

Ecosia at your Faculty



KAN PARTY



Imagine your faculty could contribute to reforestation around the world with every internet search that is being done at the faculty. This opportunity can easily be offered by Ecosia. Ecosia is a search engine, just like Google and was founded in 2009 in Berlin.

Like most search engines, it makes its money by clicks on advertisements. However in contrast to other search engines, Ecosia uses 80% or more of its profit to plant trees. This way Ecosia is effectively fighting deforestation worldwide. Ecosia calculated that on average every 45 searches are sufficient to plant one tree. So far, they were able to plant over 120 Million trees (February 2021). Ecosia is very transparent when it comes to the usage/storage of data, about privacy and financial reporting.

Ecosia on campus is an initiative led by students around the world to implement Ecosia as the standard search engine at their Universities. Over 175,000 trees have already been financed by students' searches! With your help as faculty we'll be able to plant thousands more!

In January 2021, Maastricht University (as the first University in The Netherlands) has set the sustainable search engine Ecosia as the default search engine on 800 Student Desktops (SDT) in both library locations and the Randwyck Computer Facilities. To make UM even more sustainable we are planning to extend this project across all faculties. The sustainable search engine is easy to implement and it is possible to install it on every other UM workstation.

For more information about the change at UM please refer to:

<https://www.maastrichtuniversity.nl/news/ecosia-now-default-800-student-desktops>

How to switch your standard search engine to Ecosia?

The switch is very easy. Attached you find the necessary IT documents to implement Ecosia faculty wide. During the switch it is important to use the designated UM link (<https://ecosia.co/MaastrichtUniversity>). Only with this link all the searches will go to the UM wide account and we will be planting trees as one University.



How to configure Chrome GPO for Ecosia search engine

The steps below assume that your organization already has GPO policies defined which control the Chrome browser settings. This guide shows what needs to be edited in order to change the default search engine to Ecosia and the correct URL to use so we can track your organization's impact.

If you do not already have Chrome's ADML/ADMX files you can download them [here](#) and follow the same steps.

STEP 1:

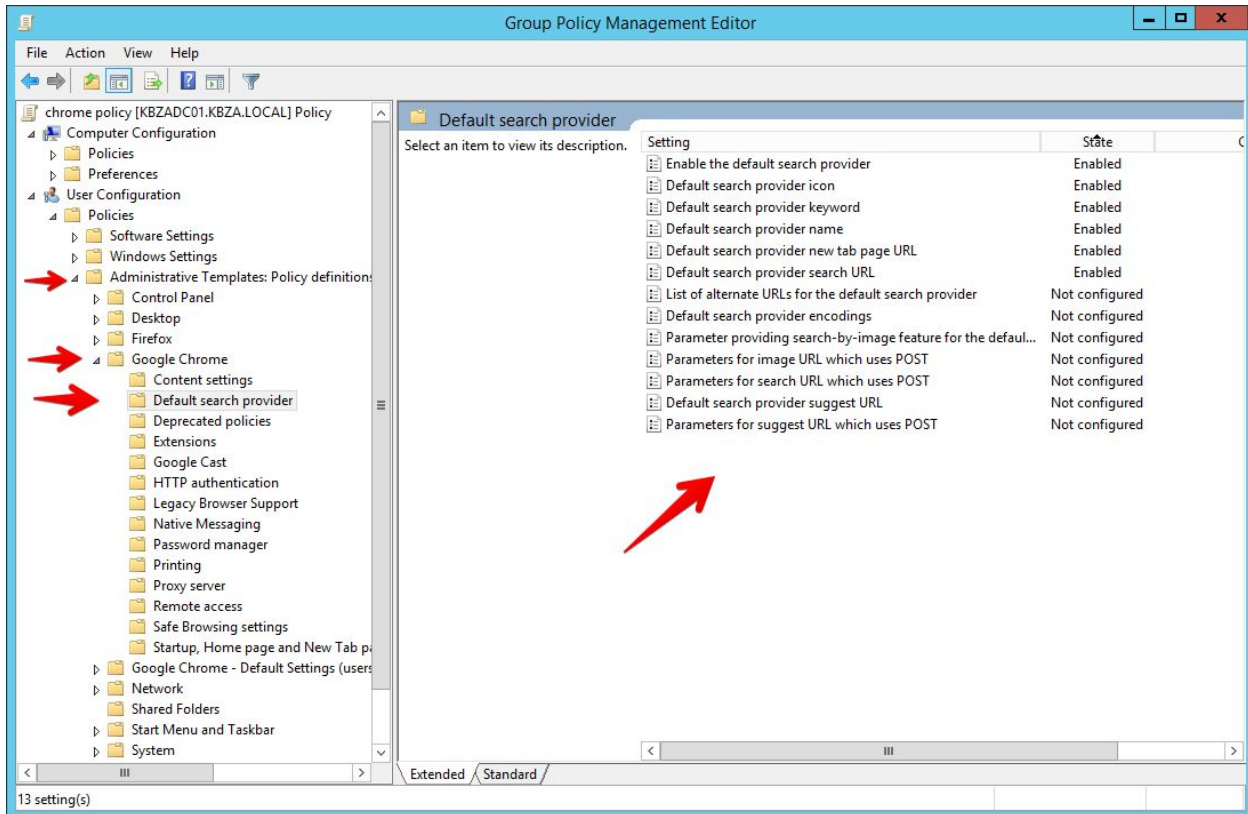
Login to your domain controller and open group policy editor (you can start the group policy editor by typing "gpedit.msc" into the Windows command bar).

