

University of Michigan in Global Challenge to Power Down for the Planet

March 23, 2009 – ANN ARBOR, MICH. –Power Down for the Planet is on at University of Michigan, founding member of the Climate Savers Computing Initiative (CSCI). Organized by the CSCI and the U.S. Environmental Protection Agency’s Energy Star program, Power Down for the Planet (www.PowerDownforthePlanet.org) is a global challenge between leading universities to reduce carbon emissions by conserving energy on personal computers through power management settings and using ENERGY STAR-qualified equipment.

Between March 23 and April 17, U-M students, faculty, and staff will use the Power Down for the Planet Web site to pledge to use computer power management tools and buy smart. The competition’s winning university will have the highest percentage of student, faculty, and staff pledges to Power Down for the Planet.

“Campus-wide awareness and eco-friendly computing are critical to U-M achieving its goal of a reduced carbon footprint,” said Bill Wroblewski, Director of Technical Infrastructure Operations for the U-M’s Administrative Information Services. “Power Down for the Planet is an opportunity to raise awareness of our efforts, gain involvement throughout campus, and add excitement through a friendly competition with other universities.”

In addition to faculty and staff promotions, a student steering committee has been organized to raise awareness of Power Down for the Planet on campus. Student steering committee initiatives in the works include:

- On-campus kick-off event.
- Setting up kiosks in dorms where students can pledge.
- Participating in U-Mix and other campus events to promote Power Down for the Planet.
- Giving presentations on eco-friendly computing to other campus groups.
- Creating a Climate Savers Computing Initiative at U-M Facebook page.

“The Power Down for the Planet Challenge provides an opportunity for us to spread awareness of, and techniques for, more sustainable computer usage on campus,” said Anne Murray Laverty, a member of the Student Steering Committee of the Climate Savers Computing Initiative at University of Michigan. “Power Down for the Planet will bring together environmental organizations on campus as well as students, staff, faculty, and university departments to reduce our IT energy consumption.”

In addition to pledging commitment to eco-friendly computing, U-M students have the option to record their green computing story and participate in a viral video competition on YouTube. Representatives from the Climate Savers Computing Board of Directors and Sponsor level companies will select the winner. Prizes include cash, laptops, bicycles, and software. The video competition runs March 2 – April 17 and the winner will be announced May 4.

Reducing the energy consumption of computing equipment will help U-M reduce its carbon emissions. Participation in the Climate Savers Computing Initiative will help U-M reduce energy expenses and harmful emissions that lead to climate change.

Other Power Down for the Planet founding universities are Ohio State University, Pennsylvania State University, Purdue University, University of California at San Diego and University of Iowa.

About Climate Savers Computing Initiative at University of Michigan

Founded in 1817, the University of Michigan has stood as the national model for the large public university for more than a century. In keeping with its rich heritage of leadership, University of Michigan is committed to raising awareness of the environmental impact of IT and creating sustainable change that reduces its carbon footprint. Through policies and activities related to IT use and purchasing, University of Michigan is committed to developing environmentally conscious practices in its students, faculty and administration. For more information, visit www.climatesavers.umich.edu/.

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