

Girls' Energy Conservation Corps (GECCo)

Principal Investigator: [Gilly Puttick](#) and [Brian Drayton](#)

Funders: [National Science Foundation](#)

Website: [GECCo](#)

This innovative, new media-based after-school project engages girls ages 8-11 in energy conservation activities. It interweaves informal science learning, stewardship, and leadership through activities that include interactive online games, hands-on assignments, and real world energy audits. During the four-year project, more than 5,500 girls will learn about the environmental impact of energy use, practice energy conservation measures and become agents of change as they recruit peers, family members and neighbors to conserve energy.

The project's research study will address the mediation of girls' learning and behavioral change by new media. Partners for the project are the Girl Scouts of Eastern Massachusetts and 360KID. This project is funded by the National Science Foundation.