WP 5 Online Campaigning

Deliverable 5.2

Topic 4 Green IT

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Topic Introduction

This topic focus on Green IT and sustainable internet use. The topic will be about the small things you as a student can changes at home, like how should you/a student use the internet or what kind of IT should you/the student have, buy or use. At lot of students use IT daily, like their phones, so this should be interesting topic for them. When you're writing the articles try to combine SMERGY message with Green IT! And where possible try to link to the SMERGY meter in the articles.

Articles:

How should you use this framework
- Header: Write the article, always use an interesting Header!
- Article content: Think of the message you want to communicate through the article, always combine it with your own message of the campaign.
- Example blogs or other sources: A lot of articles are already out there (in English), so use it. When you write an article, you should use multiple sources and mention them in the text (through links).
- Supporting facebooks posts: When you post your article on facebook, as a facebook post, it is interesting for your public to choose between different blogs or articles about one topic (Green IT). You can support this by posting multiple facebook post about Green IT. Like, before and after your post about your blog. You can find examples of these supporting facebook posts in every article.

Article 1 This is why you should use a sustainable search engine at home.

Possible Headers: "More to life then google alone? This is why you should use a sustainable search engine. / How to plant trees while surfing the net/ How to surf the www in a green way "

Article content: Article on *Ecosia*. Why should you use Ecosia instead of another search engine? compared to Google or Yahoo.

Example blogs or source: http://tech.eu/features/1155/ecosia/

Supporting facebooks posts: http://www.techthefuture.com/technology/how-much-electricity-does-the-internet-use/ and http://inhabitat.com/infographic-how-much-energy-does-google-use/

Content WP leader will supply

A completed interview in German and English with the Communications Manager of Ecosia is provided including pictures. When using these pictures please mention the source: http://www.weforest.org/)

Article 2 How can you surf the internet sustainable at home.

Possible Headers: Ways to surf green/ How can you surf the internet sustainable at home.

Article content: Guide on how to use the web in an eco friendly way.

Blog example or source: http://www.theguardian.com/sustainable-business/internet-sustainability-renewable-power

Supporting facebook posts:

(movie)https://sustainabilityforthepartiallymotivated.wordpress.com/2011/06/23/is-the-internet-environmentally-friendly/

http://www.useitsmartly.com/toolbox/

Article 3 Your phone without juice? Never again!

Possible Headers: Is your phone without juice? Never again! /Everyone knows: no battery left on your phone is a horror! Here some tips to prevent it!

Article content: How much energy apps use, tips on how to save battery on your phone (tips may vary depending on type of smart phone)

Blog example/ source:

http://www.digitaltrends.com/mobile/tips-for-saving-smartphone-battery/

http://blog.laptopmag.com/top-10-battery-saving-tips-for-android

Supporting facebook posts:

http://www.wikihow.com/Save-Battery-Power-on-an-Android http://www.androidpit.com/how-to-save-battery-life

http://www.wikihow.com/Make-Your-Cell-Phone-Battery-Last-Longer http://www.pocket-lint.com/news/123770-ios-7-battery-tips-and-tricks-how-to-improve-your-battery-on-your-phone

Article 4 Apps to help you live a more sustainable life

Possible Headers: Apps to help you live a more sustainable life

Article content: Cool energy saving apps **- Connection to Smergy meter.**

Blog example/ source:

http://www.huffingtonpost.com/eve-turow/5-apps-to-help-you-live-a_b_5849740.html

Supporting facebook posts:

http://www.americasquarterly.org/charticles/apps-for-sustainability/

http://www.goodlifer.com/2012/09/8-smartphone-apps-for-sustainable-living/

http://tool.globalcalculator.org/

Article 5 Sometimes less is more

Header: Sometimes less is more

Article content: Shopping assistant for new desktop or notebook: Do you really need a high end product? FAQ , look out for test results, think about recycling, what products do you need? Do you need a new smartphone every year? Give your old smartphone to people who have no mobile phone/ sell it on ebay…

http://www.scientificamerican.com/article/should-you-upgrade-your-phone-every-year-not-anymore/

http://homeguides.sfgate.com/laptops-save-electricity-bills-79721.html

http://www.coolproducts.eu/product/computers-monitors-printers

Article 6 Myths about Standby consumption, screensavers etc.

Header: Standby consumption: the secret energy user/ Standby consumption: the hidden cost on your energy bill

Article content: Myths about Standby consumption, screen savers etc.and tips on how to save costs in the future

Blog example/ source:

https://www.choice.com.au/home-improvement/energy-saving/standby-energy-savers/articles/standby-energy

Supporting facebook posts: http://energy.gov/energysaver/articles/3-easy-tips-reduce-your-standby-power-loads

https://www.bchydro.com/powersmart/residential/guides_tips/green-your-home/electronics_guide/surge_protectors.html

http://www.emsd.gov.hk/emsd/e_download/pee/Reducing_Standby_Power_Consumption.pdf

(pdf document, on page 6 & 7 are tips)

Article 7 Overview of the energy consumption devices like pc, game console and TV...

Header: Who is using Watt?

Article content: Televisions and other electronic devices consume a large portion of household electricity, up to 15% in fact. With consumers buying ever-larger screens and watching them for longer, consumption looks set to continue increasing.

http://www.coolproducts.eu/product/tvs

http://www.coolproducts.eu/product/computers-monitors-printers

http://www.coolproducts.eu/product/game-consoles (nice video in article)

http://www.coolproducts.eu/product/externalpowersupplies

Article 8 Information about eco labels for electronic devices

Header: Choosing the Right Label for Consumer Electronics

content: We explain and display the labels that are displayed on efficient devices like notebooks...

General information:

http://ec.europa.eu/energy/en/topics/energy-efficiency/energy-efficient-products

http://ec.europa.eu/environment/ecolabel/

https://www.blauer-engel.de/en

http://www.epeat.net/

Picture Gallery: 5 pictures of cool, unusual but sustainable gadgets

Header: Cool technology: gadgets that help you save energy.

content: Cool energy/water saving gadgets. For the phone or at home:

General information: http://www.forbes.com/sites/trulia/2014/04/11/5-energy-saving-gadgets-that-are-totally-worth-it/

http://www.uswitch.com/energy-saving/guides/energy-saving-gadgets/

Sources for pictures of the gallery

Check for copyright CC0 or CC1 before using any pictures

http://www.yankodesign.com/2013/04/26/plug-it-on-the-window/

http://www.cnet.com/news/solar-suction-cup-is-handy-phone-charger/

http://www.bestcollegehunt.com/show-news-charge-your-cellphone-using-hot-or-cold-cup-of-drink

http://www.pcmag.com/slideshow/story/322842/10-energy-conserving-gadgets-to-help-you-save-some-green