



Green Newton

# NEWTON YOUTH ENERGIZERS

MASS ENERGIIZE YOUTH CLIMATE SOLUTIONS  
CHALLENGE 2026

BY NEWTON NORTH HIGH SCHOOL  
IN PARTNERSHIP WITH GREEN NEWTON

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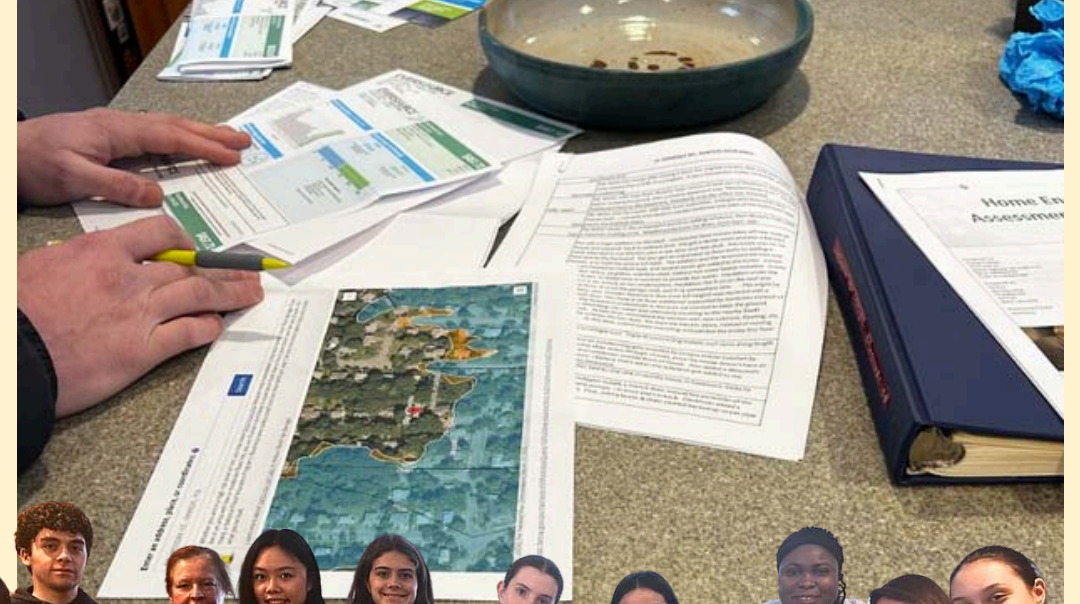
# PROJECT OVERVIEW

## goals

⚡ Achieve **100 home energy assessments** through the No Cost Mass Save Program in Newton.

⚡ **Why?**  
To tackle **home energy efficiency** at the residential level, leading to **decreased energy consumption** and **greenhouse gas emissions**.

⚡ Reach homeowners and renters of **diverse ages** and **backgrounds** to spread the importance of home energy efficiency across Newton.



# CHALLENGES



## Old, Inefficient Homes

Most homes in Newton were constructed in the early 1900s. Due to these homes being **old** and **inefficient**, they require extreme upgrades in energy sourcing.



## Lack of Awareness

There is a **lack of awareness** on the accessibility of affordable, no-cost home efficiency programs that are provided among young and old residents.

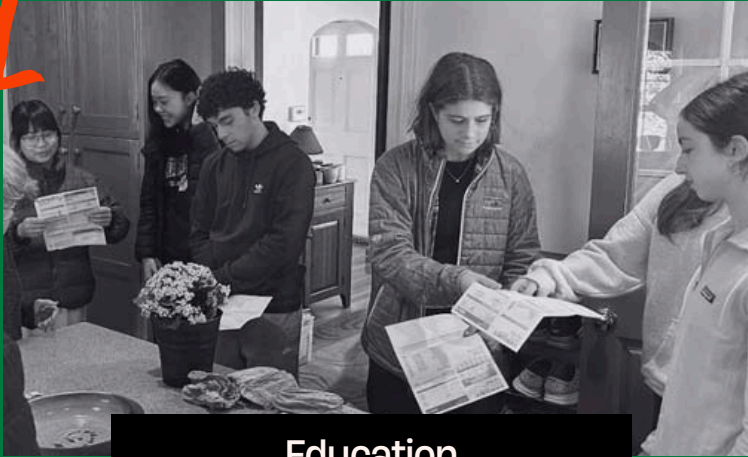


## Ignorance

Many residents are **ignorant** on the relevance and importance of home energy efficiency and are **not interested** in receiving assessments.