STEP 2:

Navigate to the group policy rule that controls your chrome settings, right click and click on "edit"

STEP 3:

Depending on if you are applying this GPO rule on a computer or user level, navigate to the Chrome settings defined below. In this example, we are applying a GPO rule under "User Configuration". Navigate to the "Default search provider" folder that has all the required settings that need to be changed.



STEP 4:

A few settings here need to be defined (in no particular order)

“Enable the default search provider”

Set this to Enabled

“Default search provider icon”

Set this to Enabled and enter the following value - <https://ecosia.org/favicon.ico>

“Default search provider keyword”

Set this to Enabled and enter the following value – ecosia.org

“Default search provider name”

Set this to Enabled and enter the following value – Ecosia

“Default search provider new tab page url”



Set this to Enabled and enter the following value:

<https://www.ecosia.org/search?q={searchTerms}&addon=chromegpo&tt=xxxxxxx>

(replace “xxxxxxx” with the typetag provided to you by Ecosia)

“Default search provider search url”

Set this to Enabled and enter the following value:

<https://www.ecosia.org/search?q={searchTerms}&addon=chromegpo&tt=xxxxxxx>

(replace “xxxxxxx” with the typetag provided to you by Ecosia)

STEP 5:

Once this has been completed, ensure that you have the GPO rule linked to your domain and that you have specified the user groups/OU’s that this rule applies to.

In order for the GPO rules to take immediate effect, you would need to open a CMD window and type “gpupdate /force” to apply the settings on the end users devices. Otherwise the new GPO settings will apply after a reboot.

DISCLAIMER

The ADMX/ADML files provided by Google have limited flexibility. You have the option of switching on/off the default search provider and you can only provide one search engine as the default. It is not possible to offer multiple search engines options within Chrome’s GPOs.



How to configure Edge Chromium GPO for Ecosia search engine

The steps below assume that your organization already has GPO policies defined which control Edge Chromium's browser settings. This guide shows what needs to be edited in order to change the default search engine to Ecosia and the correct URL to use so we can track your organization's impact.

If you do not already have Edge Chromium's ADML/ADMX files you can download them [here](#) and follow the same steps.

STEP 1:

Login to your domain controller and open group policy editor (you can start the group policy editor by typing "gpedit.msc" into the Windows command bar).

STEP 2:

Navigate to the group policy rule that controls Edge's settings, right click and click on "edit"

STEP 3:

Depending on whether you are applying this GPO rule on a computer or user level, navigate to the settings defined below. In this example, we are applying a GPO rule under "User Configuration". Navigate to the "Default search provider" folder which has all the required settings that need to be changed.

