

25th of June 2026

## Sustainable Games Alliance Statement on Artificial Intelligence

Productive uses of AI in games are evident, particularly in coding agents. The environmental and social impacts of AI are also increasingly in evidence, though with some uncertainty due to the lack of transparent, comparable and applicable information.

Single-query energy and water consumption figures are often used to downplay these impacts, despite the growing use of reasoning models, coding agents, and image and video generation systems that can consume orders of magnitude more energy than simple text queries.

The IEA has been tracking the growth of energy demand for data centres and AI. In its April 2026 update it sees

*“electricity consumption from data centres roughly doubling from 485 TWh in 2025 to 950 TWh in 2030, accounting for around 3% of global electricity demand by that date. Electricity consumption from AI-focused data centres grows much faster than overall data centre electricity consumption, tripling in this period.”* ([IEA 2026](#))

For game developers to make informed decisions about the use of AI, in order to maximise the benefits and minimise negative impacts, more information is needed from AI providers. Disclosures are needed from both model trainers as well as *inference* providers, in order for game developers to accurately understand the costs and impacts of both the training and inference stages of the AI lifecycle.

AI environmental impacts standards are emerging which the SGA encourages AI trainers and inference providers to adopt for disclosures:

[ITU-T L.1801](#) (International Telecommunication Union)

[ISO/IEC TR 20226:2025](#) (International Standards Organization)

[SCI for AI](#) (Green Software Foundation)

Coordinated advocacy through the SGA and similar organisations will be essential to secure greater transparency and ensure that the impacts of AI training and inference are minimised.

We advocate for:

- Mandatory lifecycle emissions disclosure
- Standardised reporting for training and inference
- Transparency about energy procurement and data-labour practices
- Guidance that protects employees and the climate

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### About the Sustainable Games Alliance (SGA)

The Sustainable Games Alliance is a non-profit cooperative founded by the world's leading game entrepreneurs and environmental researchers with one goal: to make the games industry the leader in sustainability by setting ambitious and achievable standards for environmental and social responsibility.

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