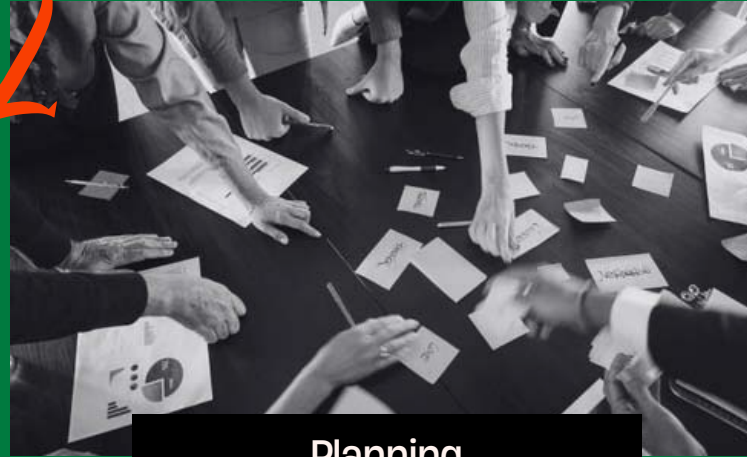
# APPROACH AND METHODOLOGY

1



Education

2



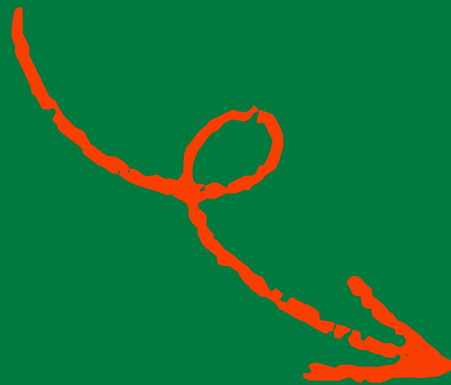
Planning

3



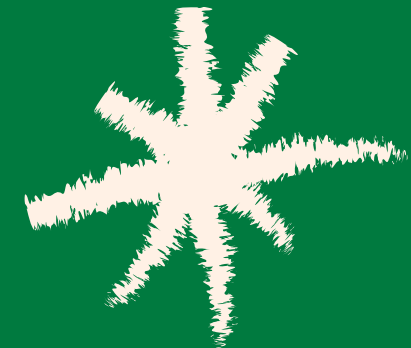
Collaboration

Click these links to  
learn more!



## KEY ACTIONS

engaging the community





Regular Meetings with  
Community Members



Tabling at  
Community Events



Local City Media Outlets



News Articles



Community Events



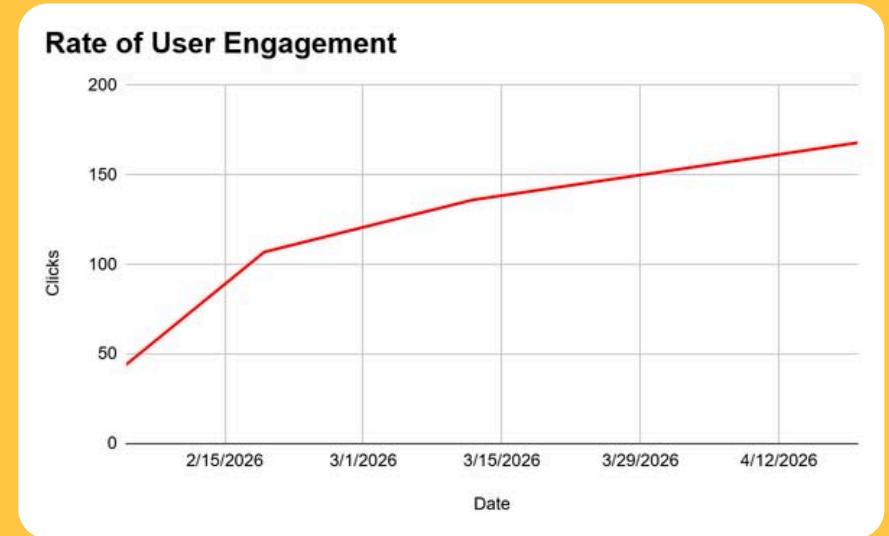
Broadcasts

Click these links to  
learn more!



