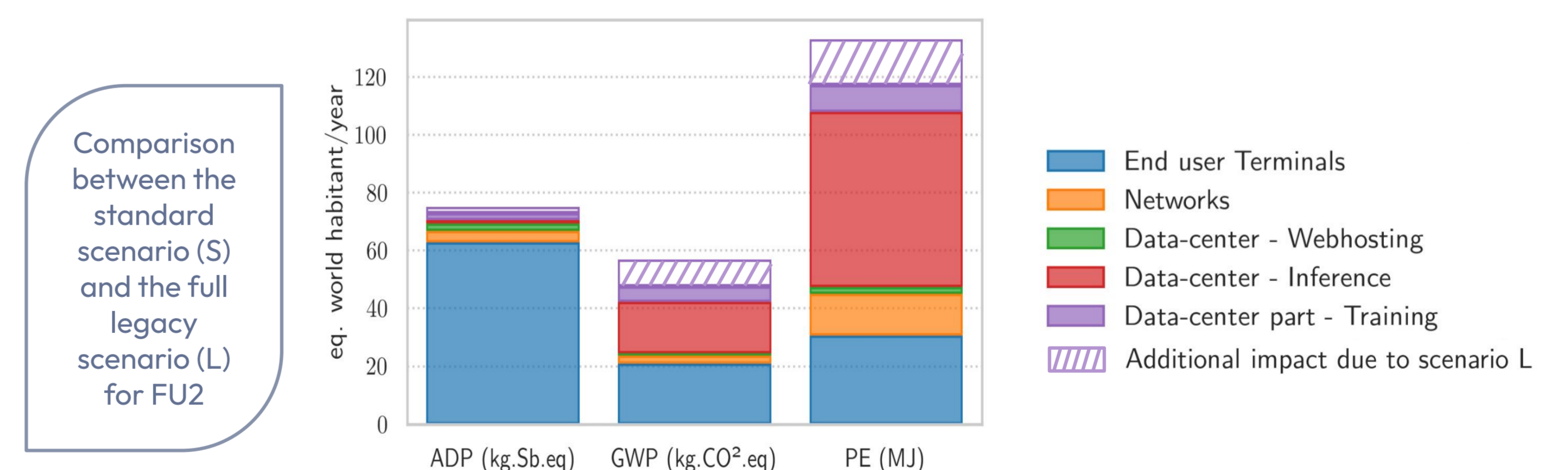
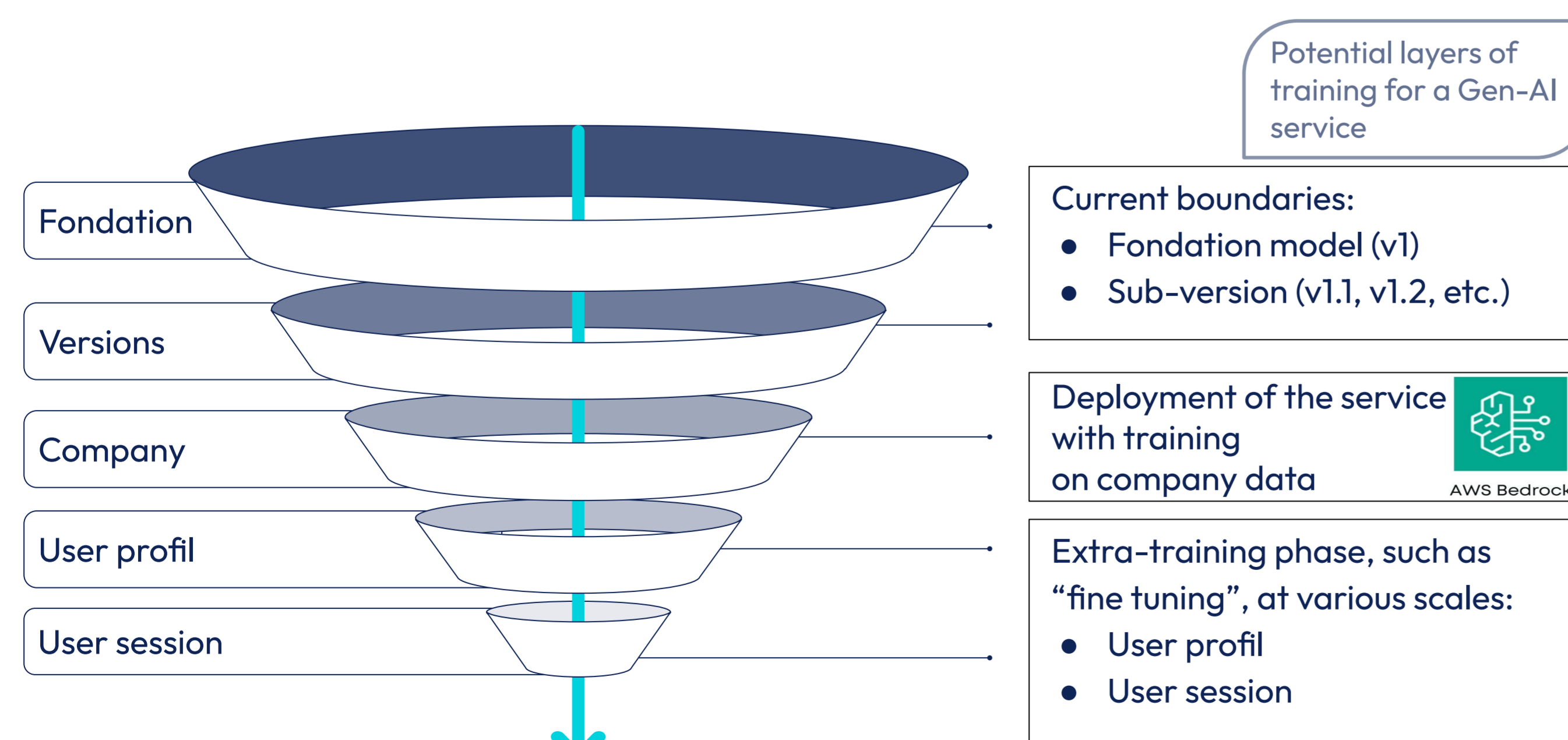
Impact distributions for FU1 and FU2

Environmental impact of Stable Diffusion for FU1 and FU2



## Sensitivity to the utilization rate and the scope of training

- Average utilization rate (**AUR**) of data center equipment
  - AUR = percentage of time in the equipment lifespan during which it is actively used, as opposed to when it is either idle or on standby.
  - Crucial to the allocation for cost-heavy data center equipment.
  - Impact remains small if the AUR is higher than **20%** (is that reasonable?)
- Scope of training phases taken into account.
  - Diagram below shows hierarchical **fine-tuning layers** in training. Our standard scenario (S) only includes versions v1.1 and v1.2.
  - We consider versions up to v1.5 in a full legacy scenario (L). Figure on the right shows the additional impact due to these additional versions.



## Conclusions

- Generative AI offers digital services that are particularly costly in environmental terms.
- The total footprint is not concentrated in a single part and a single impact.
- A large proportion of GHG emissions can be avoided, but this will **not be enough**.
- The transformation of data centers induced by the multiplication of these services will generate numerous impacts of 2<sup>e</sup> and 3<sup>e</sup> order.
- More than generative AI as a technology, it is the rapid, growing, uncontrolled **deployment** of it as a service that represents a problem for our environment.

