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ENVS 662 – Green Design & City Planning

Agenda

- Google Corporate Mission
- Googleplex History
- Sustainable Initiatives
 - Renewable Energy
 - Energy Efficiency & Conservation
 - Transportation
- Impact Going Forward

Google Corporate Mission

- Organize the World's Info & Make It Universally Accessible
- Innovative & Unique with All Services for Employees & Customers
- Making Money Without Doing Evil
- Energy Audit to Calculate Footprint



Googleplex History

- Built in 2003
 - Cradle-to-Cradle Products
- 500,000 sq. ft.
- Google Redesigned in 2005
 - Clive Wilkinson Architects & The Environmentalists Group
- Goal to Match Design with Google Culture



Sustainable Initiatives – Renewable Energy

- 1.6 MW Solar Installation
 - 30% of electrical load
 - Reduces 4.2mm car miles/year of CO2
- Goal for 50 MW of renewables by 2012 for Data Centers
- Carbon Offset Projects



Sustainable Initiatives – Energy Efficiency

- Hi-efficiency Lighting (CFLs)
- Retro-fitted HVACs
- “Climate Savers Computing Initiative”
- Natural Lighting
- Demand-Side Response



Sustainable Initiatives – Energy Efficiency

- Organic & Local Food in Cafeteria
- Sustainable Gardening



Sustainable Initiatives - Conservation

- Promoting The Use of Reusable Cafeteria Trays & Utensils
- Recycled “to-go” boxes



Sustainable Initiatives - Transportation

- Biodiesel Shuttle Service
 - 25% of workforce
- Plug-In Electric Hybrid Car Ports
- Rental Plug-In Hybrids
- Rebate for Fuel Efficiency



Sustainable Initiatives - Transportation

- Charitable Donations For Non-motorized Employees
- Walking/Bike Paths Throughout Campus
- Green Spaces



Qualitative Impact of System Design

- Increase Awareness
 - Products & Services
 - Corporate Stewardship
- Accelerating Innovation
 - Grant Programs
 - Building Out Infrastructure
- Demand-Side Management
 - “Negawatt” Trading Mechanism



Sources

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