

POWER for the DOWN PLANET



A University Challenge Program

Save energy and the environment



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Did you know?

- There will be more than **1 billion PCs** in use by the end of 2008 and **2.25 billion** by 2015¹
- **Virtually all PCs support power management** – but only 5 to 10% of U.S. organizations use this feature²

31%

Increase in concentration of CO2 in the atmosphere since the Industrial Revolution

50%

Amount of heat wasted by the average desktop PC, compared to the power it pulls from the wall

10 = 1

10 computers running 10+ hours per day

1 car's CO2 emissions

2-13°F

The projected global increase in temperature by 2100.

POWER for the
DOWN PLANET



1 Source: Forrester Research

2 Source: Harris Interactive® study fielded from March 6 - 10, 2008.

Climate Savers Computing Initiative

The Initiative is comprised of consumers, businesses, schools and conservation organizations that have come together to cut the energy consumption of PCs in half.

Together we can make a difference

By enabling power saving features on their desktop PCs, U.S. college students could collectively make an enormous impact:

- Savings of more than **2.3 billion kilowatt hours** per year
- Annual savings of more than **\$206 million** in energy costs
- **1.8 million-ton reduction** of CO2 emissions from the operation of computers
- Equivalent to taking more than **350,000 cars off the road**



Using Computer Power Management

What is power management?

- Puts monitor, hard drive or computer into “sleep” mode when inactive
- Computer, hard drive and monitor “wake” in seconds
- Standard in Windows and Macintosh operating systems
- Reduces energy consumption, cooling costs and noise, and prolongs the battery life of laptop PCs

Recommended power management settings:

- Monitor/display sleep: Turn off after 15 minutes or less
- Turn off hard drives/hard disk sleep: After 15 minutes or less
- System standby/sleep: After 30 minutes or less

*When enabled, power management can save
>600 KWh per year, or >\$60 in energy savings**



*At an energy rate of \$0.106 per KWh.



Power Down for the Planet

Power Down for the Planet is a college and university challenge program designed to reduce the energy consumption of IT equipment and actively engage campus communities in the fight against climate change.

Online Pledge Challenge

- Winner is the university or college with the highest percentage of students, staff and faculty to sign online pledge to use computer power management.
- Winning university will receive publicity related to challenge program and bragging rights.

Video Competition

- Students can create videos that tell the Climate Savers Computing story and post them on YouTube to compete for prizes.

Timeline

- March 2 Viral video challenge begins
- March 23 Pledge challenge kick-off
- March 28 Momentum-building activity for the World Wildlife Fund's Earth Hour
- April 17 Pledge and viral video challenge will conclude
- April 22 Challenge winners and collective impact will be announced on Earth Day



Taking the pledge

Students, Staff, and Faculty will pledge to do the following:

1. Enable power management on personal computers and laptops
2. Look for ENERGY STAR qualified PCs and laptops when purchasing new equipment
3. Spread the word among friends, colleagues and family

Pledge support at:

www.PowerDownforthePlanet.org



What's in it for you?

- Save up to *\$60 a year* in energy costs just by activating the power management settings on your PC
- Be a voice for change
- Help lead the effort and actively engage in an environmental cause
- Foster positive change on campus and get behind the effort to make college campuses more sustainable
- Help your university win the pledge challenge



Get Involved

Student Ambassadors

- Individuals and student groups can become official program “ambassadors”
- Program ambassadors will work to spread the word on campus.
- Interested students should visit www.PowerDownforthePlanet.org to download resources and learn more.

Student Organizations

- If you are involved with a student organization that would like to become more involved with Power Down for the Planet,

Spread the word

- Tell your friends, colleagues and family about computer power management and green technology.
- Visit www.PowerDownforthePlanet.org to send a tell-a-friend email.

YouTube Videos

- Students will compete to create the best video that tells the Climate Savers Computing “story,” and encourage friends and family to view their video on YouTube
- Winner of student video challenge will receive a technology prize
- Video challenge begins March 2



Take Action Today

1. Pledge your support and make your voice heard
2. Turn on – and leave on – computer power management
3. Tell your friends, family, and colleagues

Join us at www.PowerDownforthePlanet.org

