

Abstract

A marketing plan was created for UC Davis' Facilities Management & Energy Conservation Office to display UC Davis' energy and sustainability innovations. A hybrid plan, with both technological and physical aspects, was chosen based on prior literature and a campus survey inquiring about sustainability and energy interest on campus. The plan, which eventually leads to a physical hub deemed "The Green Room" includes 3 main parts:

1. Campus tours/on site signage advertising the "Green Room" and UCD innovations
2. A website containing all initiatives, dashboards, and projects into one central hub
3. "The Green Room": a physical location on campus that will use interactive learning to educate and promote UCD innovations



This plan is intended to not only reach the UCD campus, but also perspective UC Davis students/faculty and other universities looking to start energy innovations of their own. Our major results showed that the most of the innovations/projects on campus are not well known but people are interested in knowing more. It concludes with reopening the Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking Assessment and Rating System (STARS) account to continue promote UCD initiatives on a national level.

Marketing plan & AASHE STARS to promote innovation



Results & Figures 1

Survey results depicting awareness and interest in programs:

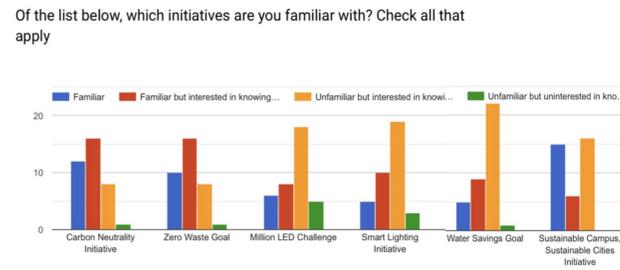


Figure 1. Familiarity and interest on UCD campus sustainability and energy initiatives

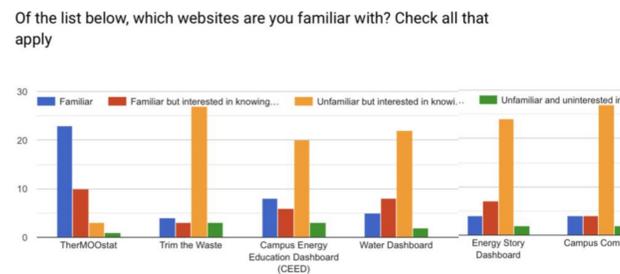


Figure 2. Familiarity and interest of UCD sustainability and energy websites

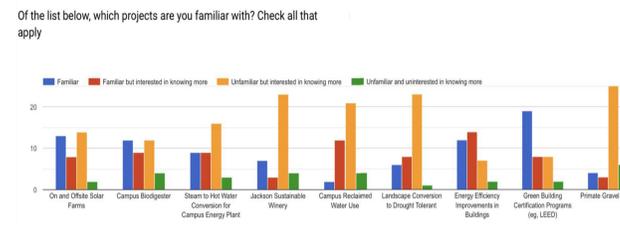


Figure 3. Familiarity and interest on UCD sustainability and energy projects

How important is energy efficiency/innovation on campus to you?

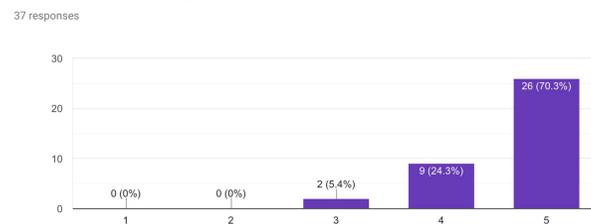


Figure 4. The importance of energy efficiency and innovation on campus, rated 1-5 (5 being very important), for survey participants.

Results & Figures 2

Survey results depicting preferred means and locations of a energy and sustainability communication methods:

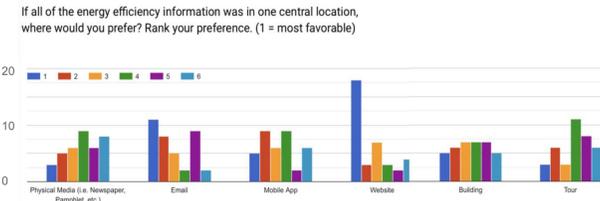


Figure 5. Preferred energy and sustainability communication methods. Numbers above correlate with ranking (i.e.: the amount of "1" indicates how many respondents indicated that was their first choice of communication.

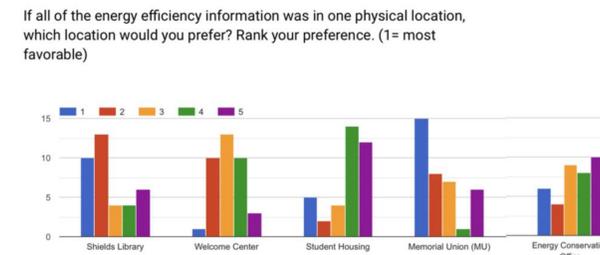


Figure 6. Preferred location of a potential Green Room. Numbers above correlate with ranking (i.e.: the amount of "1" indicates how many respondents indicated that was their first choice for an onsite physical location.

Please state your relationship to the UC Davis campus

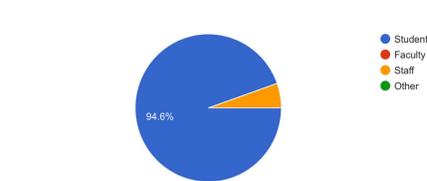


Figure 7. Relationship of survey respondents to the UC Davis campus.

Age Range

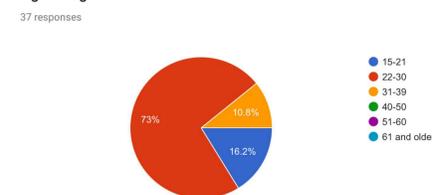


Figure 8. Age range of survey respondents.

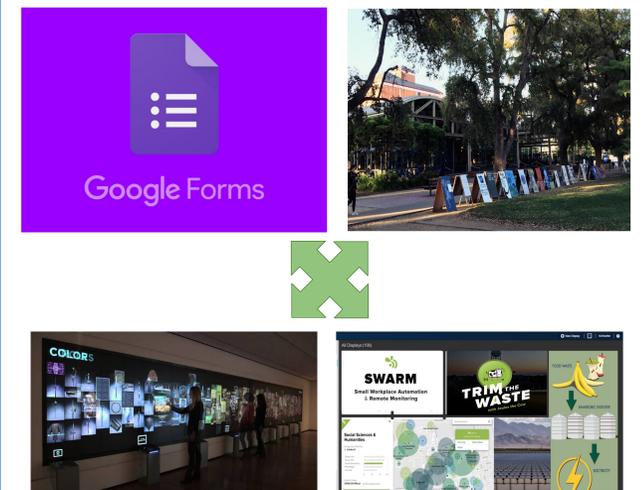
Motivation

The university of California system has always prided itself in pushing the boundaries and setting the standard in education, research, inclusion, and the like (i.e.: Carbon Neutrality Initiative). Amongst the others, Davis stands out for its achievements in the green energy space, being ranked #3 in the world and #1 in the U.S. for campus sustainability by the *UI GreenMetric World University Rankings* in 2018. Despite all of UC Davis' energy innovations and projects, the information about these innovations are disjointed leading to repetitive projects and lost time. Behind this motivation is to illuminate Davis as a standard for other universities looking to make energy innovations.



Conclusion

These results are representative of the Davis community are promising in guiding the direction of the creation of The Green Room. Research shows that students enjoy virtual learning systems and that there are no other universities developing this idea; allowing the "Green Room" to act as a standard and inspiration for other campus' projects. Recommendations for future work:



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