What We Do

GREEN PLUG DISTRICT

What we do Matters!

We are founding GreenPlug.nu as an online resource to help consumers make informed, high-quality and better decisions about Green Lifestyle.

"Be smart; Be cool.
Save money; Save energy!"

... James Croce, former CEO Next Energy; Founder, President and CEO Greenlark Energy Partners

Savvy consumers know saving energy is not only cool and great for the environment, but it's also smart!

Energy Efficiency and Conservation

Green Lifestyle is a broad subject of course with many sub-categories. In fact it is probably too broad for a single online resource to be initially effective. Green Energy is one of the most important sub-categories of Green Lifestyle, but Green Energy is also quite broad with subjects ranging from green energy generation, to green residential and commercial construction to bridging technologies to politics.

Due to the long technological time lines in front of us as we begin slowly to transition to greener and smarter energy sources, we believe energy conservation is a critical starting point and will always be an important aspect of Green Lifestyle, thus the focus of our first site, District.GreenPlug.nu, will be residential energy efficiency and conservation.

In the future we will develop other online resources supporting other Green Energy subjects. For now, however, we welcome you to GreenPlug District and will look forward to your participation in future projects as we together broaden our efforts!

Thanks for helping us get started!

Sincerely,
Tracy Crawford
CEO, Rain8 Group LLC
Managing Partner, GreenPlug.nu

How It Works

GREEN PLUG DISTRICT

The PREMIERE Crowd-Sourced, Expert online resource!

We are building what will become with your help the premiere crowd-sourced expert online resource for residential energy efficiency and conservation.

Why Crowd-Sourced?

Simply put, "Because two heads are better than one," and a thousand are better than two!

There is a lot of knowledge out there, but most of it is trapped in the heads of its owners. GreenPlug.nu creates an easy to use, highly accessible platform for this knowledge to be made available to the widest range of people who need it most - the motivated consumer who wishes to make better decisions about energy efficiency and conservation.

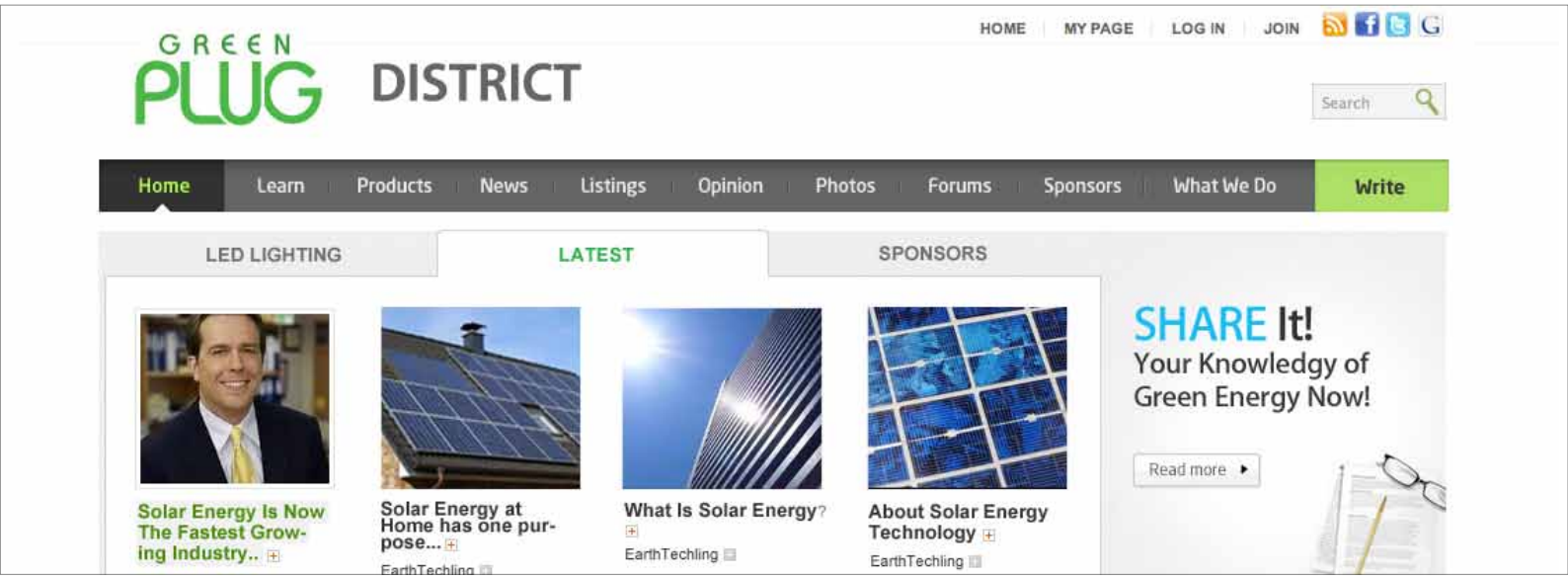
Crowd-Sourced AND Expert?