# RESULTS AND OUTCOMES

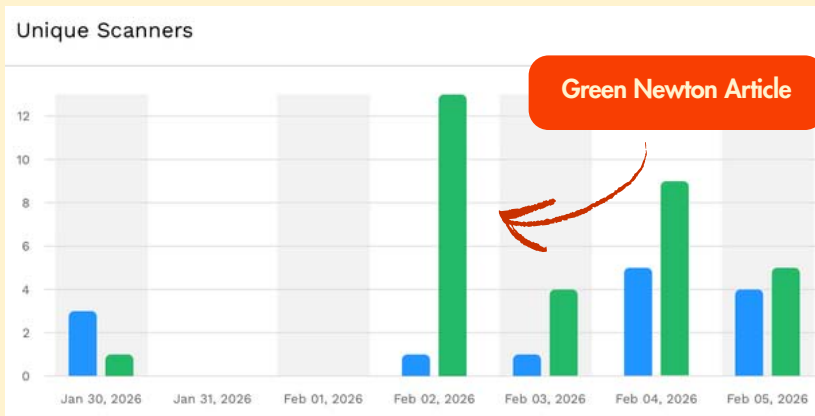
From links in our newsletter that would bring readers to schedule a Mass Save HEA, this is a timeline of the data on our user engagement :



Graph displays clicks and scans of team-affiliated links from Feb. to Apr.

## January - February

44 Unique Clicks/Scans



## February - March

136 Total Clicks/Scans

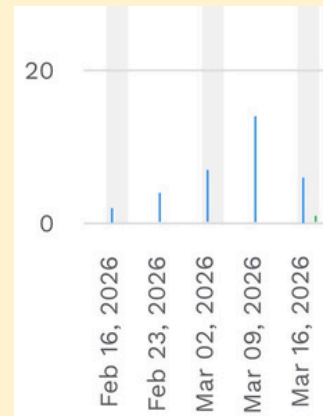
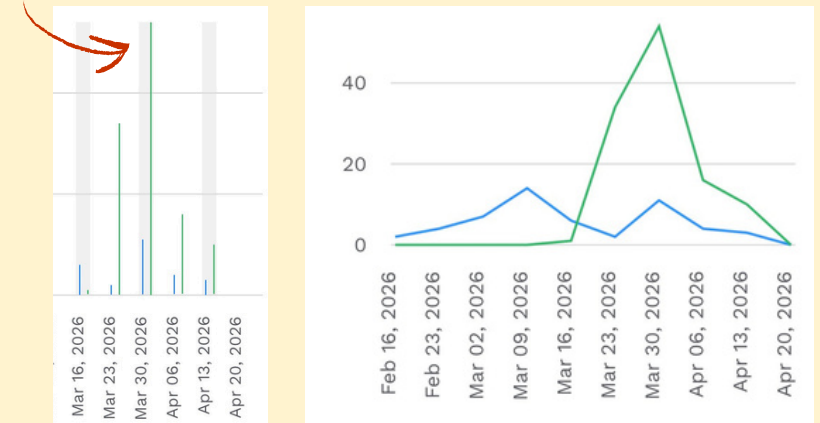


Fig City Announcement

## March - April

168 Total Clicks/Scans



Estimated potential number of people reached:

*±50,000\* people*

Were informed of Mass Save's **no-cost home energy assessments** that can receive professional advice on energy-saving opportunities to lower energy bills and reduce energy consumption

*\* Potential error of counts; people who read the mayor's newsletter are more likely to also read local newspaper and thus double the counts*

We estimate *70* scheduled HEAs are from our efforts based on the type of referral in the highlighted categories

**Increased** scheduled HEA **rate**

A report on our progress from Homeworks, a home energy assessment provider:

From Homeworks:

150 completed Home Energy Assessments as of today (more scheduled)

- 45 direct mail
- 35 field marketing
- 44 partnership
- 11 digital
- 13 referrals
- 2 other

# KEY FINDINGS

## Importance of outreach to a diverse array of people

- Initially, we observed that many people who had been engaging with home energy assessments were older residents
- In order to make the greatest impact, we recognized the need to reach a broader group of people
- Through efforts within our school and across local news outlets, we recognized how important it is for youth to be empowered and supported to make change. Even if we do not own a house to get an energy assessment yet, we should still encourage those who can

## Reworking our idea due to initial ambitious goals

- At the beginning of this project, we wanted to create an app and engage in canvassing as part of our campaign
- While solutions like this could be impactful, we had to consider our team's bandwidth, and we concluded that these ideas may not be possible given our short time frame and training
- We decided to hone in on our skills and position as youth in order to make an impact such as direct outreach within our school, online, and at community events and found great success

