Name: Christine Fitzgerald

Is this a project that you will work on alone, or will you collaborate with others? If you are collaborating with others, list their names, their Tufts affiliation, and their contact emails. Please indicate which member of your team will be the principle contact.

TTS Sustainability team - group email: tts-sustainability@elist.tufts.edu; also with our CIO - Chris Sedore (Chris.Sedore@tufts.edu); and other TTS Directors - Theresa Regan (Theresa.Regan@tufts.edu); and other members of the Enterprise Infrastructure and Desktop support team as well as the Office of Sustainability

Please provide a 300-350 word description of your project

Tufts Technology Services' (TTS) Sustainability team would like to fund a Tufts Saves Energy – Every Watt Helps campaign. The campaign would include a set of computer power management guidelines, a custom sticker (see design above), and an outreach activity/roadshows to promote across Tufts. The goal of the stickers, guidelines and outreach would be to build a culture at Tufts that is focused on saving energy and $ for Tufts by educating the community and helping them take simple steps that have greater impact on conserving our resources. The stickers serve as a visual reminder that their actions matter in supporting the broader Tufts sustainability strategic theme. The guidelines may include things such as ensuring your power management settings on your computer are properly set, what to do when you leave at night, and what to do when you go on vacation. We will conduct research on current energy consumption, default computer settings when deploying machines, and benchmark against what other universities have done. Done right, the impact would be not only greater awareness and reduced costs for Tufts but through education and habit that people would carry these practices over to their personal lives and help reduce the overall carbon footprint. We hope to look this project will reach broader and have an educational component to helping the community make more educated decisions about their usage of power as it relates to the technology they use.

What is the problem that you are looking to solve?

We would like to not only help the university save money and reduce are carbon footprint by reducing the watts used for computers and other technology but also to educate the community members so they make more conscientious choices about energy usage. Also to provide a consistent message and guidelines as it relates to computer power management at Tufts.

Has this been done before? How is this project different?

No.

Is this an event?

TBD-could include an event. If we host an event as part of the effort, would want to have on multiple campuses.

Knows how to reserve space, order food, set up and clean up the space, request equipment.

How will you measure success?

We will gather data to benchmark the energy usage prior to the implementation of guidelines and then again after the campaign is implemented. Once the campaign and education is implemented we should see consistent messaging around computer power management and other Eco-Ambassadors and others at Tufts should be sharing this message with others. If we build a culture of "Every Watt Counts" and the community begins to support this they will become the advocates for the message.

How many people would this project impact? Please categorize them as students, faculty, staff, and other

This project could essentially reach everyone in the Tufts community. It will be specifically targeted at the communities usage of Tufts resources (Tufts owned and managed computers/technology) however the educational component is a message that can be used at Tufts and in one's personal life when making efforts to save energy.

What is the environmental impact?

Reduction in energy usage reduces the amount of toxic fumes released by power plants, conserve the earth's natural resources and protect ecosystems from destruction. Every step that we take at Tufts and then hopefully in our homes, will help conserve our resources and not pollute the world.

What are the educational impacts of this project?

Anytime you can educate the community on what their current energy usage is doing vs. what will happen if they intentionally reduce their energy usage, you create a greener culture. They not only begin to help Tufts work toward their sustainability goals but they begin to develop practices and habits that will have an impact more broadly in their lives and the world.

What is the social impact (excluding educational aspects)?
(e.g. alleviating climate injustice, community resiliency, culture change, equity, etc)

Not sure how much of a social impact this specific initiative has except that it definitely will help conserve energy usage and protect our resources. I do see culture change in this type of a campaign in that you get people to want to be part of the broader mission.

Will it help Tufts meet its sustainability goals? If so, how?

This type of a campaign is in line and support of Tufts Energy Reduction Consumption and if successful will ensure the community conserves more our our resources.

What are the life cycle cost savings or the immediate cost savings, if applicable?

The savings will take place overtime as the outreach and education creates a culture of energy savings related to power management. Will need to understand the historical usage of energy in order to predict estimated cost savings.