Yes! There is plenty of expertise in the world, but there are few outlets that create broad exposure and consumption. We are creating an online culture of expertise and professionalism.

Contributors must make disclosure of any commercial affiliation that may be real or perceived conflict of interest and must agree to abide by The Society of Professional Journalists Code of Ethics.

The SPJ Code of Ethics is viewable here: http://www.spj.org/ethicscode.asp, and for download here: http://www.spj.org/pdf/ethicscode.pdf.

GreenPlug is SMART!



Both our site users and our handpicked expert editors will have a voice in giving "expertise ratings" to content.

Contributors can progress through levels of "expertise achievement," and users can customize content presentation by level of expertise of the contributor and by level of expertise of the individual article.

But that's not all; We are developing smart algorithms that will automatically serve content with the highest level of expertise!

Thin-sliced Expertise Intelligently Served!

By thin-slicing right down to energy efficiency and conservation, fostering a culture of professionalism and expertise, relying on crowd input, human editorial review, clear and simple navigation, carefully constructed tagging and filtering along with smart algorithms, we will offer the best of the best.

Vision.

We envision…

"A safe and sustainable energy efficient future."

Mission.

Our mission is to create, sustain and extend a trusted and independent online resource providing high quality, accurate information enabling motivated individuals and organizations to make wise choices about residential safe and sustainable energy and energy conservation.

GREEN PLUG DISTRICT

Values and Beliefs.

Trust and Impartiality

Our highest value is that information should be trusted and impartial.

Energy Safety

All sources of energy have safety risks. We believe in development and use of energy in a manner that minimizes risk to injury or life.

Energy Sustainability

Sustainable energy derives from long-lasting or indefinite sources of energy whose production and use does not destroy or irreparably damage the environment.

Energy Efficiency

All energy sources have costs, both financial and in terms of side effects. Minimizing energy cost starts with efficiency.

Energy Independence

Energy independence has great potential to reduce international political conflict thereby providing societies with more decision options whereby a wide array of destructive conflicts may be avoided.

GREEN PLUG DISTRICT

Information: Data and Opinion

Accurate, unbiased and timely data is the foundation for best individual and organizational decision-making. Data takes many informational forms including news, studies, best-practices, along with product and technology information.

Well-considered opinion serves as a critical tool in the formation of the thoughts, beliefs, decisions and actions of others.

Clarity

Data vs. opinion information should be clearly delineated.

Commercial Information

Commercial information is invaluable and encouraged. Commercial information should be presented in an accurate and unbiased manner.

Community Engagement

We believe that a well-managed open-source environment in which all community members, whether experts from industry, academia or commercial endeavors or from other walks of life are encouraged to engage, is the most productive and useful environment.

Accessibility

To be useful to the widest range of people, we believe information should be presented in an approachable manner. The use of a direct and easy-to-understand writing or graphic style and the format, design and user experience of any presentation/engagement platform should be well considered.

Ethics

Contributors shall at all times strive to adhere to the ethics code created and publish by the Society of Professional Journalists.

SPJ Code of Ethics is viewable here: http://www.spj.org/ethicscode.asp, and for download here: http://www.spj.org/pdf/ethicscode.pdf.