The screenshot shows the Local Group Policy Editor window. The left pane displays the tree view under "User Configuration" > "Administrative Templates" > "Microsoft Edge" > "Default search provider". The right pane shows a list of settings for the "Default search provider" folder, all of which are currently "Not configured".

Setting	State
Enable the default search provider	Not configured
Default search provider name	Not configured
Default search provider keyword	Not configured
Default search provider search URL	Not configured
Default search provider URL for suggestions	Not configured
Default search provider encodings	Not configured
Specifies the search-by-image feature for the default search ...	Not configured
Parameters for an image URL that uses POST	Not configured



STEP 4:

A few settings here need to be defined (in no particular order)

“Enable the default search provider”

Set this to Enabled

“Default search provider name”

Set this to Enabled and enter the following value – Ecosia

“Default search provider keyword”

Set this to Enabled and enter the following value – ecosia.org

“Default search provider search url”

Set this to Enabled and enter the following value:

<https://www.ecosia.org/search?q={searchTerms}&addon=edgegpo&tt=xxxxxxx>

(replace “xxxxxxx” with the typetag provided to you by Ecosia)

STEP 5:

Once this has been completed, ensure that you have the GPO rule linked to your domain and that you have specified the user groups/OU’s that this rule applies to.

In order for the GPO rules to take immediate effect, you would need to open a CMD window and type “gpupdate/force” to apply the settings on the end users devices. Otherwise the new GPO settings will apply after a reboot.

DISCLAIMER

Edge Chromium also has a GPO rule called “[Manage Search Engines](#)”. This GPO rule can be used to configure a list of up to 10 search engines for the end user to choose from.



How to configure Firefox GPO for Ecosia search engine

The steps below assume that your organization already has GPO policies defined which control the Firefox browser settings. This guide will show you what to edit in order to change the default search engine to Ecosia and the correct URL to use so we can track your organization's impact.

It is also important to note that in order to control Firefox GPO settings, workstations and devices need to have the Firefox ESR Enterprise version installed and not the normal Firefox version (<https://www.mozilla.org/en-US/firefox/enterprise/>).

Also, ensure that you have downloaded and added the [Firefox ADMX/ADML](#) files to your central store.

STEP 1:

