

# Carbon Reduction Challenge Project Plan

## 1. Target for Carbon Reduction

What is the focus of your efforts to reduce carbon emissions? Explain clearly how your actions will translate into cost and carbon reductions.

## 2. Steps Required for Achieving Carbon Reduction

How will you go about achieving your reduction goal? Who will you need to work with towards your goal (please the names and contact information for your primary contacts at your host company/organization).

## 3. Statement of Additionality

Please ensure that the carbon reductions that you will achieve would not have happened without your intervention. This is easy to prove for a building heating/cooling modification, but harder to do for personal choice-type projects.

## 4. Financial Accounting – Investments and Savings (Return on Investment?)

1. How much money, if any, is required to achieve your carbon reduction? Rough estimates are fine for the preliminary plan, but should move towards more concrete numbers throughout the semester.
2. How much money will your project save your partner? Again, rough numbers will be fine early on, but should be refined over the semester.
3. If funding is required for the carbon reduction, what is the payback period?

## 5. Carbon Accounting

Please provide a “back-of-the-envelope” estimate of CO<sub>2</sub> reductions that your initiative will achieve, citing peer-reviewed journal articles and government reports and web-sites only. Several examples of such sources should be provided in the Preliminary and Final Plan.

## 6. Co-Benefits

Please list and describe those aspects of your project that deliver other types of benefits (social, personal, health and well-being.)

## 7. Documentation and Deliverables for your host

For fully implemented projects, what kinds of data/documents will you collect over the course of the semester to support your plan? And what kind of information would your host like at the end of the semester? In what form (a written report? oral presentation? etc)

## 8. Division of labor

(For teams only). Please indicate what activities the various members of your team will focus on over the course of the carbon reduction challenge. Please make a concrete plan for coordination of activities, communications, contact point(s) for exchange of information between your team and personnel from your host company/organization.

## 9. Team name

Please devise a team name!