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## Youth Ideas about Energy Efficient ICT use

- Do young people care about the environment?
- What are the ideas of young people on how to use ICT in an energy efficient way?

In the first half of this year, a total of about 20 so called '**creativity workshops**' have been held in all participating countries (Austria, Denmark, Germany, The Netherlands, Norway). In these workshops, youth have actively participated in trying to think of solutions of making the use of IT less damaging for the environment. They came up with a **total of 232 ideas**.

Interestingly, most youth who did participate in these workshops, did say that at home **they do care for the environment** by e.g. being careful with their water use, separating garbage and shutting out the light when not needed. They just **hardly seemed aware of environmental aspects of their ICT use**. Although they came up with a wide spread of ideas how to change behaviour, create awareness and increase knowledge.

### Examples of ideas by youth

#### ✓ Change the technology

The most popular ideas were those that change the technology and not the behaviour, for example having more solar fuelled energy in schools or having WiFi freely available everywhere, so that less 4G would need to be used.

#### ✓ Creating awareness

To raise awareness on the environmental impact of IT behaviour a lot of ideas were connected to the construction of social media apps that give information about sustainable IT use or (social media) campaigns to make people aware of available information and choices.

→ For all ideas have a look on the **online competition on our website** (see link below)!

Although many of the ideas the youth came up with are not completely new or innovative, it has been very helpful to see what kind of solutions youth think are a good idea. For the producers of existing technologies that youth thought would be very good to develop, such as solar chargers on phone-covers, it might also be good to know that **youth are definitely interested in these kinds of products**, they simply don't know that they already exist. So here lies an important marketing challenge. According to our youth, there is a **big task for regulators and technology developers in Europe**.



## Communicating ICT and energy use to hundreds of schoolchildren and young people



On the 19th and 20th of September, the Norwegian useITsmartly team in cooperation with UngEnergi.no and with the help of other colleagues from the Department of Interdisciplinary Studies of Culture at NTNU had a stand on **"Environmental Communication? The socio-technical solution!"** at the annual **science fair in Trondheim**.

Schoolchildren and other visitors could take a quiz on ICT and energy use and participate in an idea competition on what young people could do to save energy. Many people visiting the stand were **unaware of the great amount of energy used by ICTs**. There was general a great interest in and support for the aims of the useITsmartly project.



\*Pictures provided by Sara Heidenreich, member of the useITsmartly team



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 Project duration: 2013-2016

### Online Competition

At the moment there is an Online Competition about the collected green ideas of the creativity workshops going on. **Everybody can give a vote!** The best ideas will be awarded with an expert and an audience prize.

<http://useitsmartly.com/index.php?id=38>

**This online competition on European youths green ideas will be open until End of October 2014!**

### Toolbox on Green Ideas

Based on the creativity workshops and on the first Expert Workshop with international experts on youth, social media, and technology, the UseITsmartly team is working on creating the first project's Toolbox – a set of about **40 tools that can be used by young people but also by schools, organisations, and companies** that want to engage in environmental friendly ICT practises, or that want to convince and motivate others to do so.

Current tools are for example "The Eye Contactor", "Creative Recharging", "Green Competitions", "Slow Techno", "Local Streaming", and "Reuse, Repair, and Be Cool". These ideas will be improved and extended once more in the final Expert Workshop in November, before the Toolbox will be finalized and **made available by the end of 2014 for all interested stakeholders in Europe.**

### Peer Education

Currently **we are setting up tools and didactical concepts for vehicle and peer-trainings** that will be held with young people in all five partner countries: Austria, Denmark, Germany, The Netherlands, Norway.

Young people will get background information on facts and problems of IT use accompanied by training skills. The **trained youths** set actions on their own **as multipliers** (start projects, spread info how to change energy consumption attitudes in schools and among young people) to in order to motivate others for a reflective and smart use of IT.



### Expert Workshop

One **expert workshop** to evaluate and assess the youths' innovative ideas will be held on November, 11<sup>th</sup> 2014 at Eindhoven, The Netherlands. For further information please contact: Herjan vdHeuvel [h.vdheuvel@smart-homes.nl](mailto:h.vdheuvel@smart-homes.nl) .

### Report

The **second report** about the identification of relevant areas of energy-efficient IT use, energy implications and user practices among young people as well as possibilities and barriers for change **will be published online soon!**

Please feel free to download the report on our website:  
<http://www.useitsmartly.com/downloads>

### Conference





Jennifer Dahmen and Natascha Compes from the useITsmartly team (Wuppertal University - Germany (BUW)) are presenting a paper on useITsmartly in the conference strand learning and creativity with the title "**Creativity workshops as learning arena for energy-efficient user behavior?**" at the IOE-BNU – Learning in a Changing World Conference 2014, 21-22 November, in London.



## 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!

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-  [www.instagram.com/useitsmartly#](http://www.instagram.com/useitsmartly#)
-  [www.twitter.com/useITsmartly](http://www.twitter.com/useITsmartly)
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## Partner institutions



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