

1

UseITsmartly- our central approach

How can we use technologies more energy-efficient? What can we do to make our living 'greener'?

Our goal is to communicate with and through youths about creative new concepts of smart IT use. 'useITsmartly' is a current project funded by IEE ('Intelligent Energy - Europe') aiming at capacity building towards behavioural changes in the way youths use technology.

Join us in establishing an international community of young people enthusiastic about raising awareness of energy-efficient technology use in everyday life.

We are looking for innovative solutions facilitating and encouraging energy-efficient IT practices among youths. Let's knit our individual ideas and initiatives together to a bigger vision of a more energy-efficient and sustainable way of living.

How can we learn from each other?

We develop and implement IT-peer education in all partner countries of this project. Through innovative prototypes and solutions of energy-efficient technologies we will be able to visualise aspects of sustainable energy consumption.

What can be learned from this exchange process?

The output of 'useITsmartly' is a toolbox for relevant stakeholders in the area of energy behaviour changing programmes focusing on green IT and young people.

The **overall objectives** of the project are:

- ✓ to reduce energy consumption related to IT usage (both at a residential and a system level)
- ✓ to develop new methods to facilitate practice change and to build the capacity for energy efficient IT use among young people.

2

Step by step – How do we organise capacity building among young people throughout Europe?

The project includes the following steps:

- mapping of IT user practices and contexts of young people for behaviour and technology change through focus groups
- exploring innovative solutions and ideas in creativity workshops to facilitate and encourage energy-efficient IT practices together with youth



- assessing the technical feasibility and impacts of these solutions in experts workshops
- developing and implementing IT-peer education in all partner countries, including innovative prototypes visualising aspects of sustainable energy consumption.

The **projects major outputs** comprise a **toolbox for the development and implementation of innovative IT-focused DSM (demand side management) programmes** for a particular target group, which will be useful for all EU countries. This will foster initiatives towards energy-efficient IT use on local, regional and national level.

Additionally to that **didactical concepts for training IT-peers** in each country are developed, which can be adapted by further countries. They help to build the capacity for smart and green IT use and improves energy and IT literacy of young people. They empower them to make appropriate energy-related choices and to create labour competencies, which contribute to Europe's economic and environmental future.

Approximately **25.000 adolescents will be reached** within the project duration **through IT-peers in all participating countries**, furthermore their teachers and families. Through communication activities in cooperation with IT-peers (e.g. via social media) further youths can be reached.

3

Who we are – building a European useITsmartly community

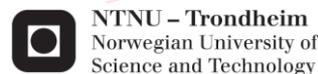
We are scientists, stakeholders and multipliers passionately thinking about how technologies can be used in an energy-efficient way. Our **goal is to communicate with and through youths about creative new concepts of 'smart IT use'**.

Interested in energy efficient IT use and green living?
Join us and share your ideas with us!

-  www.facebook.com/green.use
-  www.instagram.com/useitsmartly#
-  www.twitter.com/useITsmartly
-  www.useitsmartly.com

4

Partner institutions



Radboud University Nijmegen



If you would like to withdraw from this newsletter please send an email with subject line "newsletter cancellation" to: member@useitsmartly.com



Co-funded by the Intelligent Energy Europe Programme of the European Union

IEE Project IEE/12/997/SI2.644765 "UseITsmartly"
Project coordination: Jennifer Dahmen,
Bergische Universität Wuppertal, Germany
Mail: jdahmen@uni-wuppertal.de
Project duration: 2013-2016