## Distribution of tasks

- Our goal of getting 100 home energy assessments required organization and effort from all team members
- We assigned tasks within our project to ensure we stayed on track to meet our goal
- For example, we had a notekeeper during our meetings, people who communicated with outside organizations, people who attended outreach events, and spokespeople for interviews
- This allowed for involvement and coordination across our team

## Importance of community connections

- Throughout this process, we benefited from partnerships with other community based organizations
- This gave us access to a broad range of audiences
- This also allowed for our group to gain credibility as we were endorsed by previously existing community groups such as Green Newton
- We were able to attend community events such as the Gathering for Peace and Social Justice at the First Unitarian Universalist Society in Newton in order to expand our efforts
- Our partnership with and support from community groups motivated us to persevere even when momentum felt slow

## Power of the youth voice

- Throughout our project, we noticed that the people we were reaching were touched by the fact that youth were driving community change
- Our leadership as young people showed the importance and urgency of sustainable energy solutions
- We were able to successfully encourage family members and other students to encourage their family members to get home energy assessments
- We found that youth voices were generally missing when it comes to sustainable energy solutions, and through our project we inspired more involvement among our peers

# NEXT STEPS

## Maintain connections with local organizations

- Continue outreach to local news outlets with updates on our progress
- Maintain contact with organizations within our school such as the graphics department and TV Media so we can continue to partner and spread awareness
- Continue volunteer work with Green Newton, our biggest mentor organization and supporter, to ensure we have continued support for our efforts

## Support re-funding of the Mass Save Program

- The Mass Save program is crucial in providing home energy assessments and low cost, energy efficient upgrades to Massachusetts residents
- In early 2025, this program underwent significant funding changes, with a \$500 million dollar reduction from their \$5 billion 3-year plan. This could ultimately result in \$1.5 billion less in program benefits as funding will have to be allocated differently
- The Newton Youth Energizers want to become more involved with the legislation around this funding and advocate for more funding for the program.

## **Gain a broader social media presence**

- Our team gained an online presence through articles in local newspapers and newsletters
- Moving forward, gaining a larger presence on apps such as Instagram and TikTok would be beneficial for our outreach efforts
- Presence across multiple media platforms can ensure our message is spread to a diverse array of community members, and ultimately help us get more energy assessments

## **Expand our efforts to other communities**

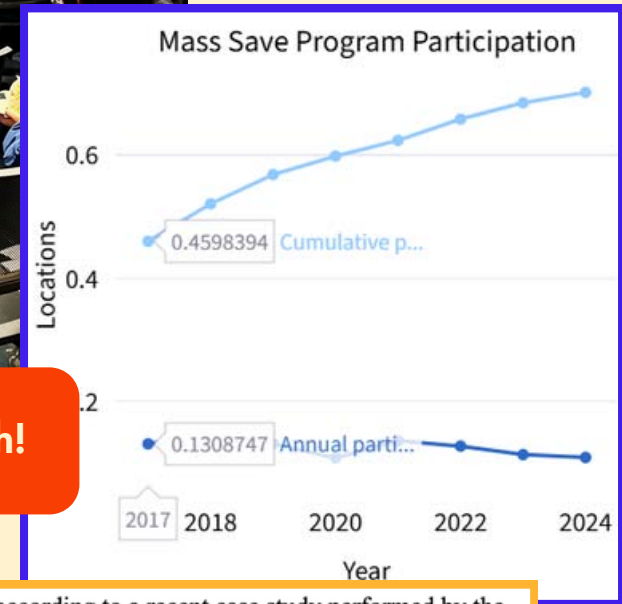
- We would like to sustain efforts in our community of Newton, but also empower other communities to take similar steps and encourage residents to get home energy assessments
- Identify communities that are the most vulnerable to the effects of climate change and ensure that they are aware of the benefits of getting home energy assessments

# EDUCATING THE TEAM



**Our team were largely unaware and uneducated on what home energy assessments (HEA) were before this project. In order to learn more, these were the steps our team took:**

- We attended educational community events related to home energy assessments such as Green Newton's Heat Pump Pizza Party
- We consistently spoke with knowledgeable community members such as Marcia Cooper to learn more about the importance of Home Energy Assessments
- We engaged in independent research about home energy assessments and their benefits
- We shadowed a home energy assessment (shown below)



There are approximately 31,730 homes in Newton, yet according to a recent case study performed by the City of Newton, only 2,600 homes have engaged in a home energy assessment. Given that about 20% of yearly carbon emissions in the U.S come from households, more people should be engaging in home energy assessments. Home energy assessments are crucial in helping families identify where their energy usage can improve in terms of sustainability and provide them with a plan that could include enhancing home insulation or installing heat pumps.