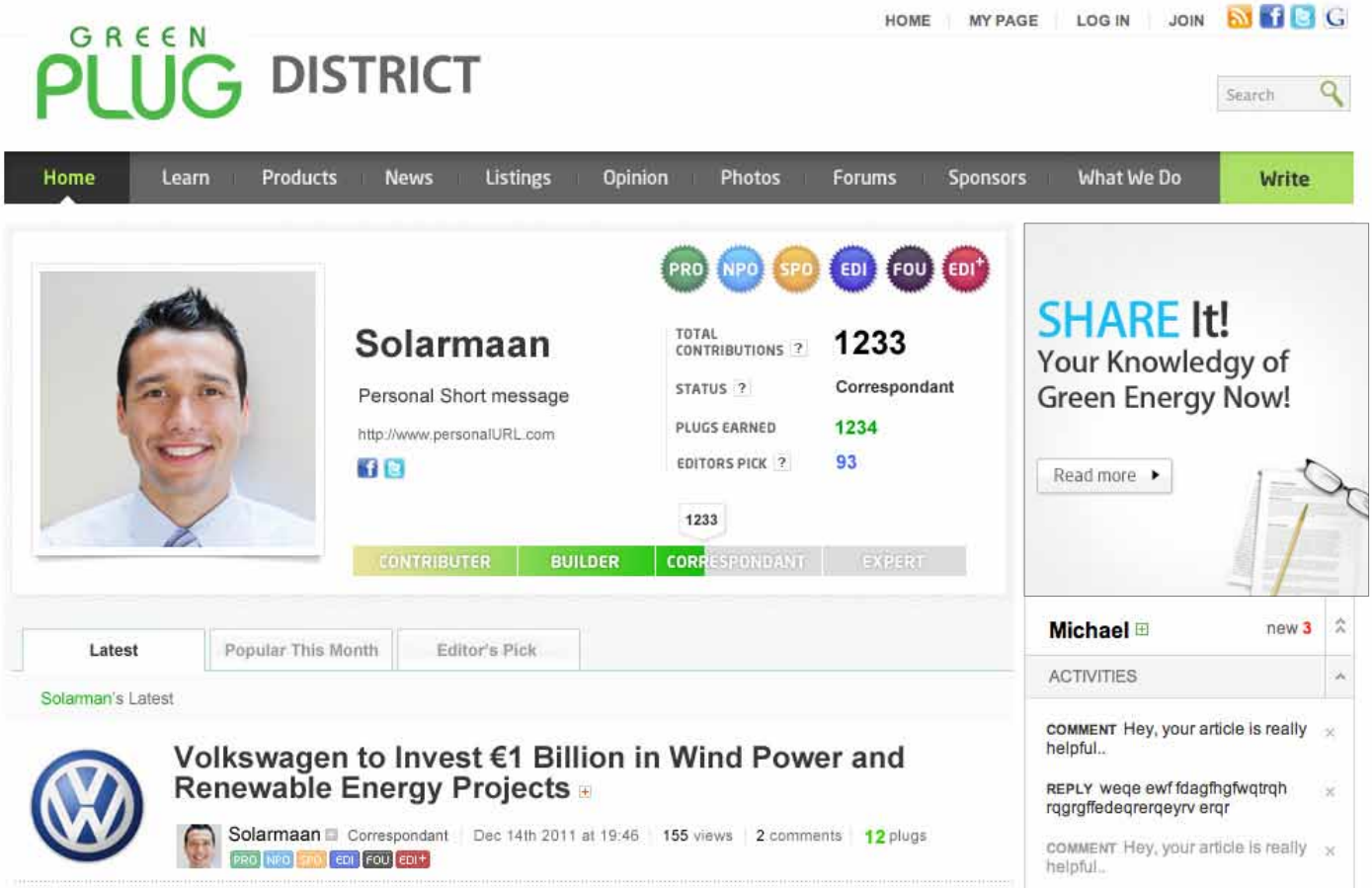
Transparency

All management and participants are expected to strive for the highest levels of transparency and disclosure of personally or organizationally beneficial affiliations and real or perceived conflicts of interest relative to all informational contributions.

Incentive and Recognition

Incentives MATTER; Recognition is DESERVED!

Incentives make a difference, and people deserve recognition for their contributions. Users also appreciate understanding more about the background of the author whose article they are reading. With this in mind we are creating an incentive and recognition system.



Expertise Rank System

Make contributions to increase your rank from **Commentator**, to **Builder**, to **Correspondent**, to **Expert**.

Earn **Commentator** rank by contributing 40 comments and replies.
Make 20 other contributions to earn **Builder** rank. (Hint: Listings, News and Photos are short and easy!)
Contribute any mix of 20 active Forums or Articles in **Learn, Products, Opinions** or **Forums** to achieve **Correspondent** rank.
Contribute any mix of 40 active Forums or Articles in **Learn, Products, Opinions** or **Forums** to achieve **Expert** rank.

Status System

PRO: Works for a company engaged in Green Energy or Energy Conservation.
NPO: Works for a Non Profit Organization engaged in Green Energy or Energy Conservation.
SPO: Works for a sponsoring company of GreenPlug District.
EDI: Has volunteered and been selected for role of Editor of GreenPlug District.
FOU: One of the first 100 volunteers assisitng GreenPlug District as a **Founding Member**. Contact us today!
EDI+: Chief Editor or Senior Editor. All editors are hand selected. Contact us to volunteer.

Plugs

Earn **Plugs** a your vote of confidence from the GreenPlug District community. Write well and often to earn more!
When an Editor plugs your post you earn an **Editor's Pick** award. Be nice to Editors!

GREEN PLUG DISTRICT

Join as a Founder today.

If you CARE; then SHARE!

Are you enthusiastic about green energy and energy conservation?
Do you want to help others make best decisions?
Then join as a founding member!

Contact:
Tracy Crawford
tracy@greenplug.nu

Michael D'Orazio
madorazio@greenplug.nu

Join:
While work is progressing on the main site, we have created a simple founders black-site where founders may join and begin submitting content today and talk to one another on the forum. Join here:
http://w321503.s182.ufhosted.com/