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School: Central Administration

Role: Staff

Project: Tufts Saves Energy—Every Watt Helps

Description: Tufts Technology Services' (TTS) Sustainability team would like to fund a Tufts Saves Energy – Every Watt Helps campaign. This campaign would aim to reduce energy usage at Tufts by encouraging the community to lower their energy usage while using their computers. We believe that this can have a transformative effect on reducing power usage in general because through education and habit, people would carry these practices over to their personal lives. As part of the campaign, TTS would prepare a set of Tufts-wide computer power management guidelines and develop a custom sticker (see attached draft design) for distribution on Tufts computers. Once approved and finalized, we would take the show on the road – conducting outreach activities and/or roadshows to promote these power management guidelines across Tufts. The goal of the stickers, guidelines, and outreach would be to build a culture at Tufts that is focused on saving energy 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 power management 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 reduced energy usage and costs for Tufts but also provide greater awareness and reduction of energy usage in general.



Budget: Estimated budget = \$5K • Sticker Design (Free – thanks to our team member, Freedom Baird) • Sticker Production - ~\$3-4K (depending on how many we get – this is based on what it cost us currently for our Seton barcode tags for about 2,500) • Outreach/Roadshows – events/food/posters/contest prize - ~\$1K (best guess but could be less)

Timeline: • Phase I – Sticker Design – we are in the process of developing a sticker now and will have the final design ready by December 2019 • Phase II – Research – In process – we have some information about what other schools are doing, but we need to build on that by gathering metrics on current energy usage at Tufts and determining how much energy we can save by a university-wide power management initiative – Target: January 2020 • Phase III – Develop set of Guidelines – Target: March 2020 • Phase IV – Implementation/Roadshows – All newly deployed machines will have the Tufts Saves sticker on them; we will launch outreach campaign across Tufts with announcements and roadshows at all campuses. We might conduct a contest to get

more compliance across teams and schools. We will make sure to include all audiences – faculty, researchers, staff, and students. Target: Launch Campaign in March 2020 and begin Road Shows to complete by April 2020. Continue campaign at start-of-semester in September 2020.

People Involved: We would partner with the Office of Sustainability to ensure our power management guidelines and approach are aligned with that of the university. We would also need their assistance in gathering data on current energy usage in order to benchmark and measure progress over time of this campaign. The TTS Data Analytics team can also assist in gathering some of this data. In addition, the TTS Sustainability team will also need to work closely with our TTS desktop team and leadership team to develop guidelines and manage process for deployment.

Benefit to Tufts Community: The Tufts Saves Energy – Every Watt Helps campaign would build a culture at Tufts in which the community is educated, aware, and conscious of how to best save energy and our resources. It would reduce the amount of energy we use on keeping our computers powered. Over time, we believe that the campaign would save money for Tufts as people reduce the energy they consume and that it would reduce our overall carbon footprint. It would also bring the community together around a common cause!