# EDUCATING THE TEAM: SHADOWING A HOME ENERGY ASSESSMENT

**With our connections with Green Newton's Energy Advocate Armel Gjylsheni, our team was able to shadow a live HEA that was performed by HomeWorks Co.**

## **What we learned:**

- Free rebates, incentives for insulation if you qualify
- Getting a home energy assesment comes with further benefits such as carbon monoxide detection
- We could use our experience with this event to teach the broader community about Home Energy Assesments from a youth perspective, so we began to publish articles



Thermal camera identifying air leaks

# TEAM PLANNING



**After learning about the importance of HEAs, our team were ready to organize and brainstorm an action plan that could address our city's carbon footprint at the residential level.**

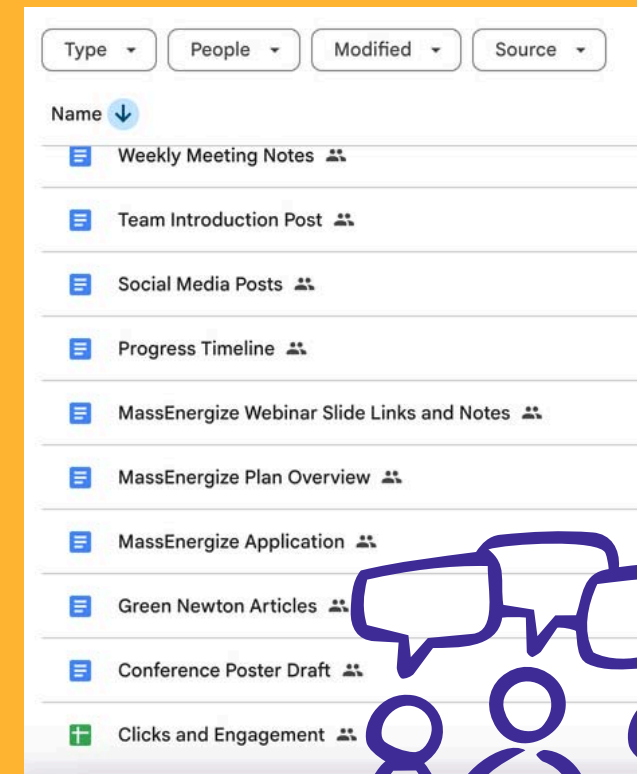
- Met as a group through online calls and in-person meetings at school to plan
- Consistently met with Green Newton leader Marcia Cooper on Wednesday evenings to coordinate our efforts
- Established a Google Drive folder where we tracked out progress and next steps
- On days where we did not meet, we had an active WhatsApp groupchat and email chain where members communicated ideas

Objective	Details	Initial idea overview	Impact/metrics for success
Community education	Raise awareness about what home energy assessments are and their benefits	-Hold events at Cooper Center, New Art Center, and School Sustainability Day - Social media posts or with graphics -Write articles in local newton newspapers outlining the benefits -sustainable street tours	- Number of event attendees -Number of social media views (We would have to make a "professional" account to get this information) -Number of people that engage with article -Number of events we have
Incentivize participation	Offer rewards to early participants in assessments	-Publicize rewards for getting home energy assessments on social media, in articles, connect with city government bodies to promote this, flyers -Give prize to first homes to sign up	-Number of households that claimed prizes  Questions: <i>What will the prize be?</i> <i>If monetary, how will we obtain the money?</i>



Here's the **Zoom link for us to meet on**  
**Wed. 12/17 @ 8:15pm**  
<https://us02web.zoom.us/j/83055814822>

Our future weekly meetings will be on Wednesdays at 8:15pm



# COLLABORATION

Newton North  
High School

• School



## Key Figures and Groups



School Administrators



Approval to promote in newsletters



Green Team Student Club



Share with peers, partnering in club's Sustainability Day



School Graphics Department



Help with printing and designing materials (i.e. brochures, banner)



School's Television Media Outlet  
(NNTV)



