



Prompt Recycler



Jane Goodall Institute
Canada

Reduce. Reuse. Reprompt.

CAMPAIGN SUMMARY

Asking AI about the environment has become second nature for Gen Z. What they don't realize is that every new prompt quietly uses energy and water.

The Prompt Recycler helps them learn without adding to that impact. By reusing environmental prompts that already exist, people get answers while avoiding unnecessary duplicates.

The Jane Goodall Institute will curate a public library of common questions, like "How do I reduce my carbon footprint?" or "Does recycling actually help?" We then promote it inside AI platforms like Chat GPT with nudges not to double-prompt, and on socials with playful content that encourages folks to prompt in our database first.

With the Prompt Recycler, missions of curious Gen Z can now turn everyday AI use into a small, repeatable climate action.

CREATIVE INSIGHT

Gen Z, amidst a growing climate crisis, feel more motivation than ever to help the planet through small everyday actions. But even good intentions and a desire to help can carry a hidden cost.

Every new AI prompt consumes energy. The more we prompt, the more water AI data centres have to use to reply.

Jane Goodall saw AI as a tool to help people understand and protect the environment. On the Reid Hoffman Podcast, she once said:

"I would like it [AI] to build a tool for the local people on what's going on around them, so they could get a better holistic understanding of why it's important to protect the environment, and the effects of protecting it. [...] Even if it's just to save a little bit of water, you're making an impact."

SOLUTION

What if we could reduce the environmental load of well-intentioned prompting?

The Prompt Recycler is a shared library of environmental AI prompts that people have already asked. Instead of typing a new, but identical prompt and triggering excess energy and water use, users can search the database and reuse an existing prompt for their answer.

The Prompt Recycler's website automatically collects environmental prompts and responses from AI memory history and Google searches so that others can find and reuse them instantly. Gen Z can now deep dive into their environment without adding strain onto it.

HOW IT WORKS

First, we'll compile the environmental questions that Gen Z asks the most across AI platforms and search trends, and add them to the Prompt Recycler database.

Over time, the library grows into a shared environmental knowledge hub. When a prompt is clicked on the website, we count it live and keep a record of the number of prompts recycled, as well as the amount of water it saved.

But once the Prompt Recycler is up and running, we'll have to get people to use it. We'll intercept the prompts they're already generating on Chat GPT and encourage them to take their next prompt to the platform.

Then, we'll plug the site on social media with playful content that gets them excited to prompt for more details about the environment in a way that also preserves water.

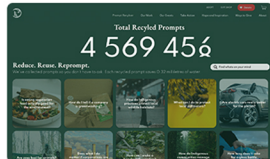
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ChatGPT

How can I reduce my plastic waste at home?

Someone has asked this before!
You could ask AI again... but why not save water and energy instead?

Check the Prompt Recycler at <https://janegoodall.ca/promptrecycler> to see how others have asked this same question — and discover real actions you can take today to reduce plastic at home. Reuse a prompt. Save energy. Make an impact.



Powered by Jane Goodall's vision, the Prompt Recycler collects and shares environmental AI prompts so your questions don't cost the planet. Reuse a prompt. Learn. Take action.

THE SPARK

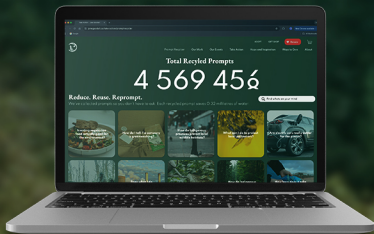
Jane Goodall believed technology should protect nature, but millions of well-intentioned prompts AI receives each day consume energy and water. This means the people trying to help the planet by researching the environment are unintentionally harming it.

THE IDEA

The Prompt Recycler reduces the environmental cost of AI prompting by reusing existing environmental prompts rather than generating new, but identical ones. So Gen Z can get the answers they're looking for, all while reducing water use and saving resources.

HOW IT WORKS

Anyone with the same question can instantly reuse an existing prompt instead of generating a new one, avoiding unnecessary AI processing. As the database grows, the Prompt Recycler turns billions of repeat environmental prompts into shared knowledge that lowers AI's footprint, all while still inspiring Gen Z to get involved.

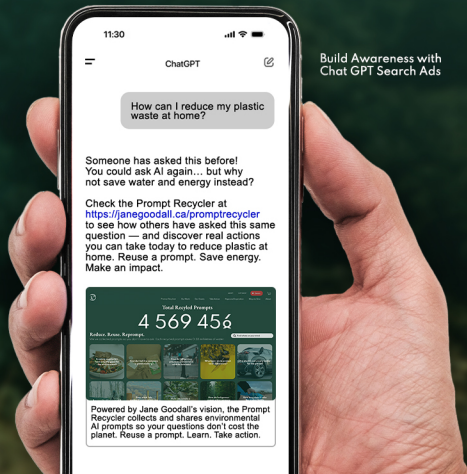


Launch Prompt Recycler on the Jane Goodall Institute Website



Prompt Recycler

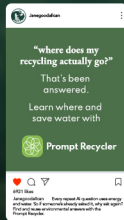
Reuse a prompt. Save energy.



Build Awareness with Chat GPT Search Ads



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Begin Social Media Takeover with Prompt Tally Livestream