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## **SF Students Testing New, Mobile Application to Track Carbon Footprints and Help Protect Environment**

*Go Green Foundation Teams with UCLA, AT&T, Nokia*

San Francisco, Ca., April 6, 2009 – The Go Green Foundation today announced a technology research project with UCLA, AT&T, and Nokia to help San Francisco high school students track their carbon footprints so they can better understand how changing commuting patterns can help protect our environment.

The study is using a mobile phone application and initially is following 25 students from San Francisco's Urban High School as they walk, bike, drive cars and use mass transit to travel to and from school each day. Later this year, the research is expanding to 100 students at three other San Francisco schools. Detailed data on the commuting choices of the students is tracked on mobile phones, providing important information on how the carbon footprints of the students are impacting the environment.

“We're very excited about this project,” said Martin Gutierrez, founder of the Go Green Foundation. “It's about a new, higher level of awareness for students. They are learning they are in control, and they can make a difference. They are empowered to make choices that leave a smaller carbon footprint, and they begin to see that making better choices is part of the solution.”

Students at Urban High School agree.

“You can think about it, and you can want to do something about climate change, but to make a conscious decision to take another form of transportation instead of driving





a car is where the real change lies,” said Julia Evans, senior at The Urban School of San Francisco.

Gutierrez maintains that this mobile application could easily be expanded to help more people understand how they can help protect the environment by reducing their carbon footprints. The initial focus is on environmental data being collected by students in San Francisco, with the help of several partners, including UCLA, AT&T and Nokia.

Researchers from UCLA’s Center for Embedded Networked Sensing (CENS), with funding from Nokia Research Center (NRC) in Palo Alto, developed the Personal Environmental Impact Report (PEIR), a software application that captures critical data on commuting patterns. Using phones donated by Nokia, as well as SIM cards and a wireless network provided by AT&T, the PEIR software tracks students on their daily commutes to and from school. The mobile application uses GPS and sensor data to record the distance and the speed the students are traveling. Every 30 seconds, it transmits the data from the Nokia phones over the AT&T network to the UCLA data control center. The software creates personalized online reports with daily estimates of the carbon footprint being left behind as the students commute.

PEIR uses GPS-enabled smartphones, combined with scientific models, to provide its personal profiles of carbon impact, pollution exposure and other information without requiring air chemistry sensors on phones. Involving the Go Green students in this research will provide greater insight on how people impact the environment on a large scale. Gutierrez says that the Go Green Foundation was able to put it all together thanks to UCLA, Nokia and AT&T.

“AT&T is committed to investing in America and to supporting our communities, so this is a perfect fit for us,” said Terry Stenzel, Vice President and General Manager for AT&T in Northern California and Reno. “A mobile phone application that uncovers ways to help protect the environment is the type of technology innovation we’re focused on at





AT&T. Consumers want mobile connectivity, and they also want mobile applications that make a difference in their lives.”

“Developing PEIR started with a vision that mobile technology can give people unique insight into how their actions affect the world around them, and vice versa,” said Jeff Burke, area lead for Urban Sensing at UCLA CENS, the National Science Foundation Center for Embedded Networked Sensing. “For those of us involved in creating and testing PEIR, it has made environmental impact and exposure part of our everyday vocabulary and thinking, hopefully to everyone’s benefit.”

“For more than a decade we at Nokia have considered the environment in everything we do, especially the materials our devices are made from, their energy efficiency, and ensuring they can be safely recycled,” said John Shen, lab director, Nokia Research Center, Palo Alto. “It’s another positive step forward to be involved in a project demonstrating how mobile devices and services can help people manage their environmental impact in everyday ways.”

The joint initiative was launched to remind young people they have the power to motivate and to support companies that are taking positive steps to address the climate crisis through more sustainable technologies, products, and services.

“We are already seeing great results,” said Gutierrez. “The PEIR carbon impact tracking tool is being more widely adopted and we are spreading the environmental message that young influencers can make a difference.”

The Go Green Foundation is a non-profit youth organization in San Francisco, which promotes a mobile initiative to inspire young people to make a difference in the fight against climate change. More information may be obtained at

[www.gogreenfoundation.com](http://www.gogreenfoundation.com).

