

BAN THE PHONE BOOK RESEARCH GRANT REQUEST FOR PROPOSAL

BanThePhoneBook.org Research Project

Summary

BanThePhoneBook.org was launched by WhitePages.com in August 2009 to educate consumers on the environmental impact of printing and distributing the white pages phonebook, and encourage opt-in legislation for traditional white pages book delivery. Our mission is to support both telephone companies and consumers in their efforts to curb the unsolicited, and unnecessary, printing and delivery of white pages phone books.

In mid-2009 and again at the end of 2010, WhitePages conducted a survey that found that over 80% of consumers would support an 'opt-in' program (only receive a white pages phone book if you request one) if they knew it would have a positive impact on the environment and save taxpayers money. WhitePages has also gathered secondary estimates for environmental impact, however, the sources and methodology for these estimates are not well understood. The intent of this research project is to provide greater detail, credibility, and documentation for the environmental and economic footprint of white pages production, distribution, and disposal.

Under this Request for Proposal, WhitePages would like to receive an in-depth overview of primary and (if appropriate) secondary research on the true impact that the production, distribution, and disposal of the white pages has on the environment. We believe that consumers and regulators could benefit from a comprehensive look into these impacts:

- Phone book production: e.g., paper origination, environmental costs of operating facilities, chemical use and disposal
- Delivery, e.g. fuel and carbon emissions of delivery vehicles
- The recycling and/or disposal of the books once they are delivered, etc.

Across this full lifecycle, we would like a summary of:

- Total carbon footprint
- Tons of landfill created
- Hazardous waste created, if any (e.g. from chemicals used in production)
- Total economic cost to:
 - White pages phone book producers
 - Taxpayers / utility payers for disposal
 - Other, if applicable

We would like the above to be estimated by state in addition to nationwide.

In addition to the above, we would like to understand the process in its entirety:

- Who is in charge of printing the books?
- Who compensates those delivering the books? Do they have incentives to honor opt-out requests?
- How do they decide when to deliver and where?

Note that yellow pages are out of scope for this research. Where white pages are included in the same bound book as yellow pages, please try to only include the incremental impact of the white pages section.

Applications may request up to \$10,000 for the proposed project. Applications will be accepted from January 20th until March 1st, 2011.

Program Impact

WhitePages found that almost 75% of consumers are completely unaware of the environmental and financial impact in printing, delivering and recycling these books. The funding made available by this RFP will help us to provide the most accurate and up-to-date numbers, stats, details so that we can effectively convey the idea that with access to online directories, social networks and mobile phone applications, it simply does not make sense to have the white pages phone books forcefully delivered to consumers every year.

This RFP is for research that will be completed in no more than 3 months, with a due date of June 1, 2011.

Eligibility

Funding eligibility is limited to both graduate and undergraduate students that are currently enrolled in an accredited university within the US.

The applicant must have a faculty advisor who is responsible for overseeing peripheral management of the project. Applicants must have the appropriate organizational capabilities to receive and administer public grant funds.

Administrative Requirements

Funds will be granted via WhitePages, Inc.

To ensure each project follows the purpose as outlined in the summary above, the student will be required to submit a written report in addition to core research, to WhitePages following completion.

We require an initial clarification call, and then brief check-in calls every 2 weeks to ensure alignment on methodology and answer any questions. We are happy to review rough drafts or work in progress, though this is not required.

In addition, WhitePages must at its sole discretion, be able to promote research and the association to the accredited university in press releases, via its BanthePhonebook.org website and any accompanying collateral. The researcher agrees that s/he will not publish research results outside of class presentations / assignments without the prior consent of WhitePages.

If the student does not use the funding for the approved purpose stated in their application, s/he will be required to reimburse WhitePages the full award amount and may be subject to additional penalties.

Instructions

Applications will be accepted from now until March 1, 2011. Applications may be mailed or emailed. No faxed applications will be accepted.

Submit one original application to Liz Powell via email at lpowell@whitepages.com or via snail mail to:

Liz Powell
c/o WhitePages
1301 5th Ave, St 1600
Seattle, WA 98101

For more information call 206 973 5144

Application Contents:

Cover sheet that includes all relevant contact information for you and your advisor, including but not limited to, your phone and fax number, and a brief, concise summary of how you would conduct your research.

Proposal (no more than ten one-side, single-spaced pages) that includes the following:

- Your intent: the reason you want to conduct this research
- Any biases you may have that could present a conflict of interest
- Project goals and objectives
- Project activities/methodology
- Project cost. Amount of your request and a detailed breakdown of where your money will be spent.
- Your qualifications, including background information on you, your major, a resume if you have one