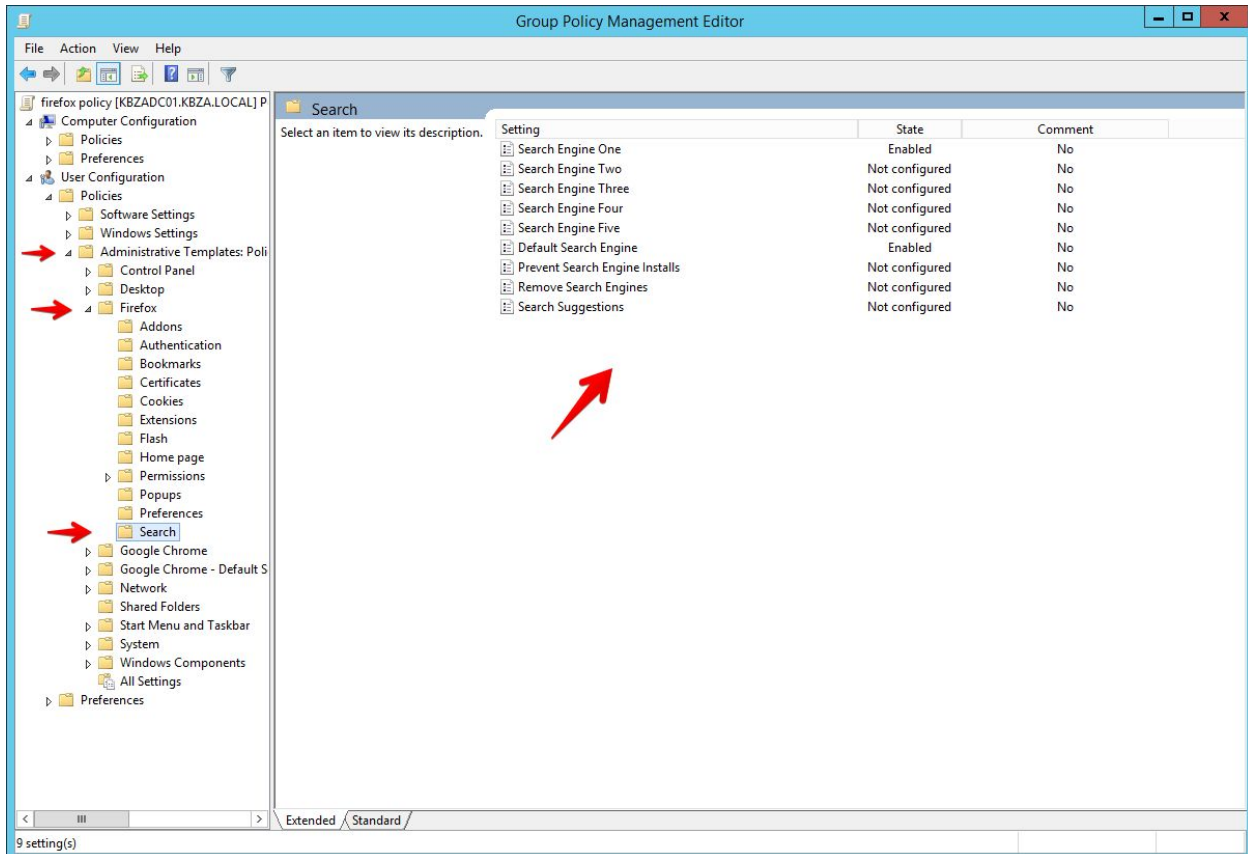
Login to your domain controller and open group policy editor (you can start the group policy editor by typing "gpedit.msc" into the Windows command bar).

STEP 2:

Navigate to the group policy rule that controls your Firefox settings, right click and click on "edit"

STEP 3:

Depending on if you are applying this GPO rule on a computer or user level, navigate to the Firefox settings defined below. In this example, we are applying a GPO rule under "User Configuration". Navigate to the "Search" folder that has all the required settings that need to be changed.



STEP 4:

A few settings here need to be defined (in no particular order)

“Default Search Engine”

Set this option to Enabled and enter the following value – [ecosia.org](https://www.ecosia.org)

“Search Engine One”

Set this option to Enabled and enter the following values:

Name – [ecosia.org](https://www.ecosia.org)

URL Template:

<https://www.ecosia.org/search?q={searchTerms}&addon=firefoxgpo&tt=xxxxxxx>

(Replace 'xxxxxxx' with the typetag provided to you by Ecosia)

Method – GET

Icon URL - <https://ecosia.org/favicon.ico>



Description – Ecosia Search Engine

Search Engine One

Previous Setting Next Setting

Not Configured Comment:

Enabled

Disabled

Supported on: Firefox 60 ESR or later

Options:

Name:

URL Template:

Method:

Icon URL:

Alias:

Description:

Suggest URL Template:

Help:

If this policy is enabled, you can configure a search engine to be added to Firefox. Use {searchTerms} to indicate where the search term is placed. Due to a bug, you must select the method (usually GET). Note that you must specify the search engines in order.

If this policy is disabled or not configured, a new search engine is not added.

OK Cancel Apply

STEP 5:

Once this has been completed, ensure that you have the GPO rule linked to your domain and that you have specified the user groups/OU's that this rule applies to. On the workstations and end user devices, they would need to open a CMD window and type "gpupdate /force" to apply the settings and possibly restart the device as well. Otherwise the settings will apply after a reboot.



DISCLAIMER

The Firefox GPO settings provide various configuration options. It is the responsibility of the System Admin or organisation to decide how to further configure the GPO rules. For example, they can decide to not set a default engine (Disable “Default Search Engine”) and just add Ecosia as an additional search engine. Furthermore, they can decide to disable the ability to add other search engines and remove search engines. This guide assumes that Ecosia will be the only default search engine without the ability to change it.