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7/14/11

Dear AASHE Program Staff,

I am pleased to confirm that CALS Green meets the criteria required by the AASHE STARS Reporting Framework for Innovation credits. Details about the project are available at <http://green.cals.cornell.edu/>.

I have been involved with CALS Green since shortly after its inception in early 2010. The project uses a broad array of techniques to motivate students, faculty and staff in CALS buildings to reduce their energy usage, including Facebook feeds and other web 2.0 technologies, web graphics and videos, and an interactive action reporting tool (Step Green), to motivate individuals to change behavior in the university workspace. The project is unique in that it brings together a wide array of faculty and other experts in diverse fields, including computer science, communication, information science, economics, engineering, and design. The project is also in part a collaboration between Cornell and Carnegie Mellon University, which developed the original StepGreen reporting tool and helped modify it for the Cornell academic environment. As such it is a good example of how institutions can collaborate to promote sustainability.

CALS Green is an ambitious project that started with efforts focused on six campus buildings but plans to expand in the coming months. I expect that this project will lead to considerable energy savings on the Cornell campus, and it may also promote environmentally conscious energy use outside the university environment through its efforts to educate people about the energy costs of their daily activities.

If I can provide any further information on CALS Green, please feel free to contact me at the email address below.

Sincerely,

Susan R. Fussell

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