Produced and aired an episode to entire school body

# COLLABORATION

## Newton • Local Community



Green Newton – Energy Advocate  
Armela Gjylsheni

- Bridge communicator with team and HomeWorks



First Unitarian Universalist  
Society in Newton (FUUSN)

- Co-Sponsor to a community gathering



NEWTON PUBLIC SCHOOLS CAREER & TECHNICAL EDUCATION  
**GRAPHIC COMMUNICATIONS**

School/Department/Business: *Green Newton*

Customer Name/Ordered By: \_\_\_\_\_

Job Reference: *Brochures*

NOTE: Invoice Enclosed  of



Fig City News

- Supported public campaign efforts



Green Newton

- Supported public campaign efforts through their E-Newsletter



# SCHOOL BROADCAST

Newton North TV Media Arts



Produced By:

Gabe Lobron, Charlie Shortsleeve, & Nicolle Viana

*Click the video to see more!*





# ARTICLES AND ANNOUNCEMENTS PUBLISHED



## Newton North Students Chosen for Youth Climate Action Challenge

By Newton North "Newton Youth Energizers" on Jan 25, 2026 05:24 pm



## Newton Youth Energizers Visit Their First Home Energy Assessment

Recently, the Newton Youth Energizers, a Newton North High School team working on the Mass Energize Youth Climate Solutions Challenge, were graciously welcomed by Rosemarie Mullin and Tom Friedman to learn from attending their Mass Save home energy assessment in person. This assessment was performed by HomeWorks Energy, a partner of Green Newton.

Seeing a home energy assessment firsthand provided valuable information to the team. The assessment started with an explanation of how home energy assessments support climate action by decreasing energy consumption and increasing efficiency. The Energy Specialist checked first for safe combustion levels near all gas-fueled appliances. Then as part of the assessment, they thoroughly examined the house from the basement to the attic and checked rooms with a thermal imaging camera to identify air leaks. All of this is done while providing recommendations to maximize the home's energy efficiency.

One student noted, "Understanding how a house uses energy showed me how small efficiency choices can really add up to meaningful climate action."



The energy specialist reads a

After attending this valuable educational opportunity, something that surprised the group was that home energy assessments go beyond the simple weatherization check. There is a central focus on safety regarding the internal levels of carbon monoxide—an odorless gas that can be deadly if not discovered. Going forward, the students hope to use their newfound knowledge and personal experience to speak more insightfully of what home energy assessments will look like for residents.

unities to take climate  
they have selected New  
ams in Massachusetts

## Green Newton

- 4 Total Publications
- Incentivized participation with a local business
- Team-written story articles
- 3,000+ Subscribers/Readers

## Newton Mayor Marc Laredo's Newsletter

- Feature in city mayor's Community News
- 37,000 Subscribers

## Fig City News

- 4 Total Publications
- Feature in Community Announcements section
- 10,000-20,000 Readers

## Winston Weekly Update

- School's Weekly newsletter
- 2000+ Students
- ~1000 Parents
- ~190 Teachers



# ARTICLE LINKS

*Click the links to see more!*



- Jan 25: [Newton North Students Chosen for Youth Climate Action Challenge](#)
- Feb 1: [Newton North's Newton Youth Energizers has an Excellent Idea to Celebrate Valentine's Day](#)
- Feb 11: [Newton Youth Energizers Visit Their First Home Energy Assessment](#)
- Mar 7: [Recently Signed Up for a No-Cost Mass Save Home Energy Assessment? Newton North Energizers Needs Your Help!](#)



Feb 6: [Community Annoucement](#)



Feb 8: [Community Update](#)



Mar 31: [NNHS students seek to conduct free home-energy assessments for 100 households](#)

# COMMUNITY EVENTS

## First Unitarian Universalist Society in Newton (FUUSN)

What the World Needs Now:  
A Community Gathering on  
Justice and Peace

*March 21, 2026*

- Tabled to promote our efforts and encourage people so sign up for HEAs
- Gave a speech to community members about our project
- Newton North TV Media came to this event to video our efforts in preparation for the broadcast video previously shown



# Mass Energize Community Climate Leaders Conference

April 8, 2026

- Presented our project to other community climate leaders and Mass Energize student teams



# Newton North Sustainability Day

April 16, 2026

- Provided questions about Home Energy Assessments in a Jeopardy style game to 200 participants



*Thank You!*

From the Newton Youth  
Energizers Team

